

The Golden Mile

SMALL AREA PLAN

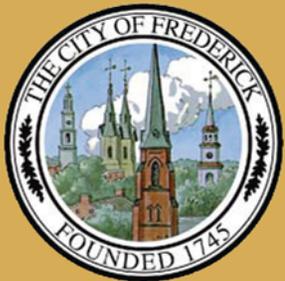


The Golden Mile

Small Area Plan



Prepared by the
The City of Frederick
Planning Department



Adopted by the
Mayor and Board of
Aldermen on
January 17, 2013

PREPARED BY:



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THE GOLDEN MILE ALLIANCE

THE CITY OF FREDERICK
MAYOR AND BOARD OF ALDERMEN

RESOLUTION NO. 13-06

A RESOLUTION concerning

Golden Mile Small Area Plan

WHEREAS, the Mayor and Board of Aldermen wish to facilitate the redevelopment and revitalization of the Route 40 commercial corridor known as the "Golden Mile"; and

WHEREAS, the Golden Mile Small Area Plan ("Plan") has been created as a guide for such redevelopment and revitalization; and

WHEREAS, the Plan has received broad support and input from the Golden Mile Alliance, Neighborhood Advisory Councils 5 and 8, and other civic groups and individuals; and

WHEREAS, in August 2012, the Planning Commission voted to recommend that the Board of Aldermen approve the Plan; and

WHEREAS, the Board of Aldermen has discussed the Plan at several public meetings and is in support of the goals and policies set forth in the Plan; and

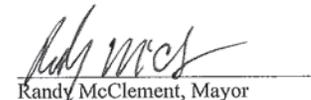
WHEREAS, the adoption of the Plan is an important precursor to future regulatory action that will provide for the implementation of the goals and policies set forth in the Plan.

NOW THEREFORE BE IT RESOLVED THAT the Golden Mile Small Area Plan, attached hereto as Exhibit A and incorporated herein by this reference, is adopted by The City of Frederick.

ADOPTED AND APPROVED THIS 17th DAY OF JANUARY, 2013

WITNESS




Randy McClement, Mayor

Reviewed and approved for legal sufficiency



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**The survey results are included in Appendix A which is available at the Planning Department office or www.cityoffrederick.com*



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The Golden Mile Small Area Plan is intended to encourage the redevelopment of the Route 40 Corridor through the use of incentives, public and private investment, as well as legislative policies that will provide additional tax base, economic revitalization, jobs and business opportunities to the City.

SECTION 1: INTRODUCTION

In this section, you will find a brief overview of the Golden Mile Small Area Plan. A summary of the plan, a map of the Planning Area and the process and policies used to develop the plan can be found in the next few pages.

For an in-depth look at the recommendations, see *Section 4, Implementation* beginning on page 57.

This section includes:

Plan Summary, page 8

The Plan Summary highlights the key recommendations of the Golden Mile Small Area Plan. The recommendations follow the Plan's visions and themes derived from public participation.

Planning Area Map, page 12

The Golden Mile Small Area Plan will guide future development and redevelopment on the Route 40 Corridor.

The Planning Area map shows the detailed boundaries of the Planning Area. Although this plan concentrates on the area within the boundary, it should be noted that a few recommendations and policies may impact improvements made outside the delineated boundary.

The regional context map shows the location of the Planning Area in relation to other Maryland municipalities.

About this Plan, page 14

This part of the introduction explains what a small area plan is, how it is created, and how the recommendations are developed.

Planning Framework page 15

The Land Use Article of Annotated Code of Maryland in conjunction with policy decisions made by The City of Frederick Mayor and Board of Aldermen have made small area planning a priority for the City. This section explains policies involved in the creation of this Plan.



PLAN SUMMARY

The City of Frederick is one of the most historic and charming communities in the country. It is a city with a strong sense of place, an engaged community, and a robust and diverse economy. Its vibrant and cultured downtown is surrounded by walkable neighborhoods and employment centers where residents are afforded scenic views of both the downtown spires and the Catoctin Mountains.

The Golden Mile, Rosemont Avenue, East Patrick Street and Jefferson Street commercial areas are dominated by strip-commercial development. Strip development is characterized by an open retail center, arranged in a row, developed as a unit, containing large parking lots fronting heavily traveled roads. These centers tend to be self-contained with few pedestrian connections to surrounding neighborhoods. In many cases, the design of these centers gives little regard to safe and efficient integrated vehicular and pedestrian access.

In order to provide a more coherent and attractive commercial environment, future development and redevelopment along these corridors should be integrated with surrounding businesses and neighborhoods. This integration would allow for more organized pedestrian and vehicular movement.

The purpose of this plan

The Golden Mile Small Area Plan is a guide for future development and redevelopment along the Route 40 corridor. The plan includes recommendations for the community's future: where future buildings are located, how they will look, and the location of parks, trails and new roadways. The plan also includes desired improvements that will give the neighborhood a sense of place such as streetscape enhancements and public amenities.

The design and redevelopment of the Golden Mile is framed and organized by the following principles:

Walkable, Connected, Vibrant, Safe,
Complete, Attractive and Sustainable.

These principles merge together the aspirations, goals, and policies of the Comprehensive Plan with resident input for the Golden Mile into a concise set of ordering principles.

The seven principles embody the core values for redevelopment of the Golden Mile and are reflected in the three development visions and will also direct development review of future projects, both public and private. The seven principles along with supporting goals from the *Implementation Section* are summarized as follows:

For an in-depth look at the three development scenarios, see *Section 4, Implementation* beginning on page 59.



WALKABLE

Walkable: The scale, character and detailing of buildings, public spaces and infrastructure will not only accommodate pedestrians but will provide an enjoyable experience enticing visitors to spend more time and money in the neighborhood. Recommendations from Section 4, Implementation, to make the community walkable include:

- **Goal 3. Improve and expand circulation on the corridor by providing more efficient and comfortable connections between destinations for vehicles, pedestrians, bicyclists and users of public transportation.**
- **Goal 6. Support improvements to parks and recreation in the form of greenways, which provide alternative access to the Golden Mile corridor and provide an asset to increase property values and tax revenue.**



CONNECTED

Connected: Provide a street network and transportation opportunities that reduce traffic congestion on main arterial roadways and provide efficient access to adjacent commercial properties and residential neighborhoods. Recommendations to establish this system include:

- **Goal 3. Improve and expand circulation on the corridor by providing more efficient and comfortable connections between destinations for vehicles pedestrians, bicyclists and users of public transportation.**
- **Goal 6. Support improvements to parks and recreation in the form of greenways, which provide alternative access to the Golden Mile corridor and provide an asset to increase property values and tax revenue.**





VIBRANT

Vibrant: A lively destination is created with the ability to draw shoppers, employers, residents and public events. Retail is incorporated with public spaces and integrated with office and residential uses. Public spaces not only catalyze development but create a premium for leasable area. The number and diversity of users thrive off one another, cultivating an environment of financial success and sustainability. Recommendations for a vibrant community include:

- **Goal 5. Accommodate commercial, retail and office development that provides local residents with employment opportunities, goods and services, creates a destination for visitors, enhances the image and appearance of the Golden Mile and The City of Frederick, and increases tax revenue.**
- **Goal 8. Continue supporting the Golden Mile Corridor by investing in the surrounding neighborhoods.**



SAFE

Safe: The neighborhood is promoted, creating a sense of community with multiple users providing watchful eyes in the day and night. Parks are connected into an organized system generating pedestrian activity with personal interactions. Recommendations to increase safety along the corridor include:

- **Goal 2. Create a safe destination for residents and visitors by decreasing the perception of crime, creating a safe pedestrian environment and minimizing vehicular accidents.**
- **Goal 8. Continue supporting the Golden Mile Corridor by investing in the surrounding neighborhoods.**

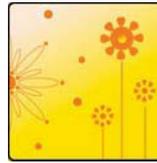




COMPLETE

Complete: All phases of development interact and complement one another. Streets are designed to have sufficient space to accommodate all modes of transportation including bicycles and pedestrians. Buildings are designed with multiple stories; retail is located in appropriate places for window shoppers; office and commercial uses are strategically placed in locations to support vital businesses; and all uses are accessible to residential dwellings. Parklands connect development to neighborhoods and other parts of the City. Recommendations to complete the development vision include:

- **Goal 5. Accommodate commercial, retail and office development that provides local residents with employment opportunities, goods and services, creates a destination for visitors, enhances the image and appearance of the Golden Mile and The City of Frederick, and increases tax revenue.**
- **Goal 8. Continue supporting the Golden Mile Corridor by investing in the surrounding neighborhoods.**



ATTRACTIVE

Attractive: Multi-story buildings are close to the street with parking in the rear. Sidewalks are designed with amenities to comfort pedestrians, and parking lots are landscaped and provide safe access to destinations. Public spaces are surrounded with attractive landscaping and art to provide gathering places for visitors, employees and residents of the area. Signage is designed to reduce visual clutter and give the area an identity. Recommendations to create an attractive community include:

- **Goal 4. Create an attractive and distinctive image for the Golden Mile**
- **Goal 7. Support redevelopment efforts while protecting and enhancing the natural environment**





SUSTAINABLE

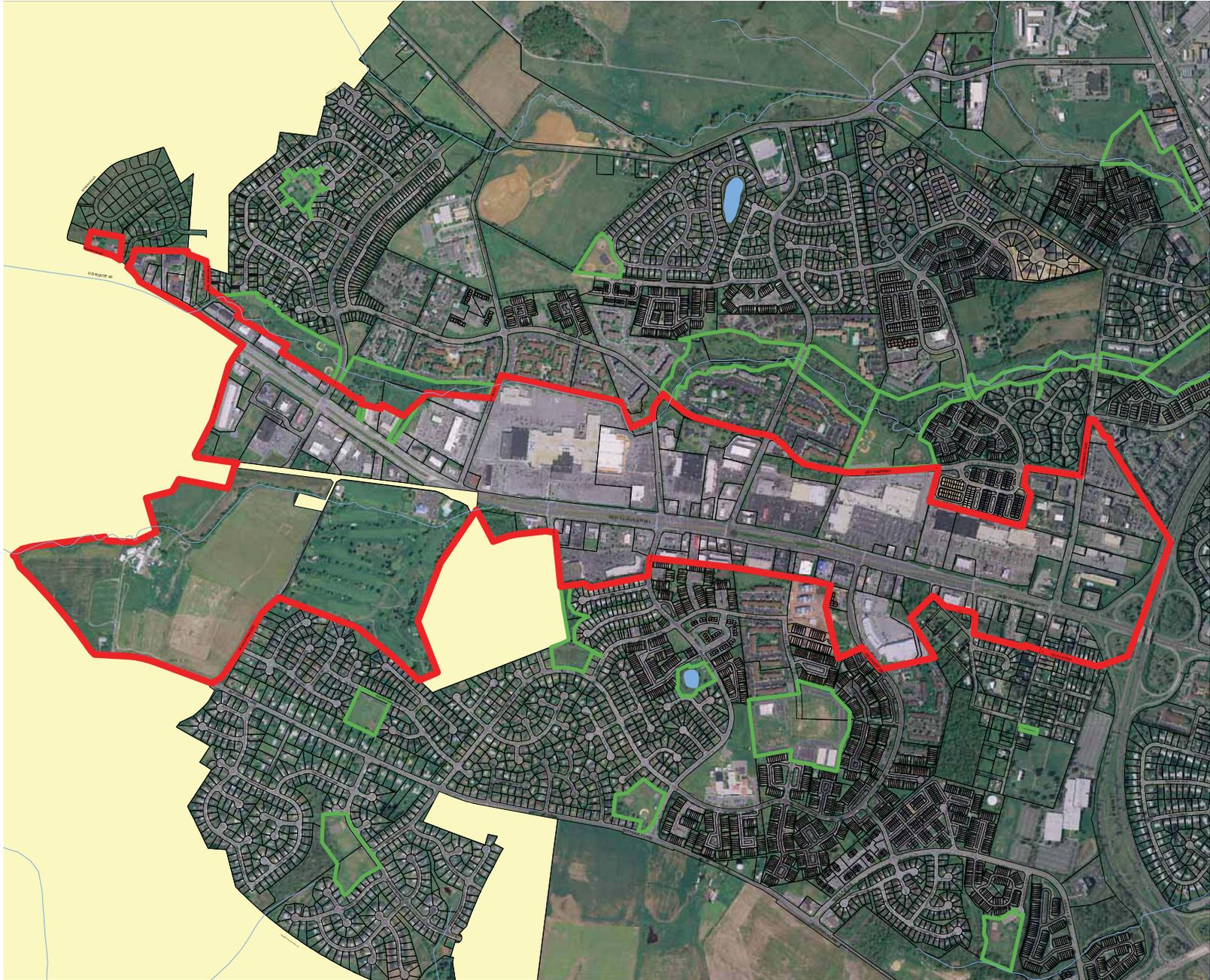
Sustainable: As redevelopment occurs and the new Golden Mile identity emerges, a private/public partnership is created to manage and facilitate public improvements. Recommendations to establish a sustainable community for future generations include:

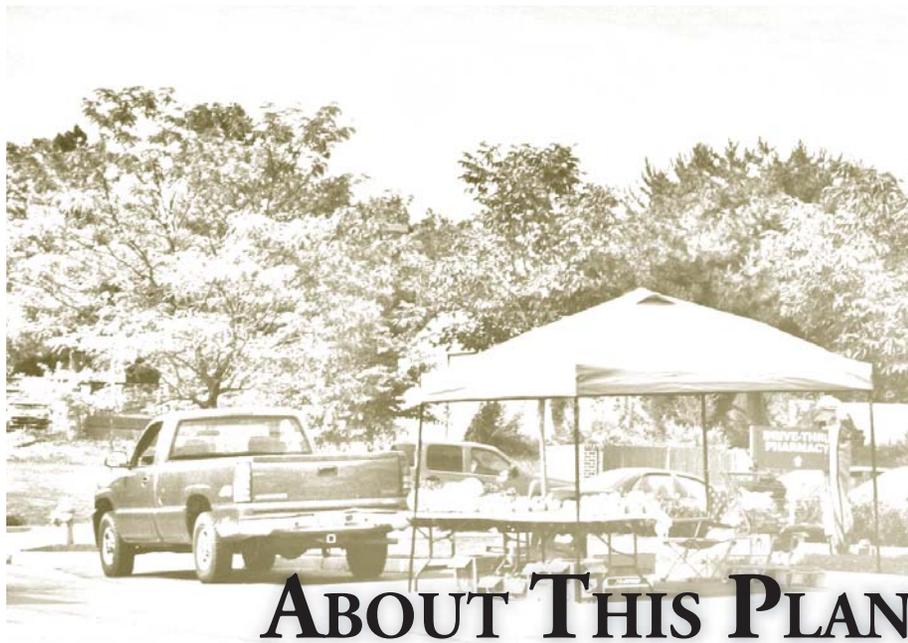
- **Goal 1. Ensure the Golden Mile Planning Area prepares for sustainable redevelopment**
- **Goal 5. Accommodate commercial, retail and office development that provides local residents with employment opportunities, goods and services, creates a destination for visitors, enhances the image and appearance of the Golden Mile and The City of Frederick, and increases tax revenue.**
- **Goal 7. Support redevelopment efforts while protecting and enhancing the natural environment**
- **Goal 8. Continue supporting the Golden Mile Corridor by investing in the surrounding neighborhoods.**



PLANNING AREA MAP

The Golden Mile Small Area Plan concentrates on the commercial corridor of Route 40. Delineated with a red boundary below, most land is developed in commercial strip mall patterns, however there are smaller parcels with stand-alone commercial businesses as well as vacant land to the southwest that is slated for mixed use development in the near future.





What is a Small Area Plan?

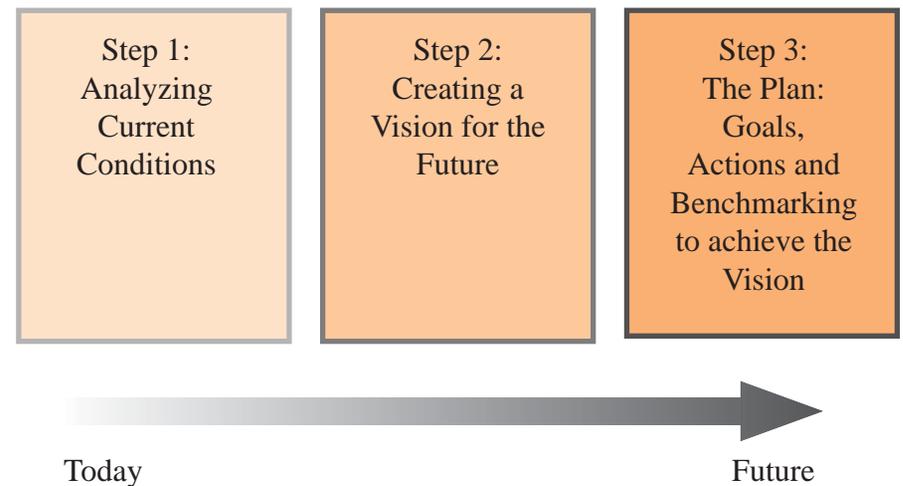
A Small Area Plan is a neighborhood-level plan that addresses land use, transportation, and a variety of other topics. For each Planning Area, a committee of residents, property owners and business owners provide neighborhood recommendations to city planners and local officials, resulting in a plan that is adopted by the Mayor and Board of Aldermen. The plan represents the community's desires for the future, such as where future buildings are located, how they will look, and the location of parks, trails and future roadways.

Steps in creating a plan

A plan begins by analyzing a community's existing status by assessing the conditions of land use and zoning, the transportation network, the appearance of buildings, quality of life for the citizens who reside in the area and the economic condition of the commercial areas.

The Recommendations

To develop the recommendations of a plan, the future vision of the community is broken up into goals and actions. Each goal is a small piece of the overall vision, they work collectively to achieve the desires of the community. The goals are implemented through a series of action items, the action items are specific improvements that guide the public, planners and officials to achieve the separate goals and ultimately the vision of the community.



Benefits of Small Area Plans

A key benefit of the Small Area Planning process is local stakeholder involvement in the development of each plan's recommendations.

Small Area Plans serve as a guide for land use, environmental protection, transportation improvements, open space and other capital improvements and will identify opportunities for commercial

revitalization and, where appropriate, mixed-use development. The benefits include:

- Represent the community's vision
- Reflect neighborhood stakeholder's input
- Provide specific recommendations at a neighborhood level
- Offer increased efficiency in provision of public services
- Allow greater predictability in land use and development
- Enable neighborhoods to be proactive in making land use recommendations
- Identify priority neighborhood projects and possible resources for implementation
- Help to guide the investment decisions of local governments



The Land Use Article of the Annotated Code of Maryland

Maryland municipalities and counties are given the power to control land use within their boundaries under The Land use Article of the Annotated Code of Maryland. Entitled Land Use, this article was added to the Maryland Code in 1927 to delegate the power to prepare a comprehensive or master plan, a zoning ordinance, and subdivision regulations to the State's municipalities. The City of Frederick uses the legal basis of The Land Use Article of the Annotated Code of Maryland to establish the Comprehensive Plan for the City and the Small Area Plans throughout the City.

Comprehensive Plan

Small Area Plans assist in implementing the goals and recommendations of the City's Comprehensive Plan. Recognizing the unique character of the City's different communities, the 2010 Comprehensive Plan Update identified seven Small Planning Areas and recommended that a separate,

more detailed land use plan be completed for each of these areas. The City's Comprehensive Plan and the adopted Land Use Map are policy guides for the Golden Mile Small Area Plan. The following goals, derived from the Comprehensive Plan and the outreach process will guide detailed plan development for the Golden Mile.

1. **LAND USE POLICY LU 8:** Develop neighborhood or area plans that provide specific land use objectives and development guidance for the City's neighborhoods.
 - a. Promote appropriate types of retail uses within or adjacent to the City's neighborhoods, by applying zoning categories that encourage pedestrian-oriented development.
 - b. Area Plans should encourage the following design characteristics:
 - i. A variety of uses are available to residents within a short walking distance;
 - ii. Buildings and public spaces have a mixture of scale and massing consistent with structures located in the Planning Area;
 - iii. Neighborhood blocks are short and walkable; and
 - iv. Roadways adhere to planning principles of "complete streets," a concept which focuses on safe access for all users (pedestrians, bicycles, transit, and autos) and preservation of neighborhoods.
2. **TRANSPORTATION POLICY TE 3:** Preserve and enhance transportation capacity and multi-modal travel on local, collector and arterial routes that serve The City of Frederick.
 - a. Encourage a street grid pattern that disperses traffic more evenly throughout the street network.
 - b. In cooperation with Frederick County, encourage adequate transit service for major traffic generators and attractors including activity centers.
3. **TRANSPORTATION POLICY TE 4:** Include the complete street solutions as part of the design and capacity standards for all roadways.
 - a. Increase interconnectivity between developments. Additionally, each development should provide adequate access for automobiles, bicycles, pedestrians; through adequate external and internal circulation for each mode of transportation
4. **TRANSPORTATION POLICY TE 7:** Promote bicycle and pedestrian mobility in the City.
 - a. Identify neighborhood-specific transportation issues during the Small Area Planning process, including improvements to promote pedestrian and bicycle movement, handicapped accessibility, and safe, efficient traffic flow.
5. **TRANSPORTATION POLICY TE 8:** Encourage development that meets Transit-friendly Design standards.
 - a. Focus initial transit friendly efforts in the vicinity of East Street, MARC station, Golden Mile, and East Patrick Street from I-70 to Franklin Street, and US 15 and Monocacy Boulevard.
6. **TRANSPORTATION POLICY TE 12:** Preserve and enhance the historic grid system.
 - a. Alley development in new subdivisions and commercial development should be pursued as a means of better property access, improved off-street parking, and enhanced traffic circulation.
7. **COMMUNITY CHARACTER POLICY CCD 1:** Define area planning sectors in order to preserve and promote neighborhoods' physical characteristics.
 - a. In order to allow for the enhancement, innovation and promotion of neighborhood character, area plans shall provide specific development guidance to enhance land use configuration for that sector.
 - b. Objectives for each sector shall focus on uses lacking

within that sector so that needs of that area can be met. Area of focus should include the following:

- i. Identify the physical characteristics and qualities that define the existing sections of the City that can be strengthened and used to enhance new development.
- ii. Allow flexible design standards and uses in neighborhoods to establish visual diversity and a community that complements the neighborhood character and need.

8. **COMMUNITY CHARACTER POLICY CCD 2:** Support creative site planning and architecture in order to establish a built environment that maintains and enhances neighborhood character, aesthetics and offers various levels of interaction to all members of the community while allowing for innovative design.
 - a. Encourage a mix of uses that integrate work and living space with a mix of housing and commercial styles and densities within neighborhood context.
 - b. Encourage infill of vacant or underutilized property in and around the business core. Review proposals for infill development to ensure compatible architecture and site planning.
 - c. Encourage LEED basic level certification or equivalent on all construction.
 - d. Encourage the location of commercial buildings adjacent to the right-of-way in order to give definition to the street.
9. **COMMUNITY CHARACTER POLICY CCD 3:** Provide for a framework in all single-family, multi-family, mixed residential areas and commercial areas that is based on the “Complete Streets” objectives.
 - a. Encourage residential streets that are interconnected, and provide for safe travel for all users of all modes.
 - b. Encourage amenities in all neighborhoods of Frederick that allow for a “sense of place” for pedestrians as part of any street.

- c. The placement of residential development, commercial buildings, parking, access, and landscaping should be compatible with neighborhood characteristics in the immediate vicinity. The height of buildings, location of open space, scale and mass of structures, type of materials, parking design and location, signs, and outdoor lighting shall enhance the visual impacts related to the City’s viewsheds of the city spires, buildings, mountains, historic core, and neighborhoods.

10. **COMMUNITY CHARACTER POLICY CCD 5:** The City’s capital improvement projects shall make a positive contribution to the City’s character.
 - a. Tree canopy shall be enhanced or replaced when design and constructing community facilities.
 - b. Implement an inter-department capital projects team to improve the design and implementation of all public projects.
11. **COMMUNITY CHARACTER POLICY CCD 6:** Promote safe, healthy, and attractive new construction.
 - a. Design land uses that encourage the development of neighborhoods that are served by commercial, office, and recreation facilities (where appropriate), that are accessible (via roads and sidewalks) to all areas of the surrounding neighborhood.
 - b. In order to promote and protect natural resources, identify obstacles to green building implementation within the Land Management Code or other regulations.
 - c. Offer, facilitate, and/or support green building training for City staff, builders, and developers and provide information on programs and organizations.
12. **COMMUNITY CHARACTER POLICY CCD 7:** Establish and maintain a Community Design monitoring system to measure progress toward achieving the goals of the Community Character and Design Element.



three development scenarios presented to the public during the third workshop, and an analysis of the preferred scenario. The development scenarios are organized into three alternative plans that illustrate potential end-state scenarios. Each alternative has an accompanying vision statement; a concise statement intended to provide a clear and vivid picture of the future state of the Golden Mile. The vision statement is also the link between the broader goals and policy objectives of the Comprehensive Plan and the specific actionable items of this plan. The preferred scenario analysis studies the feasibility of the most desired scenario, making the plan achievable in the future.

Finally in *Section 4, Implementation*, the vision and goals of the preferred scenario are broken into specific, measurable, attainable, relevant and time-bound (SMART) implementation strategies, known as plan policies. The plan policies are organized and prioritized in the implementation matrix to guide the future capital improvements for the Planning Area.

The Golden Small Area Plan is organized to be user-friendly in a concise and predictable format.

In the next section, *Section 2, Current Conditions*, readers will understand the Golden Mile Corridor as it exists today. Staff gathered information from published sources such as the U.S. Census and newspapers as well as participation from the public. During preparation of the existing conditions report, staff solicited nearly 1,000 responses from a survey targeting the general public, business owners and property owners. A summary of the results can be found in this section. For a more comprehensive look at the results obtained from public feedback, please see the Appendix.

Section 3, Preferred Scenario Analysis is organized into a summary of the

SECTION 2: CURRENT CONDITIONS



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ENVIRONMENTAL CONDITIONS 38



With the support from both the Mayor & Board of Aldermen and Planning Commission, the Planning Department was assigned to develop a plan that will generate a thriving business environment.

This plan is different than a typical corridor plan in that the plan will consider social, economic, land use, transportation, safety and other issues in formulating recommendations for the important Planning Area.

“The Golden Mile store owners think that the City has abandoned the Golden Mile completely. We feel abandoned by the City. Thank you.”
– Business Owner

The purpose of the Existing Condition Report is to give to a board overview of the issues that are currently facing the Golden Mile.

REGIONAL CONTEXT

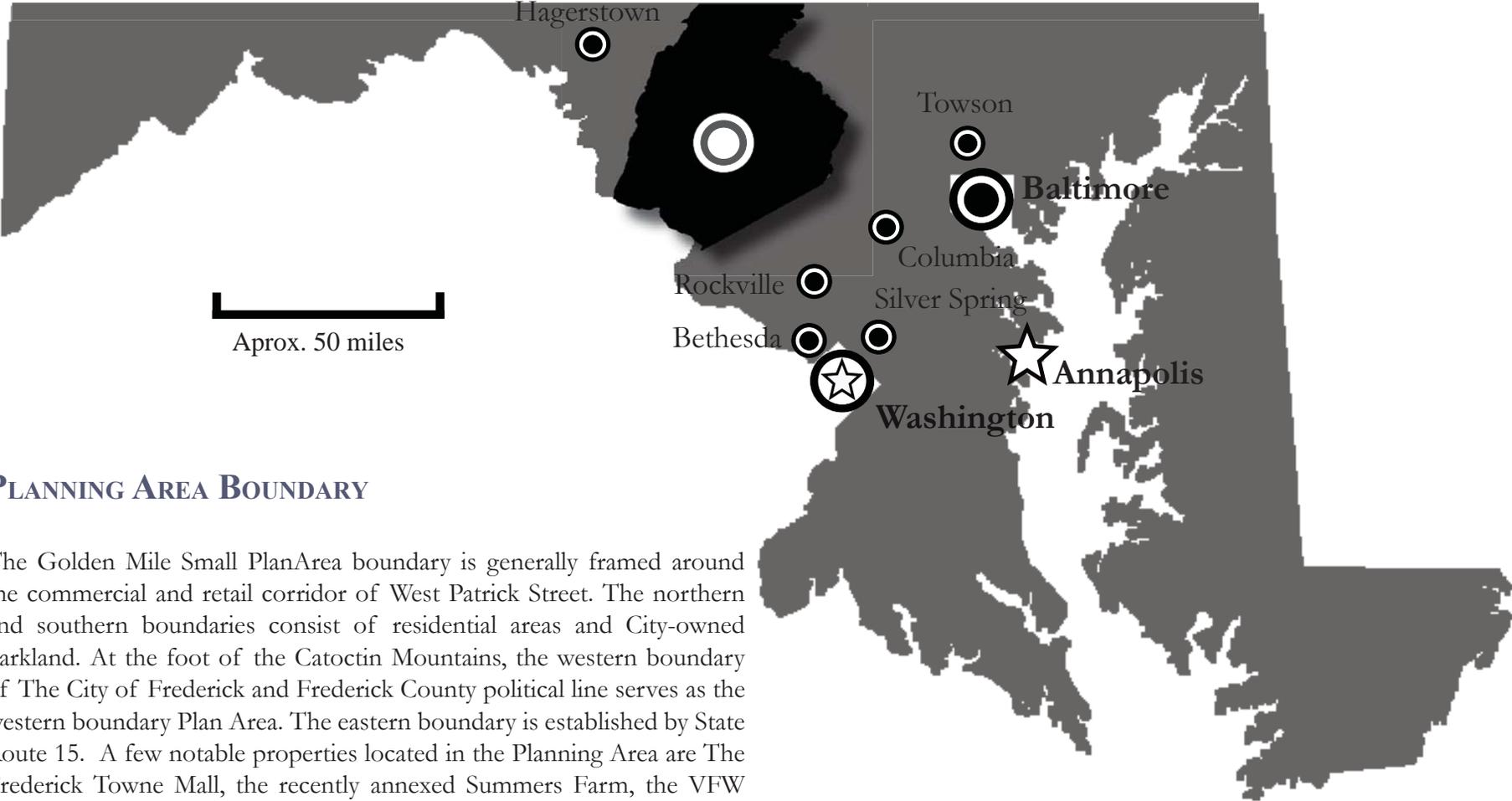
The Golden Mile, otherwise known as Route 40 or West Patrick Street is an aging retail corridor anchored by the Catoctin Mountains to the west and separated from Downtown Frederick to the east by U.S. Route 15. The Corridor was once a thriving destination for consumers providing an abundance of chain and independent retail stores and restaurants. Due to competing market pressures, many of the retail stores have either relocated from the Golden Mile or gone out of business, creating underutilized commercial space and a vacancy problem for the Corridor.

Frederick is located in the Washington Suburban Region of Maryland. The City of Frederick is strategically located within short travel of many major US cities and has historically served as a major crossroads since the colonial times. Today, Interstate 70, Interstate 270, U.S. Route 340, U.S. 15, U.S. Route 40 and U.S. 40 Alternate function as major thoroughfares through the City. The City of Frederick is located approximately 50 miles northwest of Washington D.C and 50 miles west of Baltimore.

Today, the two mile long corridor is home to major anchors including: Boscov's, Wolf Furniture, K Mart, Home Depot, Giant Eagle and others. The redevelopment of the Vista Shops Center from office back to retail strengthens the Golden Mile's position among consumers.

The economic health of the Golden Mile has been one of the top concerns of the 60th Administration and The City of Frederick Planning Commission.

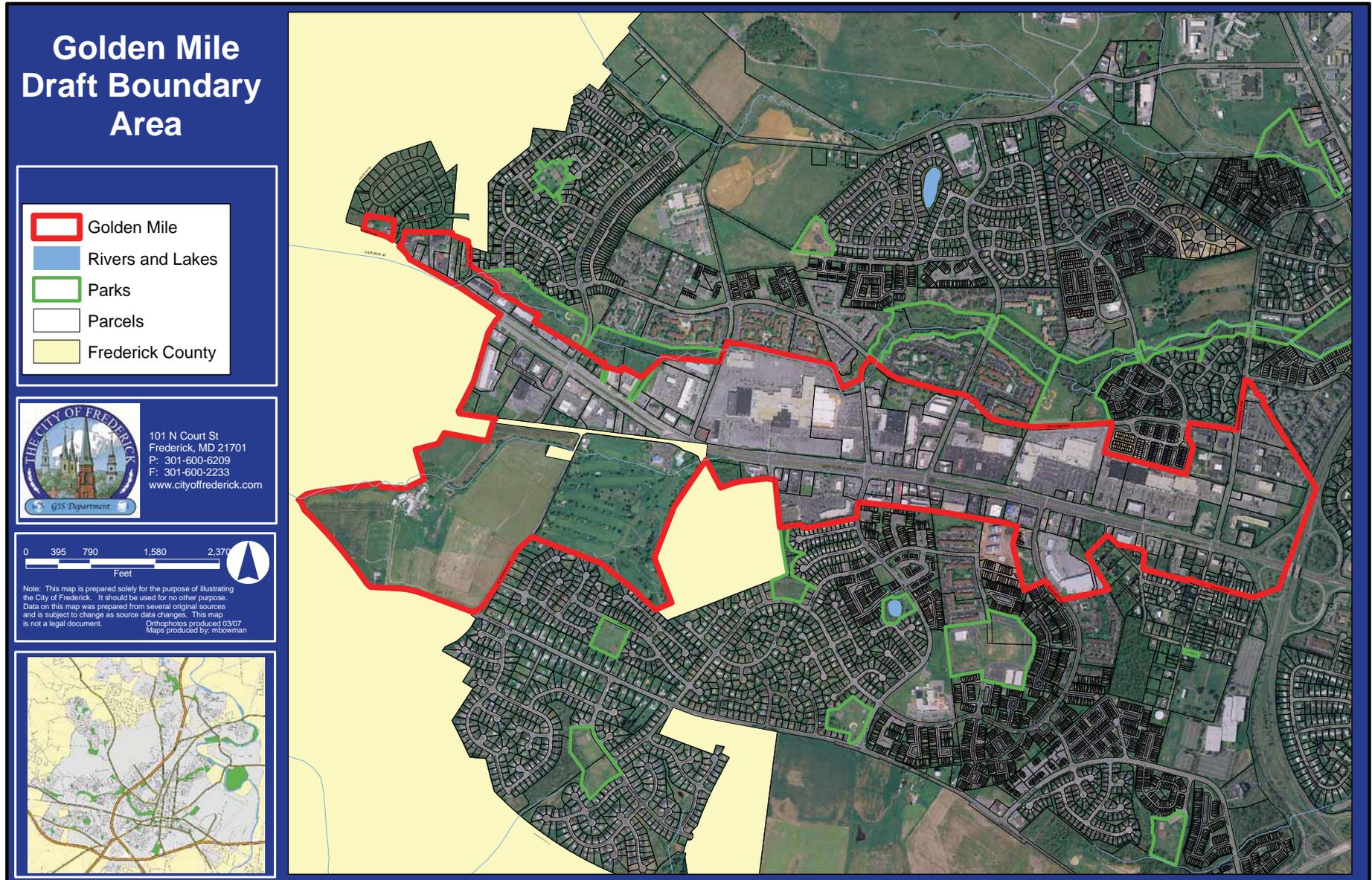
FIGURE A.1: FREDERICK, MARYLAND REGIONAL CONTEXT



PLANNING AREA BOUNDARY

The Golden Mile Small PlanArea boundary is generally framed around the commercial and retail corridor of West Patrick Street. The northern and southern boundaries consist of residential areas and City-owned parkland. At the foot of the Catoclin Mountains, the western boundary of The City of Frederick and Frederick County political line serves as the western boundary Plan Area. The eastern boundary is established by State Route 15. A few notable properties located in the Planning Area are The Frederick Towne Mall, the recently annexed Summers Farm, the VFW golf course and clubhouse and the former State Police Barrack. The Small Area Plan adopts the area shown in Map A.1 as the primary study area.

MAP A.1: GOLDEN MILE SMALL AREA PLAN BOUNDARY MAP





U.S. 40's history can be traced back several centuries. Several well established Native American footpaths followed similar alignments to U.S. 40. Early American colonists then established roads, some following the established Native American paths, which would later serve as U.S. 40.

Early in the history of the U.S., the State of Maryland established a network of turnpikes for long-distance travel. Three of these would later serve as part of U.S. 40: the Baltimore and Havre de Grace Turnpike, the Baltimore and Frederick Turnpike, and Bank Road.

At one time, U.S. 40 ran 3,157 miles from Atlantic City to San Francisco, traversing the midsection of the United States. When the Interstate Highway system came along, many western sections of U.S. 40 were decommissioned. Today, U.S. 40's official western terminus is at Silver Creek Junction, Utah, about 50 miles east of Salt Lake City.

During the mid-1970's, the two mile section of U.S. 40 considered the Golden Mile, underwent significant growth and development in just under 10 years. What was once a sleepy two lane State Highway, Route 40 proved to be an important economic engine and a major commuter route within The City of Frederick.

The first sign of concentrated development along this corridor was the construction of Linden Hills (1930's). This small residential community developed in a classical cottage style.

Then in 1950 the State Police Barracks (B) moved from across the street to its location at Route 40 and Baughmans Lane. The State Police remained in this location until 2002 when they moved to Airport Drive with the County Sherriff's Office.

Then in the 1960's the Barbara Fritchie Restaurant (1960), the Holiday Inn (1963), and the Red Horse Hotel and Restaurant (1968) were located and constructed at the intersection of Route 40 and Baughmans Lane and Linden Avenue. With the completion of US 15 in the late 1950's, these two hotels were poised to take advantage of this strategic location.

The Western/Reeder Annexation that occurred in 1967 expanded the municipal boundary to include the area from Butterfly Lane to the south, Old Camp Road to the west, Shookstown Road to the north and U.S. 15 to the east. The annexation of the 2,498 acres was approved by the Board of Aldermen on November 19, 1967.

The real economic boom occurred in the early 1970's. The following shopping destinations opened for business:

1972 – Frederick Towne Mall

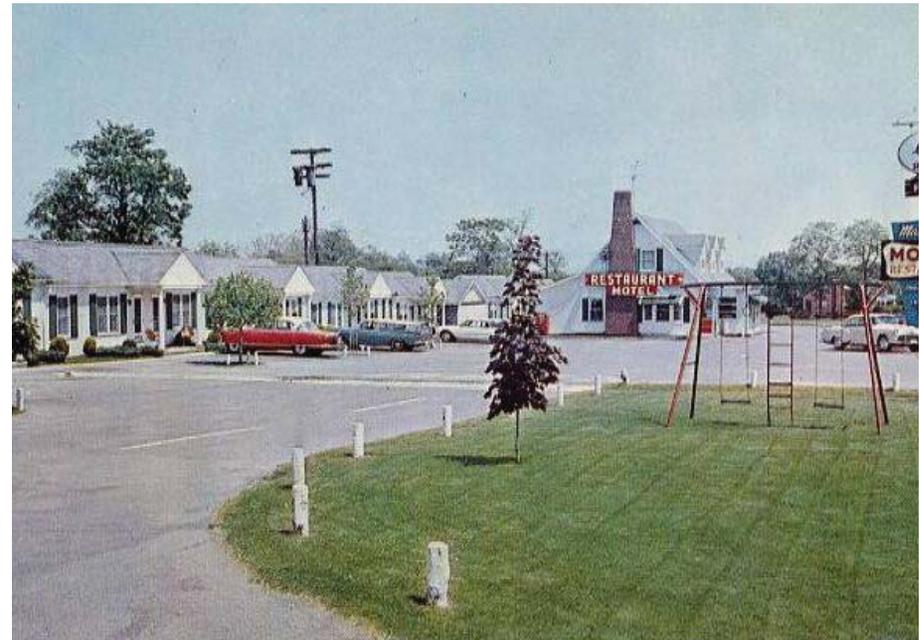
1972 – Frederick Shoppers World

1973 – Frederick Shopping Center was first a mall that later converted to a shopping center

1973 – Movie Theatres on Baughman’s Lane

In October 1976, The City of Frederick and Frederick County suffered a devastating flood. While the downtown suffered the worst damage, the newly constructed Frederick Towne Mall’s parking lot was covered in water along with all 4 lanes of Route 40 and Waverley Drive.

While the influx of new retail along the Golden Mile began to flourish, other parts of the city, particularly the downtown began to languish behind. As the city faced some of its darkest days, community visionaries were able to foresee a much brighter future for Downtown Frederick. Under the leadership of Mayor Ron Young, work began on the Carroll Creek flood control project, a \$65 million endeavor in which the waters of Carroll Creek were re-directed into large underground conduits, leaving only a portion of the water visible above ground to create a meandering waterway nestled between pedestrian pathways.



<http://www.kilduffjs.com/MarylandMotels.html>



<http://www.kilduffjs.com/MarylandMotels.html>



Top Left and Right: Historic Images of Masser’s Motel located at 1505 West Patrick Street. Bottom Right: Masser’s Motel today.

With the potential for future damaging floods eliminated, Frederick County made a commitment to locate its new courthouse in Downtown Frederick and soon scores of attorneys and other professionals began renovating into office space the historic row houses that dotted the city’s major east-west artery, Patrick Street. Soon after, the City of Frederick relocated its City Hall into the circa 1862 Courthouse and the Weinberg Center for the Arts, which was heavily damaged in the 1976 flood, was restored and donated to the City to serve as an arts and entertainment destination.

To cater to the growing business and entertainment clientele, a number of sit-down restaurants began to open downtown along with several small, independent retail stores. The redevelopment efforts were further enhanced by the vision of community leaders who commissioned the construction of the first of five Downtown parking garages and the burying of electrical and phone lines underneath Market Street (later celebrated with the annual signature “In The Street” festival) to create an aesthetically pleasing and pedestrian-friendly tree-lined thoroughfare.

Where did the name Golden Mile come from?

“The name, “Golden Mile” is attributed to Mick Mastrino, a former state trooper, who coined the term in the 1970’s when the first wave of commercial building started.

“I was chief of the Uniteds at the time, and I was in a running battle with the Mayor,” he said. “We in the fire service had a great deal of problems with all the buildings out there” and insufficient amount of water pressure to fight fires.

Apparently it was in the heat of that battle when he tossed out the “Golden Mile” designation.”

Frederick News Post, May 13, 1993, Nancy Luse

Frederick Towne Mall, 1970s.



Source: unknown



Frederick Towne Mall, Today

Source: Spirex GIS

The revitalization of Downtown Frederick is the result of broad-based, coordinated community support. The Tourism Council of Frederick County was established in 1976 to help promote the city and county's abundant historical treasures, many of which had been carefully documented and preserved under the review of the Historic District Commission, which was established in 1952 when the City of Frederick became the second city in Maryland and the 13th in the nation to establish a local historic district.

The mid 1970's was the period when the residential growth on the north and south sides of the Golden Mile occurred. Many of the residential developments received approval and began construction during the 1970's. This sudden growth was seen by many as suburban sprawl.



The Golden Mile Small Area Plan consists of approximately 450 acres. The corridor is primarily surrounded by large residential neighborhoods to the north and south and transitions into the Downtown Districts beyond U.S. 15 to the east. Table A.1 summarizes the Golden Mile's zoning classification information.

COMMERCIAL

The Golden Mile makes up over 50% of the commercial land within The City of Frederick. Therefore, it is important to the City to ensure that this area is an active and successful shopping destination. Commerce on the Golden Mile is primarily grocery store anchored shopping centers, restaurants, and branch banking. There are 61 restaurants varying from fast food to upscale dining. There are 23 healthcare services or providers,

21 beauty stores and services, 19 automotive service and sales centers, and 18 apparel stores. There are also nine larger retail stores that sell a variety of goods¹. The tax revenue that the City collects from the Golden Mile is estimated at \$1,546,533, almost 2% of the City's budget (based on .65 per \$100). See Table A.2 for the 2010 Assessed Value of the Golden Mile Corridor.

Table A.2:

Asset Value of Golden Mile Properties, 2010	
Land Value	\$113,915,580
Improvement Value	\$124,012,580
Total Land Value	\$237,928,160

The total amount of commercial space available within the study area is 2,644,938 square feet.

Table A.3:

Top Three Largest Commercial Areas	
Shopping Center	Square Feet
Frederick Towne Mall	439,695
Westridge Square	282,255
Frederick County Square	234,248
Total	956,198
Percentage of entire study area	36%

VACANCY

Vacancy exists in many forms throughout the Planning Area and the surrounding supporting neighborhoods. The total square footage of commercial space on the Golden Mile is over 2.6 million square feet. Overall, commercial vacancy by square footage is around 10%.²

¹ Golden Mile Retail Report

² Golden Mile Retail Report, Windshield Survey, June 2009

Table A.1: Golden Mile Zoning

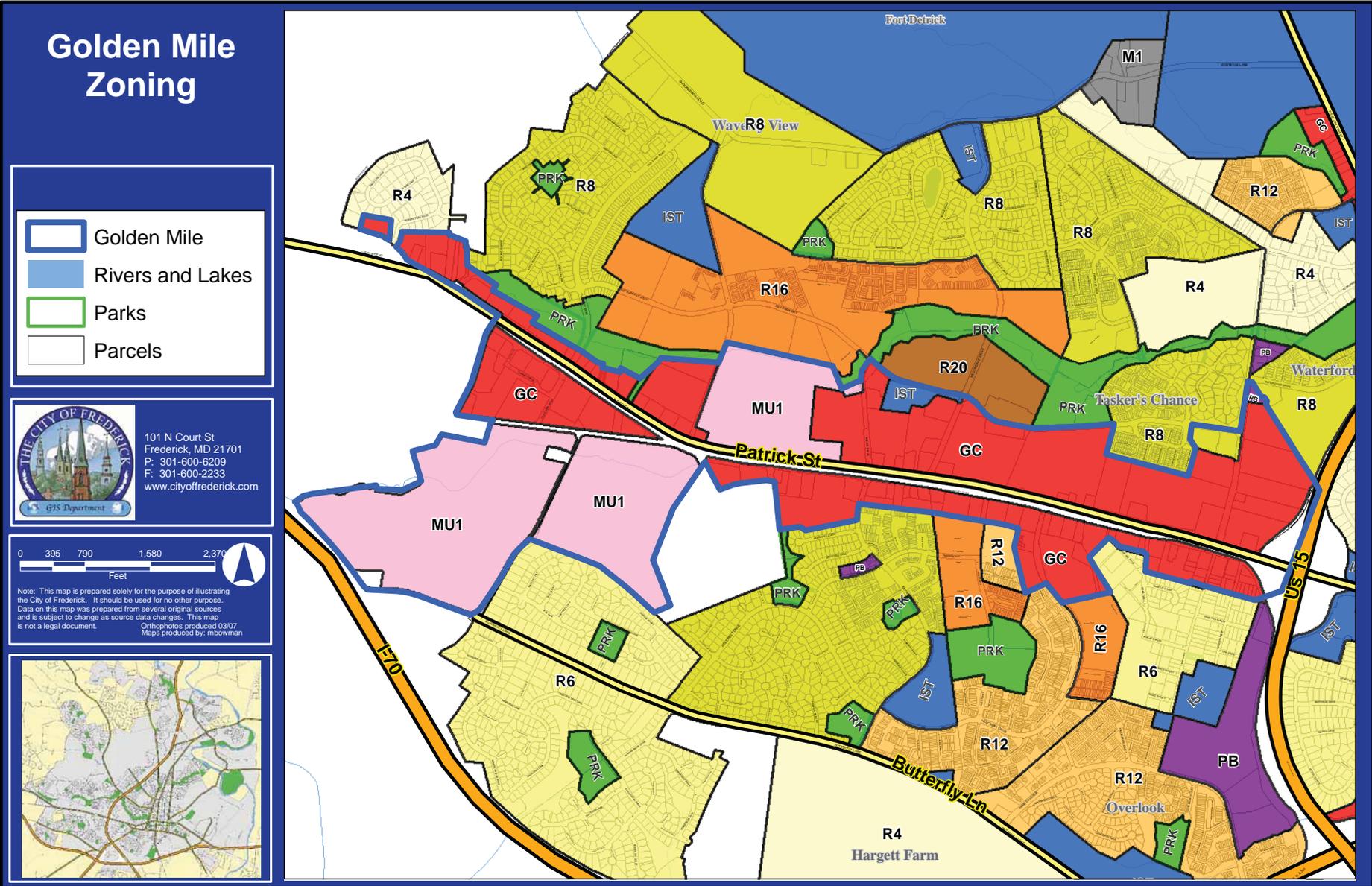
By The Numbers		
Golden Mile Corridor Zoning		
Zoning Classification	Acres	No. of parcels
Acres Zoned General Commercial	247.6	151
Acres Zoned Mixed Use	194.9	4
Acres Zoned Institutional	4.1	2
Acres Zoned Professional Business	0.7	1
Acres Zoned R8	3.6	3
Acres in the Floodplain	80	N/A
Total	530.9	161
Total Acres Zoned General Commercial in The City of Frederick	1,039.58	
Total Acres Zoned General Commercial in the Golden Mile Corridor	247.6	
Percentage of total City Commercial Areas	23.80%	

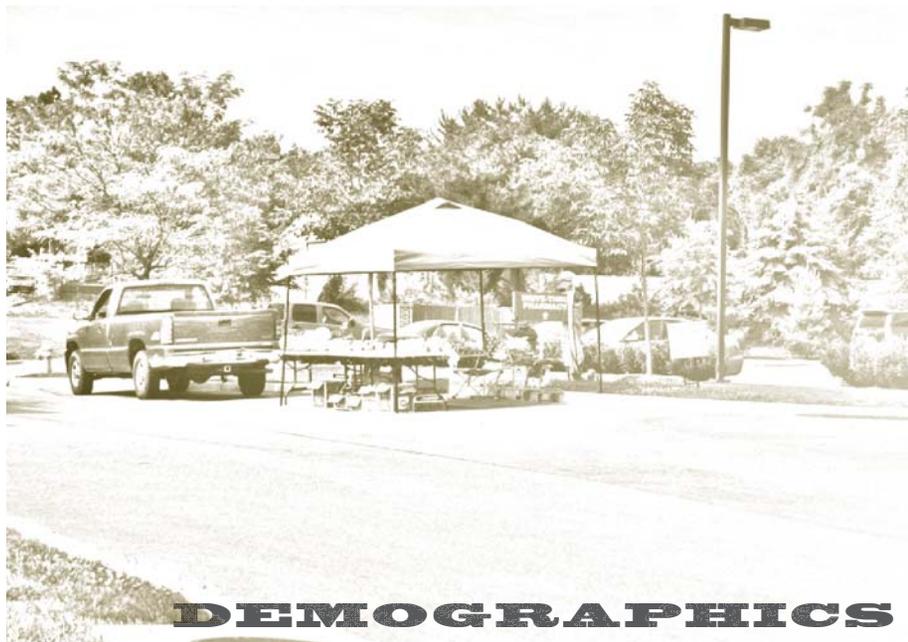
The City of Frederick, GIS Department, 2011

MAP A.2: GOLDEN MILE PROPERTY DEVELOPMENT TIME LINE



MAP A.3: GOLDEN MILE ZONING MAP





POPULATION

For the purpose of this study Census Tracts 7505.01 and 7505.02 were used for estimating demographic information. Since the Planning Area consists of mostly commercial and retail uses, the aforementioned tracts venture outside of the plan boundaries to capture the local population and housing data. The U.S. Census indicates that in 2010 the total population of the census tracts was roughly 19,000, with a relatively even mix between males and females³.

A market study conducted for the Frederick Towne Mall indicates that the population within three miles of the mall is 63,557. Given the amount of residential projects in the pipeline, that number is expected to increase

³ U.S. Census, 2010

to approximately 67,978 by 2013. Of this population, females slightly outnumber males and the average age is 36 years old. Of the residents 25 years or older, 87% are high school graduates and 42% have college degrees.⁴

The study also indicates a median household income of \$60,605 with roughly 40% of the 25,547 households within 3 miles earn over \$75,000 annually. The median household income for the Washington Metropolitan Statistical Area (MSA) is \$78,978, significantly higher than the households of the Golden Mile.⁵

The Golden Mile sits in a very unique position compared to other commercial areas. The Golden Mile has a large number of households within a very short distance and many within walking distance. It is important to realize that of these households within walking distances roughly half are renter-occupied housing units⁶. Compared with other commercial centers in Frederick County, the large number of households

As part of this data gathering, The City of Frederick also surveyed the business owners, and property owners of the Golden Mile as well as the general population regarding the state of the Corridor. The summaries of these surveys can be found on the City's website.

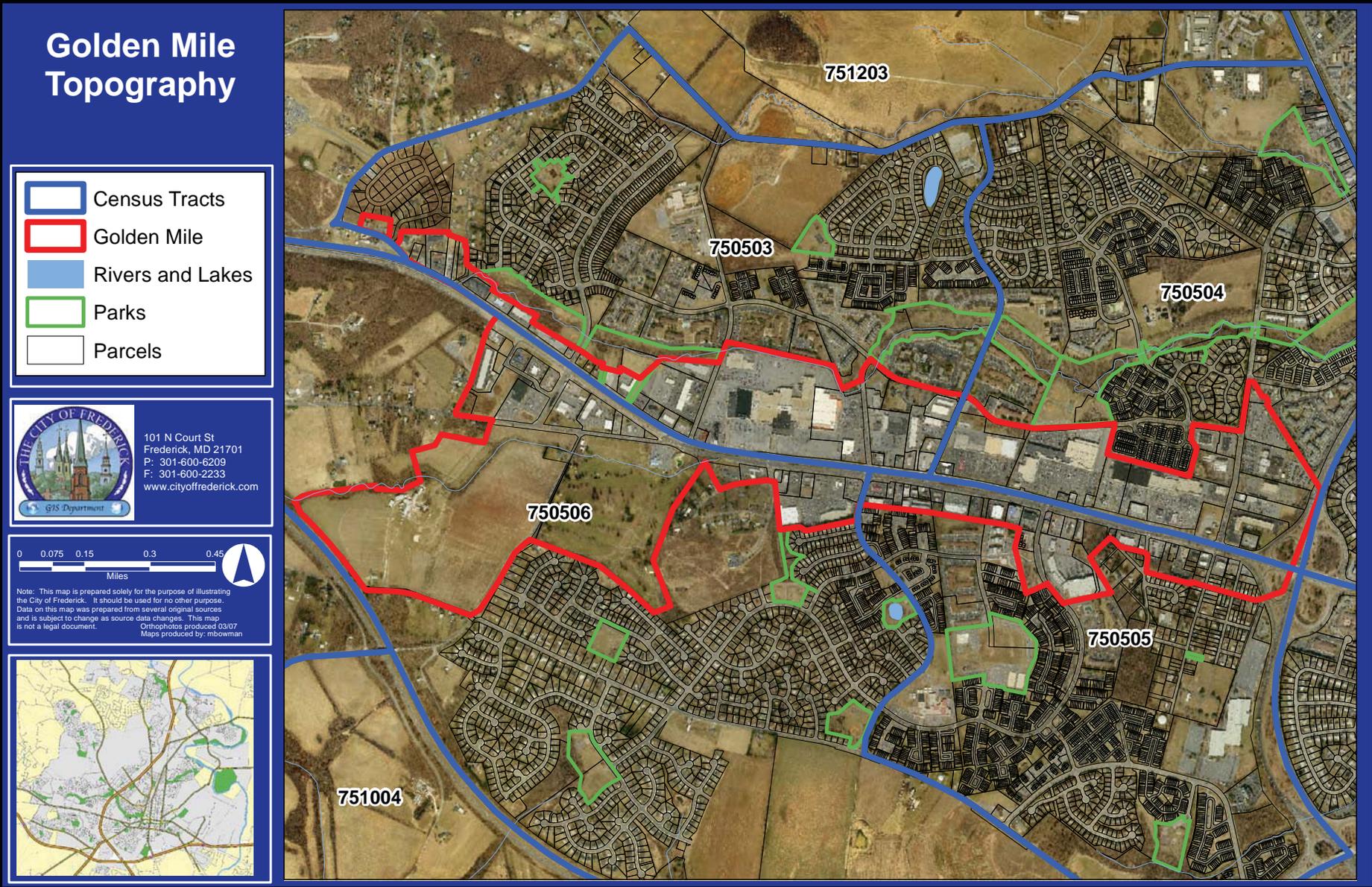
- Golden Mile Property Owner's Survey Summary – 2010
- Golden Mile Property Business' Survey Summary – 2010
- Golden Mile General Survey Summary - 2010

⁴ 2009 Business Analyst Online

⁵ 2009 Business Analyst Online

⁶ U.S. Census, 2010

MAP A.4: GOLDEN MILE CENSUS TRACTS, 2010



Demographics Centered Around the Frederick Towne Mall			
Description	1 Mile Radius	3 Mile Radius	5 Mile Radius
Population			
2008 Estimate	18,040	63,557	101,496
2013 Projection	19,535	67,978	112,533
Households			
2008 Estimate	6,776	25,547	39,187
2013 Projection	7,382	27,461	43,556
Households By Income - 2008 Estimate			
\$150,000 or more	3.9%	6.4%	8.0%
\$100,000 to \$149,999	14.4%	14.2%	17.7%
\$75,000 to \$99,999	21.8%	19.1%	20.7%
\$50,000 to \$74,999	20.6%	20.2%	20.5%
\$35,000 to \$49,999	15.9%	15.3%	13.1%
\$25,000 to \$34,999	9.0%	9.3%	7.5%
\$15,000 to \$24,999	7.2%	8.0%	6.5%
Under \$15,000	7.1%	7.5%	6.0%
Income - 2008 Estimate			
Average Household Income	\$70,076	\$74,223	\$82,212
Median Household Income	\$62,294	\$60,605	\$69,397
Per Capita Income	\$26,363	\$30,279	\$32,279
Population By Gender - 2008 Estimate			
Male	49.2%	47.8%	48.3%
Female	50.8%	52.2%	51.7%
Age - 2008 Estimate			
Median Age	31.5	36	36.7
Education (For persons 25+)			
High School Graduate	25.3%	26.6%	26.5%
Some College	21.6%	18.7%	19.2%
Associates Degree Only	9.2%	7.8%	7.9%
Bachelors Degree Only	19.4%	20.7%	21.5%
Graduate Degree	12.8%	13.7%	14.2%

Source: 2009 Business Analyst Online Inc. All rights reserved - June 9, 2009

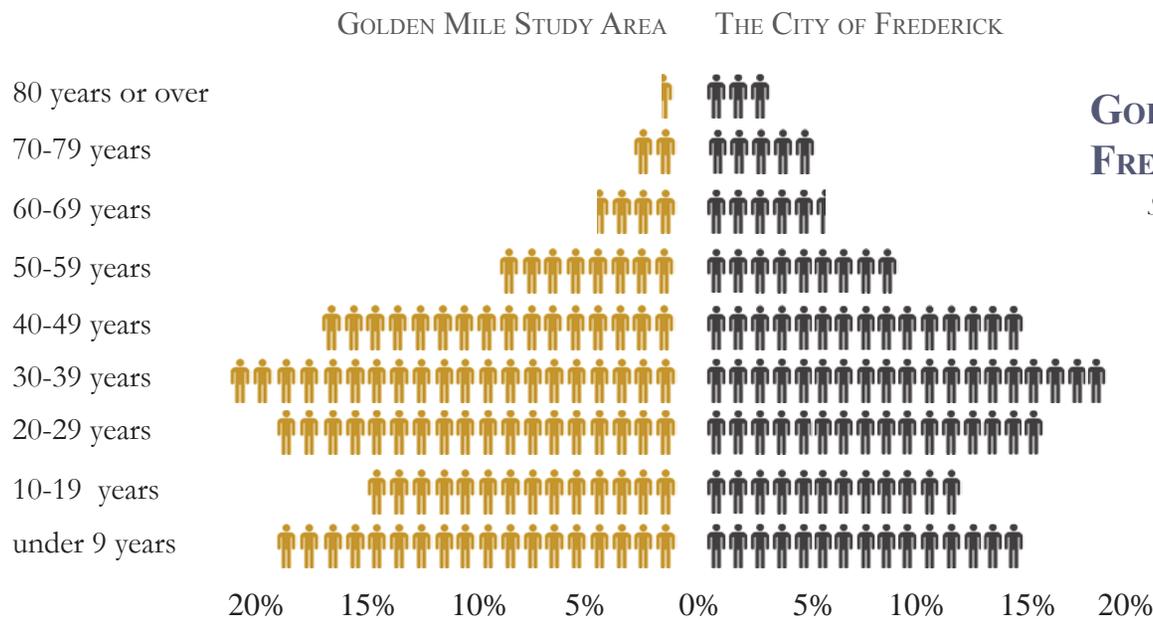


FIGURE A.2

GOLDEN MILE STUDY AREA AND THE CITY OF FREDERICK POPULATION COMPARISON BY AGE

Source: U.S. Census

1% OF POPULATION 1% OF POPULATION

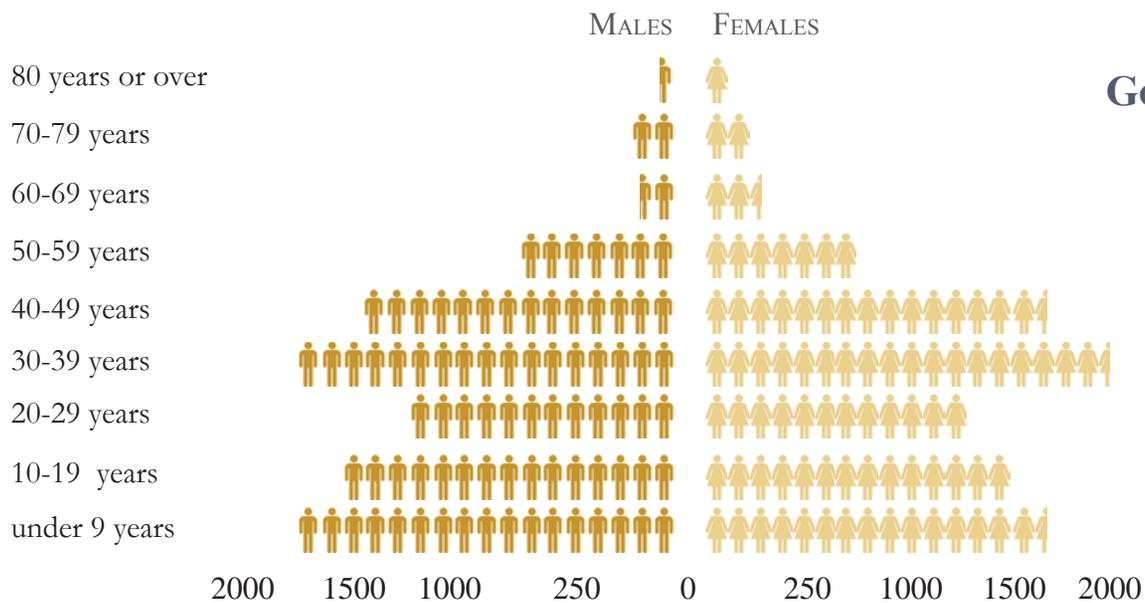


FIGURE A.3

GOLDEN MILE POPULATION COMPARISON BY SEX AND AGE

Source: U.S. Census

50 MALES 50 FEMALES



Mobility within and around the Golden Mile comes in many forms. Residents have access to sidewalks, multi-use park trails, streets and bus routes. Most residents of Frederick can access the Golden Mile within a short drive and a large population surrounding the Golden Mile can walk or bike within a short distance.

PEDESTRIAN ACTIVITY

The pedestrian activity around the Golden Mile has increased substantially over the years. Through City and State coordination, sidewalks have been installed on all but one undeveloped parcel. However, the sidewalks are broken by many access points and the access to the shopping centers is interrupted by vast parking lots that separate the sidewalks from the storefronts. There are several well worn dirt paths showing the need for sidewalk connections between parcels. Nearby residential streets contain

sidewalks that generally lead to U.S. 40, however, crossing U.S. 40 poses a hazard. Pedestrians using the crosswalk often worry about turning traffic or vehicles not yielding the right-of-way. Oftentimes, pedestrians are seen not using crosswalks and using the median as a route to cross the roadway.

Through coordination with the State, safety measures have been added to deter mid-block crossings and to alert pedestrians of the time remaining on their walk cycle. The installed countdown timers are proven to reduce pedestrian crashes as well as improve automobile safety. All sidewalks conform to the American Disability Acts (ADA) standards by having handicap accessible ramps at each intersection.

“The lots are designed for cars, with little thought on how you might walk from your car to the stores or from the sidewalk to the stores”

– Citizen



BIKING OPTIONS

Although it is legal to ride a bicycle on the Golden Mile, the facilities do not lend themselves to safe travel. The speed limit of U.S. 40 is 45mph with many turning lanes, no dedicated biking lanes and narrow shoulders. Many shopping centers and restaurants do not have dedicated bicycle parking. Bicyclists using the roadway to travel often encounter vehicles in close proximity. Many bicyclist use the sidewalks on U.S. 40 which offer a safer commute, however many vehicles do not yield to bicyclist who cross access drives. Many residents of the adjacent neighborhoods use biking as primary transportation to their place of employment.

PUBLIC TRANSPORTATION

The Golden Mile is served by Frederick County TransIt. This is the only form of public transportation within the neighborhood. “There are currently 5 TransIT routes that access the shopping centers of the Golden Mile: the #10 Mall-to-Mall Connector, #40 Route 40 Connector, #50 Frederick Towne Mall Connector via Prospect Boulevard, #51 Frederick Towne Mall Connector via 7th Street, and the #80 North-West Connector.” Riders who use these routes have the opportunity to transfer between other routes offered by TransIt to access other parts of The City of Frederick and Frederick County.

VEHICULAR TRANSPORTATION

Since 1980 traffic volumes have nearly doubled on the Golden Mile from 33,000 Annual Average Daily Trips (AADT's)¹ to 63,260 ADDT² in 2005. The form and character has changed on U.S. 40 as multiple access points have been developed leading to constricted traffic flows to fairly large

sections of undeveloped land adjacent to the Planning Area. Signal timing improvements has been a key factor in moving large numbers of cars along the corridor; changing from induction loops in the 70's and 80's to video detection cameras in the mid 1990's.

For the most part the Golden Mile is a classic example of *major arterial* roadways, responsible for moving large volumes of traffic at fast speeds over long distances. The overwhelming challenge to the performance of the Golden Mile relates to several factors; access between shopping centers and the poor access management found on the south side of the highway. For the most part the parcel development on the north side was “shopping center-like,” requiring single monumented entrances thereby leading the trend of better access management on the north side. However, due to the “pad site” development on the south side, sometimes as many as nine access points exist in a given block. An additional factor in managing the corridor remains the poor side street connections, including side street approaches with random access points, inconsistent signalization management, with little or no bicycle access considerations.

For the future, new and more modern considerations may be made for the Golden Mile. Adding cross access between shopping centers, consolidating access points (especially on the south side and on side street approaches), improving pedestrian management by way of fencing or other means to deter the mid-block crossing, and creating alternatives for bicyclist by way of improved routing and marking, avoiding the major arterial as a bike route altogether. Traffic engineers are always searching for new technologies to improve safety and traffic flow, and the City and State should remain committed to the Golden Mile as a ground for using the latest and greatest techniques.

¹ Maryland State Highway Administration

² The City of Frederick City-wide Traffic Study

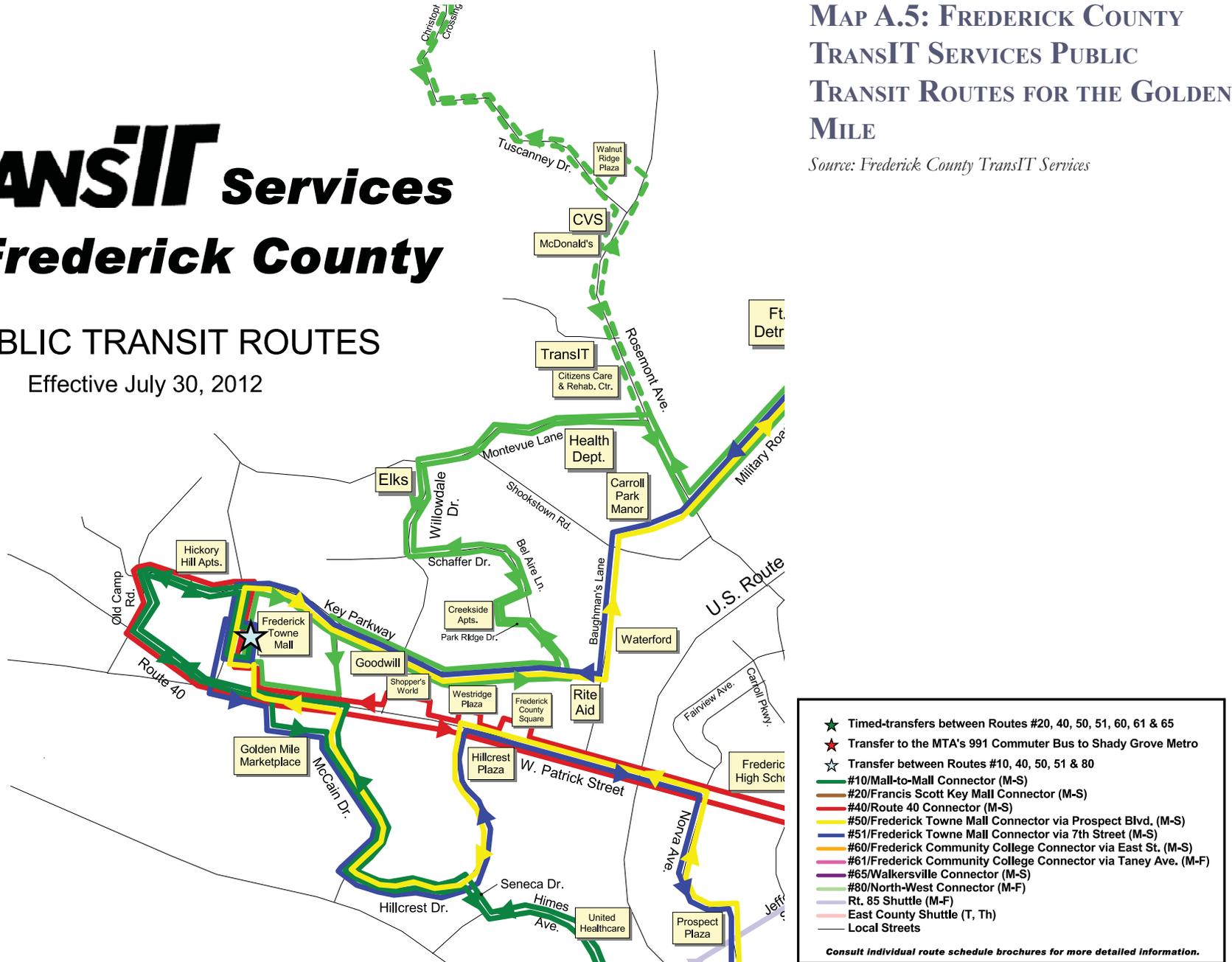
MAP A.5: FREDERICK COUNTY TRANSIT SERVICES PUBLIC TRANSIT ROUTES FOR THE GOLDEN MILE

Source: Frederick County TransIT Services

TRANSIT Services of Frederick County

PUBLIC TRANSIT ROUTES

Effective July 30, 2012



FIRE AND RESCUE

The Golden Mile is in the first response area of the Independent Hose Company (Station #1). Their station is located on Baughmans Lane. Independent Hose Company provides the following services for our community: Volunteer & Career Integrated Team, Fire, Rescue and EMS Services, Advanced Technical Rescue, Home of “Tower 1 & Canteen 1,” Fire-EMS-Rescue support to Ft Detrick, Child Car Seat Inspections and, Community Event Support.³

³ *Independent Hose Company's website*



POLICE

The Frederick Police Department is the sole agency responsible for providing police services to The City of Frederick, including the Golden Mile. They employ a community policing strategy using collaborative problem solving methods and initiatives. Geographic responsibility and accountability for activities within an officers' assigned beat result in both proactive and reactive policing activities. Officers actively work to identify issues and resolve them effectively, which enhances overall safety along the Golden Mile and neighboring communities.





HYDROLOGY AND WATERSHEDS

The Golden Mile lies entirely in the Lower Monocacy River Watershed contained in the Upper Potomac drainage basin, which ultimately flows into the Chesapeake Bay. The Planning Area only contains two (2) perennial streams that border the Planning Area, Rock Creek to the north and Clifton Branch to the south. Both Rock Creek and Clifton Branch have quantity control measures but neither stream have quality control measures. Clifton Branch is controlled underneath the roadbed and is then diverted into Rock Creek.

WETLANDS

The Planning Area contains approximately 80 acres of floodplain. Wetlands play a vital role in social, economic, and environmental aspects

of communities. They provide flood control by functioning similar to a sponge, absorbing large quantities of water quickly, and then gradually releasing it to groundwater or streams. They also improve water quality because they have the ability to filter and eliminate sediment, pollution, and nutrients through plants and microorganisms.

URBAN TREE CANOPY

The Golden Mile lies predominately within Neighborhood Advisory Councils (NAC) 5 and 8. The City report on Urban Tree Canopy shows surprisingly that these two NAC's have 16-18% canopy cover of the total NAC acreage. However, the actual canopy cover of the Plan Area is likely much less because the figure above includes residential land which is not part of the Small Area Plan. Much of the Plan Area contains high amounts of impervious area and little tree planting. The Urban Tree Canopy Report also reveals that due to the large amount of impervious surfaces within the NACs, there is only 65% of the total area possible for tree planting, which is a relatively low percentage.

TOPOGRAPHY

The topography of the Planning Area generally decreases to the north and east. The elevation is highest at the western boundary, the foot of the Catoclin Mountains at 500ft above sea level. It is the lowest at the northern boundary and eastern boundary at approximately 300ft. The southern boundary of the planning area contains steep slopes that decrease from 425ft to 350ft that may be sensitive to future development. Many businesses located south of U.S. 40 have either constructed retaining walls to the rear of their property or are located above the grade of the road.

SOILS

Soils play a vital role in the Planning Area environment. Soil stores and releases water and air for plants and animals, limits runoff, traps pollutants, and filters and purifies air and water. There are numerous soil types that compose the Planning Area soil gradient; most being well drained soils on gradual slopes that can be easily developed. The soils in the area will impact development based on such factors as the ability of the soil to bear weight, how fast water moves through the soil, and how much soil erodes under normal conditions. Knowing these soil types helps residents, planners, engineers and others to design projects that will last a long time, not harm the area, and that will not incur additional maintenance costs. A summary of the soils are described below in order of their prevalence in

GOLDEN MILE SOILS

AfB – Adamstown – Funkstown complex, 0 to 8 percent slopes.

This soil is not hydric. The surface water runoff class is low and the natural drainage condition of the soil is moderately well drained. The seasonal high water table is at a depth of 33 inches.

CgA – Codorus and Hatboro silt loams, 0 to 3 percent slopes

This soil is not hydric. The surface water runoff class is low and the natural drainage condition of the soil is moderately well drained. The seasonal high water table is at three inches.

DwB – Duffield – Hagerstown – Urban land complex, 3 to 8 percent slopes

This soil is not hydric. The surface water runoff class is medium and the natural drainage condition of the soil is well drained. The seasonal high water table is at a depth of more than 59 inches.

GfB – Glenelg silt loam, 3 to 8 percent slopes

This soil is not hydric. The surface water runoff class is medium and the natural drainage condition of the soil is well drained. The seasonal high water table is at a depth of more than six feet.

GnB – Glenelg – Mt. Airy – Urban land complex, 0 to 8 percent slopes

This soil is not hydric. The surface water runoff class is low and the natural drainage condition of the soil is well drained. The seasonal high water table is at a depth of more than six feet.

Ke – Klinesville very channery loam, 0 to 15 percent slopes

This soil is not hydric. The surface water runoff class is medium and the natural drainage condition of the soil is well drained. The seasonal high water table is at a depth of more than six feet.

Me – Mt. Airy Channery Loam, 8 to 25 percent slopes.

This soil is not hydric. The surface water runoff class is very high and the natural drainage condition of the soil is well drained. The seasonal high water table is at a depth of more than six feet.

SpB – Springwood gravelly loam, 3 to 8 percent slopes.

This soil is not hydric. The surface water runoff class is medium and the natural drainage condition of the soil is well drained. The seasonal high water table is at a depth of 66 inches.

TxB – Trego – Foxville complex, 0 to 8 percent slopes.

This soil is not hydric. The surface water runoff class is medium and the natural drainage condition of the soil is well drained. The seasonal high water table is at a depth 15 inches.

Ur - Urban Land

This soil is not hydric. Urban land soil has been modified by disturbance of the natural layers with the addition of fill material.

<http://soilsurvey.org/survey/thunder.asp?county=MD021%20-%20Frederick%20County,%20Maryland>

Golden Mile Topography

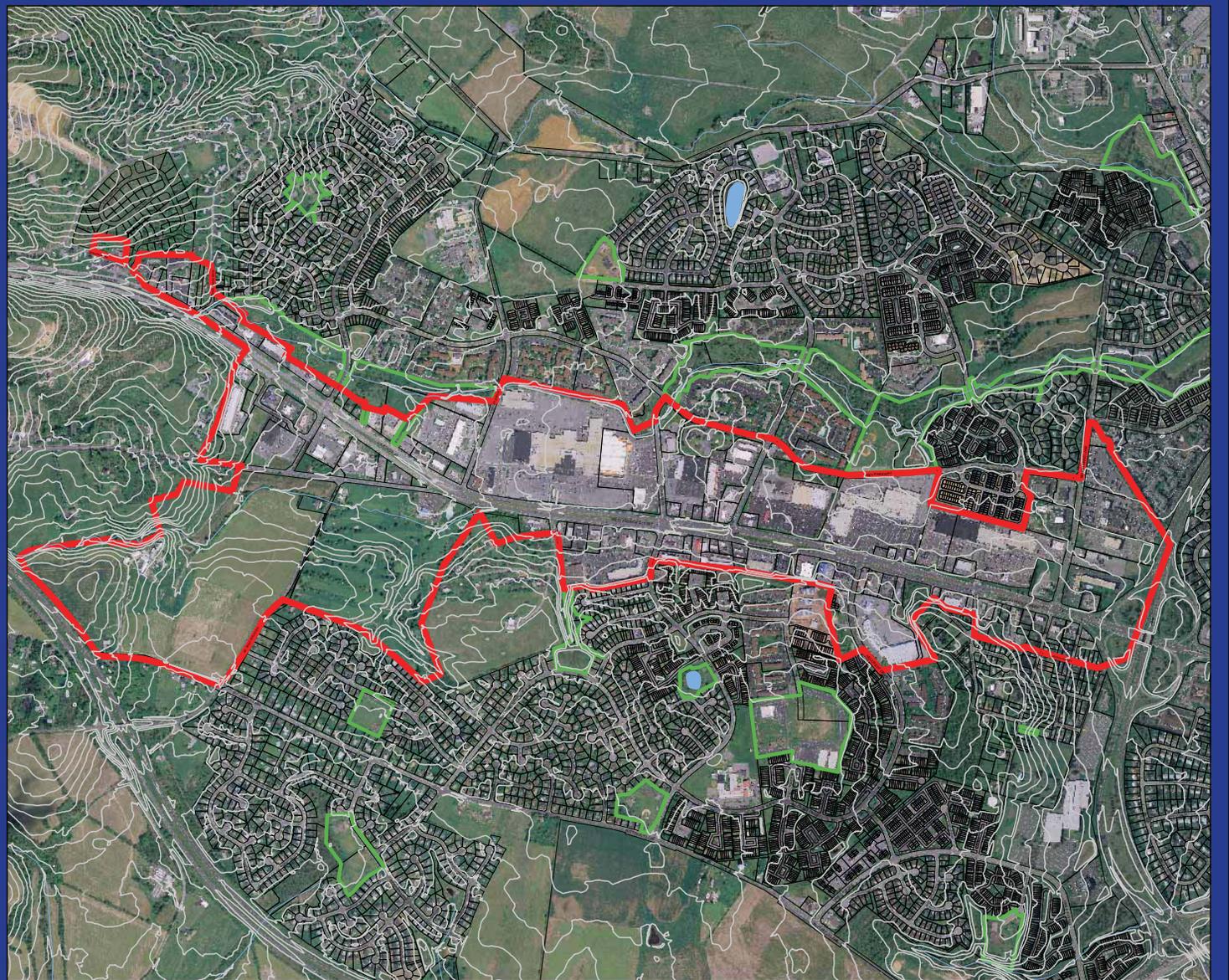
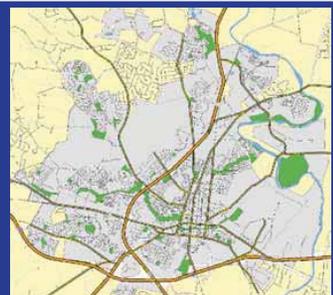
- 10' Contours
-  Golden Mile
-  Rivers and Lakes
-  Parks
-  Parcels



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Note: This map is prepared solely for the purpose of illustrating the City of Frederick. It should be used for no other purpose. Data on this map was prepared from several original sources and is subject to change as source data changes. This map is not a legal document. Orthophotos produced 03/07 Maps produced by: mbowman



Golden Mile Soil Types

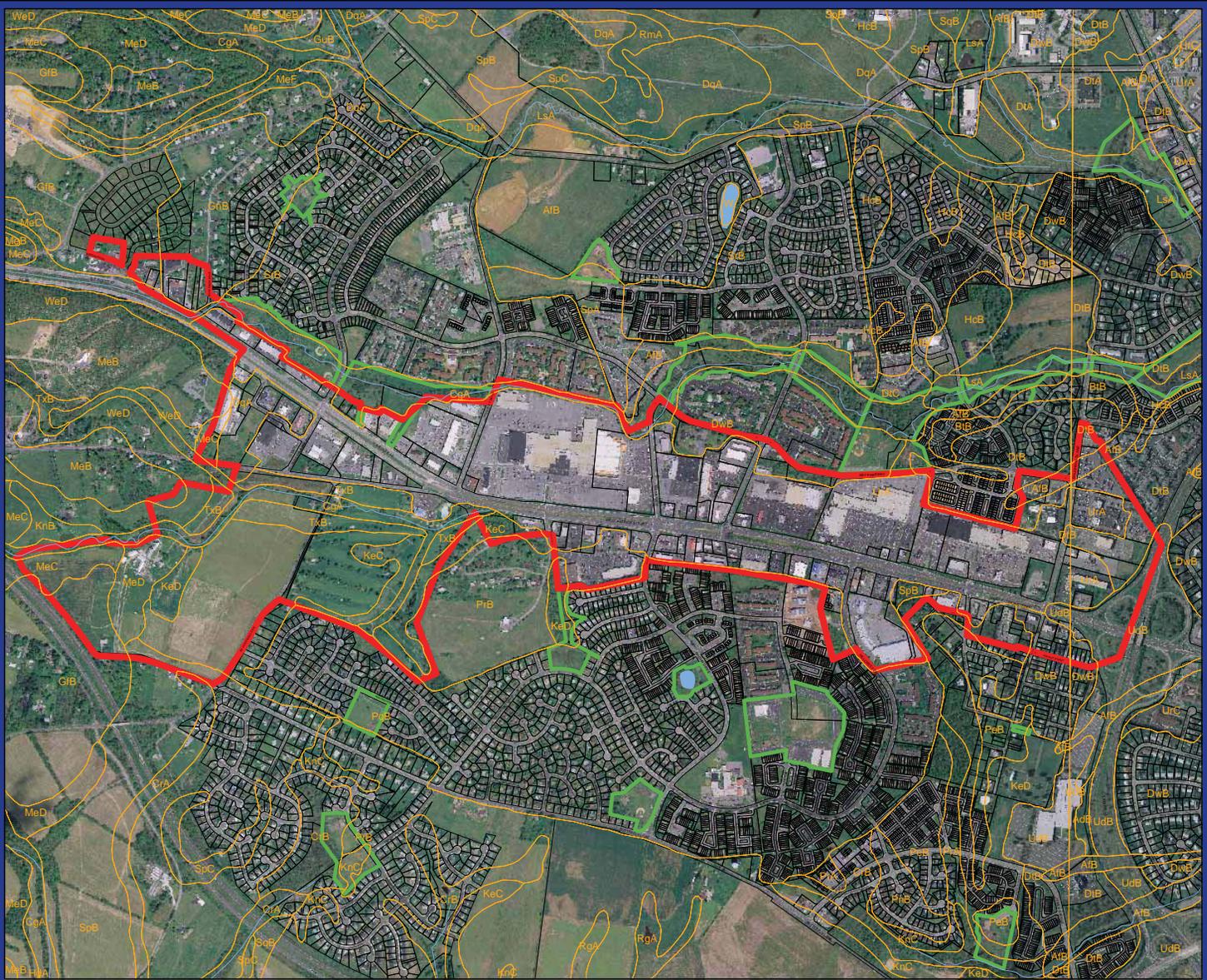
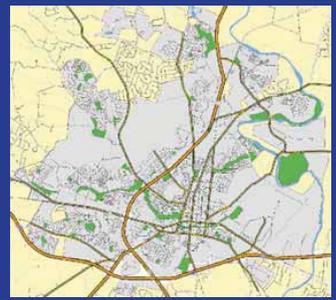
-  Soil Types
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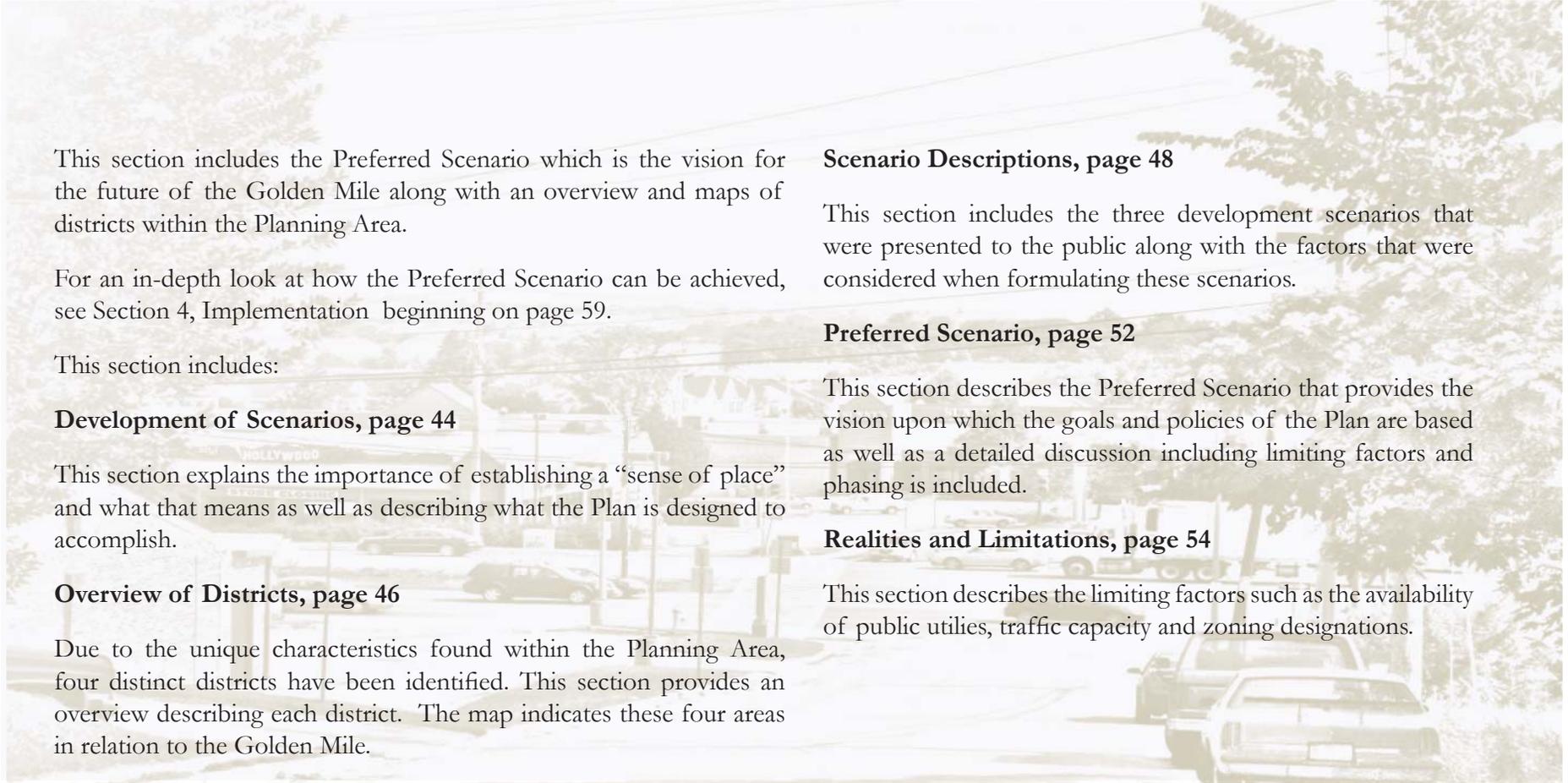




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The Golden Mile Small Area Plan is intended to encourage the redevelopment of the Route 40 Corridor through the use of incentives, public and private investment, as well as legislative policies that will provide additional tax base, economic revitalization, jobs and business opportunities to the City.

SECTION 3: PREFERRED SCENARIO ANALYSIS



This section includes the Preferred Scenario which is the vision for the future of the Golden Mile along with an overview and maps of districts within the Planning Area.

For an in-depth look at how the Preferred Scenario can be achieved, see Section 4, Implementation beginning on page 59.

This section includes:

Development of Scenarios, page 44

This section explains the importance of establishing a “sense of place” and what that means as well as describing what the Plan is designed to accomplish.

Overview of Districts, page 46

Due to the unique characteristics found within the Planning Area, four distinct districts have been identified. This section provides an overview describing each district. The map indicates these four areas in relation to the Golden Mile.

Scenario Descriptions, page 48

This section includes the three development scenarios that were presented to the public along with the factors that were considered when formulating these scenarios.

Preferred Scenario, page 52

This section describes the Preferred Scenario that provides the vision upon which the goals and policies of the Plan are based as well as a detailed discussion including limiting factors and phasing is included.

Realities and Limitations, page 54

This section describes the limiting factors such as the availability of public utilities, traffic capacity and zoning designations.



The Golden Mile Plan reflects the results of surveys and workshops held over a one year period soliciting the ideas, needs and concerns from business and property owners, and the public in general. Much of the future design was done in public meetings, thus ensuring continual feedback that reinforced the community’s goals for the Golden Mile. According to survey results, the Golden Mile is often viewed in a negative light. Reasons for this included but were not limited to: transportation issues, crime; (whether real or perceived), overall appearance of the corridor, need for a better mix of services and businesses, and connectivity between shopping areas. However, the reality of the Golden Mile is that it is a vital economic corridor in the City and its long term success is crucial to the City’s economic well being.

The Golden Mile Small Area Plan is an ambitious vision for the future of this important economic engine in The City of Frederick. This vision and hope for the future must be rooted in reality so that the public will embrace the Plan and work to bring it to fruition. Improvement and

change will not appear overnight; it will be incremental; more obvious in larger projects but less visible with small improvements. To that end, the Golden Mile Alliance, a non-profit 501(c)3 organization has been formed. This group, made up of property owners, business owners and residents, will provide direction and guidance for the implementation of the Plan. Furthermore, this group will be able to seek additional funding opportunities for improvements and events as well as provide a valuable link to the community as a whole. City staff will assist the Golden Mile Alliance by providing resources needed to help implement the Plan until the group is self-sustaining.

Before describing various development scenarios for the Golden Mile, it is important to note what this Plan is designed to accomplish. Artist renderings in this document are not included to “paint a picture” of what future development should be, but rather to serve as illustrative examples of the *concepts* that should be utilized when developing or redeveloping sites and properties in the study area. The Plan suggests appropriate land use categories but does not identify specific uses within those categories. While some survey results favored one particular type of retail activity, the more than 65,000 residents within three miles of the Golden Mile are a diverse population as reflected in the demographic data. Various segments of the population have different wants, needs and abilities to obtain goods and services. Therefore, the Golden Mile should continue to contain a mixture of businesses. In order to help promote long term sustainability, the options available to consumers must be diverse as well. For example, discount and higher-end retailers should both be encouraged to remain, relocate and expand in the area.

The term “sense of place” has been used frequently in the numerous discussions and planning sessions about the Golden Mile. But what does it mean? This term seems to be rather nebulous and difficult to explain clearly. However there are a few definitions that sharpen the meaning and bring it into focus. The National Trust for Historic Preservation says: “those things that add up to a feeling that a community is a special place, distinct from anywhere else.” Well known geographer J.B. Jackson adds:

“it is place, permanent position in both the social and topographical sense, that gives us our identity.” It is vitally important for the Golden Mile to achieve a sense of place in order to remain sustainable. Commercial areas are among the most fluid aspects of our built environment. Many are constructed with a limited lifespan and are designed for automobiles

It is place, permanent position in both the social and topographical sense, that gives us our identity.

-J.B. Jackson

rather than people. Traditionally it has simply been easier, both from a financial and regulatory perspective, to relocate to a new facility instead of renovating or reusing what exists when the luster of a new shopping center wears off and the pattern begins anew. Designing for both people and

cars but at a pedestrian scale helps to establish a feeling of completeness. This lays the cornerstones for what can become not only a destination to buy goods and receive services but also a more pleasant experience which revolves around mingling with other shoppers, diners and visitors in an attractive environment. Designing public spaces within commercial areas provides opportunity for community events to take place, thereby potentially attracting additional customers for businesses and creating other reasons for people to visit the Golden Mile. Tying the adjacent residential community to the Golden Mile is another key component of establishing a sense of place. Imagine a network of walking trails and bike paths that will allow you to take in a free concert or enjoy public art without having to drive your car. Or driving a car to one part of the Golden Mile to eat dinner and then *wanting* to stroll *The Avenue* past architecturally interesting buildings and window shop on your way to find dessert. That is the feeling this Plan is trying to create with respect to a sense of place.

WHAT MAKES A PLACE A DESTINATION?

A shopping center attracts customers for the services that they provide within the shopping center. But how can shopping centers be turned into a destination? A destination by its definition is a place that people want to visit. The short answer to the question is that there needs to be activity. So what are the key elements to turn a shopping center to a destination?

Public Space – that could include fountains and green & public space

Additional Activities – in the public space that could include farmers market, concerts, school and public awareness events

Outdoor Art – to create a distinct destination

Uniform Building & Signage Design – creates a strong visual imprint (could be as simple as awnings which could be used for outdoor dining)

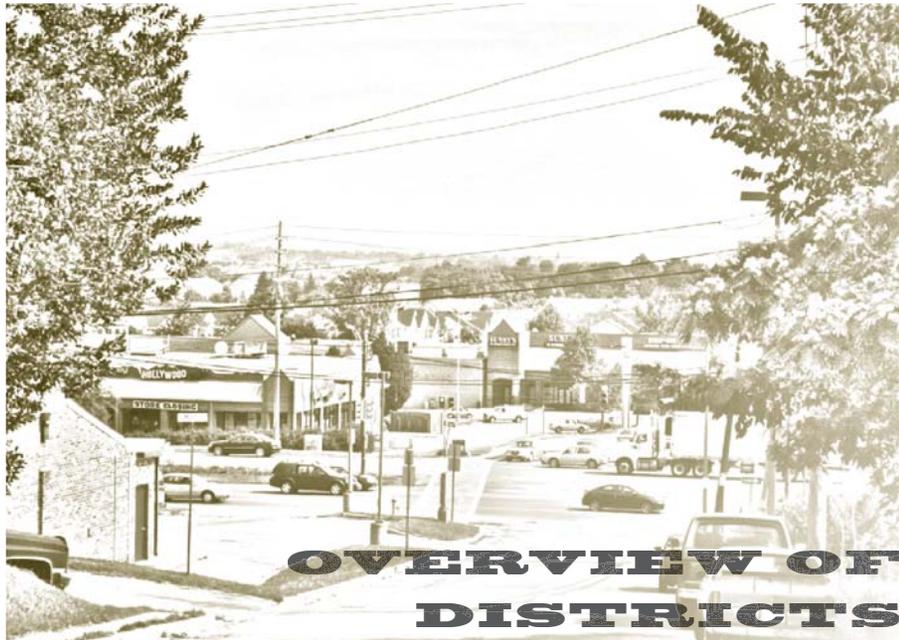
Outdoor Dining – creates visual interest along storefronts

Pedestrian Connections – connecting to adjacent neighborhoods and other commercial centers

Multi-storied Buildings – allows for second floor activities, but also creates a vertical visual interest and creates for light and shadows on the walkways. This would also permit to have elevated signage.

Textured Pavement – creates walkways between parking and different uses. Creates interest in sidewalks and discourages skateboarders.

Co-locating Stores – moving pad sites closer together to allow shoppers move from different stores without getting into the car.



For implementation purposes, the Planning Area is divided into four distinct districts. These areas have all been developed with different intensities and uses due to topography, size, location and other factors. These districts and the visions for each will be further elaborated in the Plan.

District A

The northern side of the Golden Mile is the largest district and is primarily developed with intensive commercial uses including the Frederick Towne Mall, big box retailers and other shopping centers. Connectivity between these sites is limited or nonexistent in many instances and was an issue raised in the survey results. This was the most commented upon portion of the Golden Mile in surveys and workshops. All of the properties in this district are zoned General Commercial with the exception of The Frederick Towne Mall which was zoned Mixed Use during the 2005 Comprehensive Rezoning.

District B

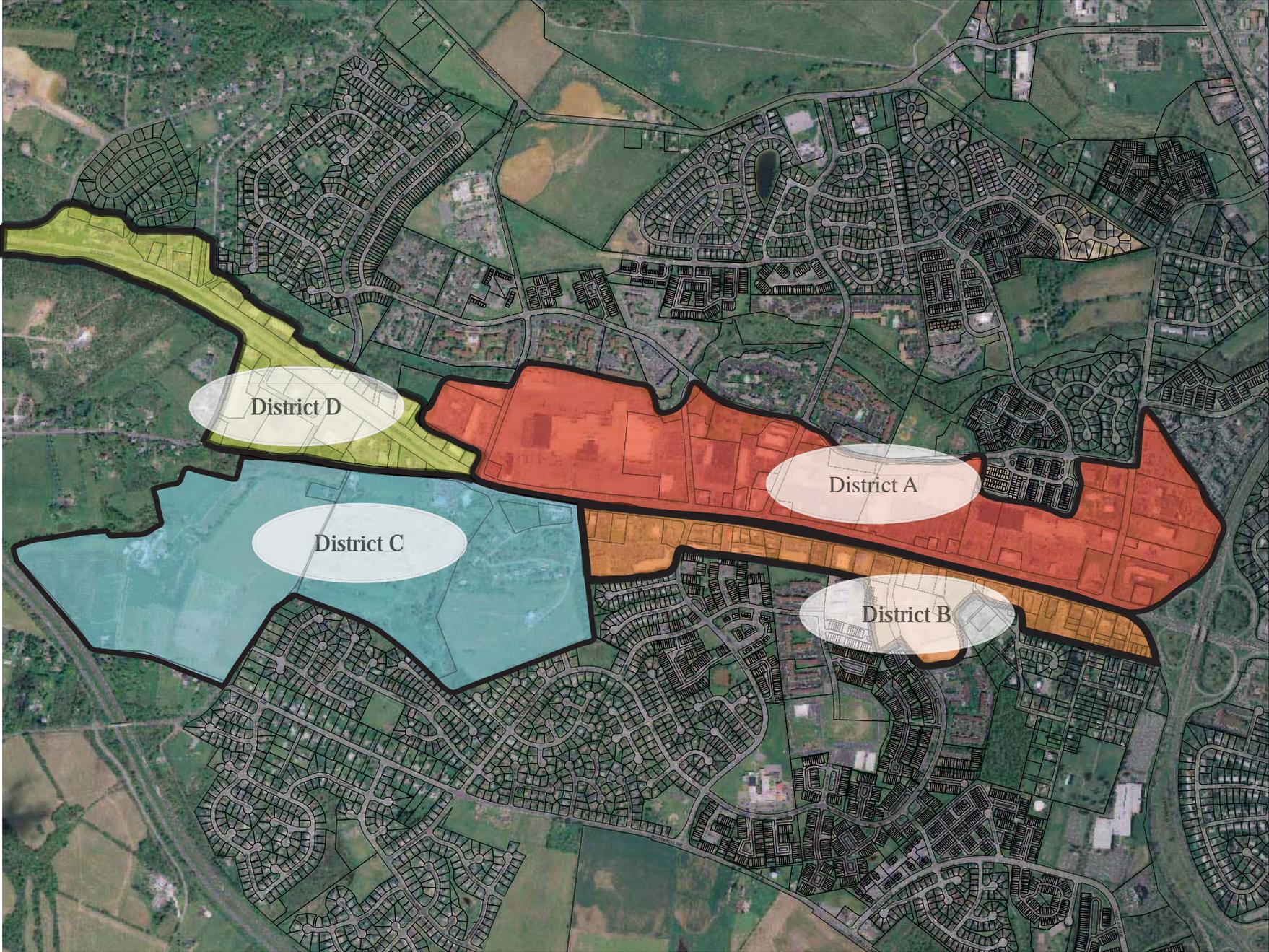
Small-scale shopping centers and stand alone retail, service and eating establishments populate the south side of the Golden Mile and the entire district is zoned General Commercial. This district is comprised primarily by moderately sized commercial buildings; with a few having more than one story. This area features topography that rises steadily from the roadway to the south and the commercial development does not extend nearly as far from U.S. 40 as the large-scale commercial development in District A.

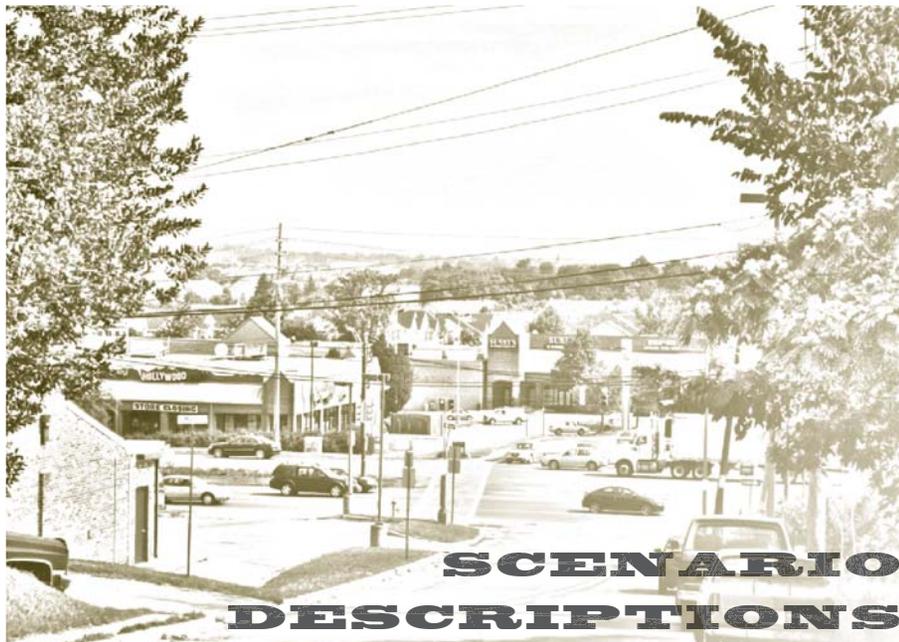
District C

The VFW property and the land known as the Summers Farm make up this district. These properties are unique because while the previous districts focus on reuse and revitalization, the opportunity exists here to establish a vision for land that has seen relatively little development but intense growth is expected. Both of these properties are zoned Mixed Use.

District D

The western border of the Golden Mile is comprised primarily of commercial uses; many of them specialty stores and, shops and with the exception of a few fast food franchises, generate low levels of traffic. This district encompasses the westernmost commercial area of the City and much of it is strategically located between U.S. Route 40 and U.S. Alternate 40. Smaller parcels developed with modest sized buildings are the dominant commercial presence in the district. General Commercial zoning applies to all the properties in this district.





Through community outreach, the stakeholders identified seven guiding design and policy principles described earlier in this plan; to make the Golden Mile a safe, accessible public realm and to welcome change on the community's terms while allowing for physical and economic realities to dictate the scale of new development. Factors include a growing mix of uses and destinations along the Golden Mile, balancing traffic movements, creating and enhancing safety and character, and planning for feasible, multi-phase projects.

The ideas and concepts put forward in this section are to assist in changing the public's mindset about the area; ultimately transforming the Golden Mile from a conventional suburban strip-commercial corridor to a community commercial corridor. They are a tool for thinking broadly about how future conditions and character of the Golden Mile should develop to meet the community vision. This plan may be used as a reference for the location, massing and scale of new buildings and amenities as well as the infrastructure necessary to support the vision.

Three development scenarios were presented at the third and final public workshop in early 2011. These scenarios were created by analyzing the comments received from surveys and the first two public workshops.

Scenario One

This option reflected the least amount of action required in order to be implemented. It focused primarily on enhancing architectural standards and sign guidelines to attract more quality retail to the Golden Mile. There was a focus on redevelopment of the Frederick Towne Mall area to possibly feature a hotel/conference center, movie theaters and office uses. Public safety improvements included connections to the adjacent residential communities to the north via the Shared Used Path that were somewhat improved, and reducing vehicular and pedestrian conflicts through intersection improvements. The scenario, while providing a "facelift" to the Golden Mile, did not help to establish a feeling of place within the corridor and the general design and layout did not change.

Scenario Two

Scenario Two builds upon the concepts in Scenario One and begins to create a sense of place through design. A key component of this option was the addition of a roadway that would bisect District A by paralleling U.S. 40 and Key Parkway. Linking the properties through the establishment of an interior roadway, termed *The Avenue* would create additional street frontage for increased commercial uses and would reduce many of the turning conflicts and congestion on U.S. 40, as well as allow pedestrians the opportunity to window shop and travel from one shopping area to another. The opportunity exists to establish public spaces such as mini-parks or plazas. Office uses are encouraged throughout the area with a concentration suggested near Baughmans Lane. Multi-story buildings would be encouraged; parking could be located along the *The Avenue* as well as behind buildings, creating a more neighborhood scale development within areas that are now simply buildings surrounded by a sea of asphalt in many cases. Automobile oriented businesses will continue to front U.S. 40. Through traffic on Route 40 could be separated from commercial

traffic seeking to access the many opportunities along the Golden Mile via service roads. Finally, a new exit ramp from U.S. 15 to *The Avenue* would divert commercial traffic from U.S. 40, reducing congestion from an already failing intersection.

Scenario Three

Scenario Three is an extremely long term view of what the Golden Mile can look like at maximum development. Interior access roads and drives

will begin to resemble a grid pattern and new buildings will front those roadways as land for development become scarcer and parking lots are elevated and turned into parking structures with commercial uses on the ground floors.

SCENARIO ONE



Dave Ager, Tommscape Designs

SCENARIO TWO



Dave Ager, Townscape Designs

SCENARIO THREE



Dave Ager, Townscape Designs



Two themes became evident through public participation with respect to the Golden Mile; one, was that the community wants something to happen. They recognize the importance of this corridor to The City of Frederick and perhaps more importantly, how it can impact their own quality of life by being a more viable alternative for their commercial needs. The second theme was that Scenario Two represented what most felt was a reasonable and acceptable level of development to occur over a multi-year time frame. This scenario promotes the design ideals that will allow the Golden Mile, over time, to establish a sense of place. With that in mind, a more detailed analysis and vision of Scenario Two is presented along with a thorough discussion of identified opportunity sites along the Golden Mile in all of the districts. Due to its sheer size and being the location for the three largest commercial sites in the in the Planning Area (Frederick Towne Mall, Westridge Square, Frederick County Square), District A is featured prominently in text and illustrations. These three commercial sites serve as

pocal points and represent the cornerstones of a walkable neighborhood commercial style development. The three nodes shown in the map below depict an area that can be traveled by a pedestrian in 20-25 minutes from end to end and, an even shorter time period between any two nodes. This is important when considering the second map below showing downtown Frederick as the same size as the planning boundaries of the Golden Mile Small Area Plan. Downtown Frederick is considered a very walkable community and this illustration demonstrates that the Golden Mile can be one as well with the right design and scale of development.

The seven principles identified in this document to guide policy and development apply to all four districts identified and appear later in the Implementation and Development Checklist sections of the Plan. The other districts are not nearly as large and are made up of many separately owned properties. Many are auto-oriented businesses and some are under or undeveloped. Not all of these sites will lend themselves to establishing a grid-like pattern of streets and other connections due to their size, however the themes and concepts of the Plan should be evident in new development in these districts whenever practical.

Similar goals are shared in Districts B and D including signage and architectural enhancements. Another goal will be to eliminate certain access points along U.S. 40 where possible and encourage more shared access and parking arrangements as property is redeveloped. In District B efforts will be made to enhance existing roadways and sidewalks to provide additional pedestrian amenities to better link the commercial sites to the residential developments to the south. District D serves as a western gateway into The City of Frederick and therefore, special attention should be paid to any future projects in this area. This presents the opportunity to identify Frederick as a special place and make a clear delineation between city and county.

District C represents the greatest prospect to “get it right the first time” with respect to design and implementation of the Plan in a previously

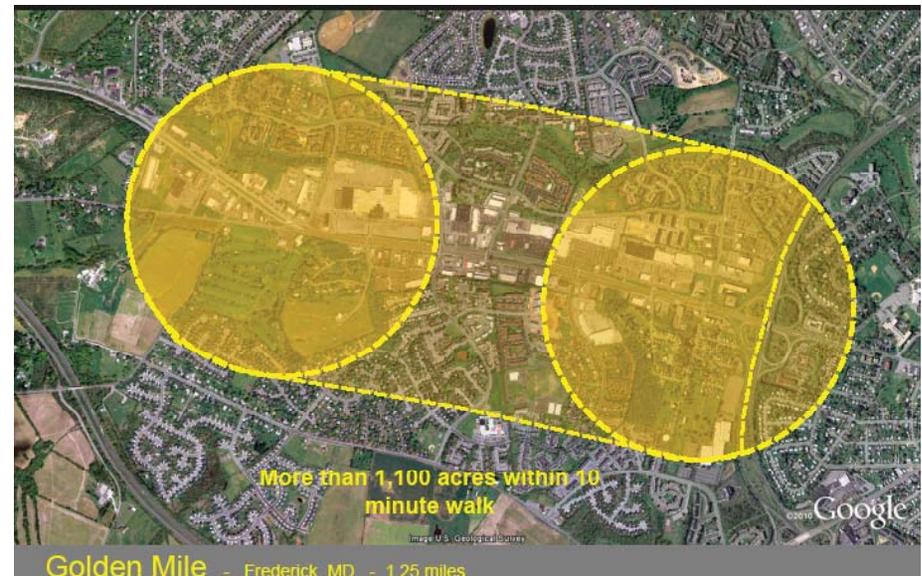
undeveloped area. It is envisioned that traditional neighborhood style developments on both properties will be interconnected via a grid like street pattern. The commercial portion of these developments will front U.S. 40 and be connected to the residential component through local roads with sidewalks, bike lanes and pedestrian paths.



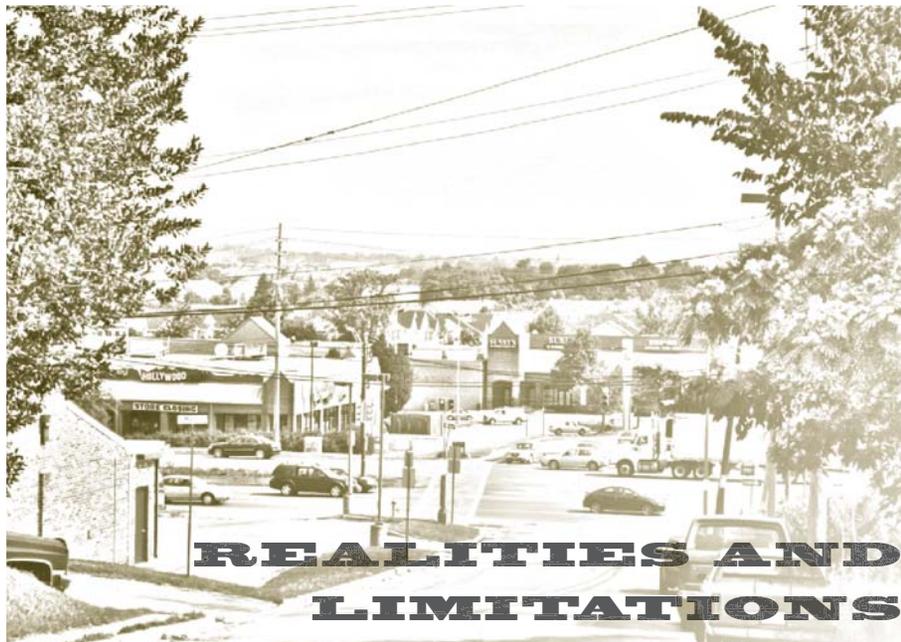
Patrick Street - Frederick, MD



Golden Mile - Frederick, MD



Golden Mile - Frederick, MD - 1.25 miles



Planning for such a scenario cannot be limited to illustrative concepts and a regulatory framework that would allow for such development, it must also include an analysis of limiting factors such as public utility availability, traffic capacity and zoning designations.

With recent legislative requirements requiring long range planning for water and sewer as well as actual limitations that have impacted growth in Frederick in the past, it is important to consider the demands development and revitalization in the Planning Area will place upon these services. With the exception of dining establishments and potential residential users, most uses in the study area are relatively modest users of water and sewer service. The 2010 Comprehensive Plan indicates that adequate capacity should be available for growth until roughly 2030. With the proliferation of water conservation measures and fixtures, additional improvements to the systems as well as the marketing aspect of businesses becoming more environmental friendly, this horizon could be extended even further in time. Stormwater Management (SWM) will continue to impact design

of both new and redeveloped sites. Whenever possible, SWM should be engineered to take advantage of natural features, and/or regional facilities, thereby increasing developable land area. SWM and other natural features should be utilized as amenities in new development.

With over 50,000 vehicle trips per day U.S.40, providing for the safe and timely passage of vehicles through the corridor must remain a priority. Existing right-of-way on U.S. 40 is sufficient to allow for the establishment of local lanes to separate local commercial and transit traffic from through traffic by constructing a boulevard type roadway. Enhancements to existing east-west roads such as Butterfly Lane and Key Parkway and better connections to existing development will encourage more use of these alternatives. Providing on-street parking along these roads will create additional parking for both existing and future businesses and residences that currently front these streets and will also serve as a traffic calming measure. While the Golden Mile is currently served by public transportation, efforts should be made to provide logical locations for bus stops and newly created public areas should feature passenger benches and shelters where needed and appropriate.

The Avenue will serve as a centerpiece for redevelopment in District A. A general framework currently exists for much of this roadway in the form of access aisles and other open spaces currently utilized for parking. This roadway will not follow a straight line from east to west, but will roughly parallel U.S. 40 taking into account existing buildings and future development. All new projects should be designed with *The Avenue* in mind. Finally a slip lane, or additional exit from U.S. 15 to *The Avenue* will mark the eastern beginning of the roadway. This will be a long term improvement and should be studied to prove its benefit, efficiency and safety in order to secure approval and funding.

This chapter provided an overview of the vision for the Golden Mile. It is hoped that this section will spur additional imagination and creativity within the development community. Frederick views itself as a special place and seeks development and investment that recognizes and respects

that vision. Specific recommendations and goals and how to achieve them are found in Section 4, *Implementation*.



Above: New Town, MO
Left: Blue Springs, MI



The Golden Mile Small Area Plan is intended to encourage the redevelopment of the Route 40 Corridor through the use of incentives, public and private investment, as well as legislative policies that will provide additional tax base, economic revitalization, jobs and business opportunities to the City.

SECTION 4: IMPLEMENTATION

As developed through public input, in this section, you will find the tools needed to implement the preferred scenario as guided through public input. This Section is organized by:

- Creating a vision,
- Defining a land use policy,
- Determining goals and policies to achieve the preferred scenario,
- A description of key opportunity sites and concepts for each site,
- An implementation matrix to efficiently accomplish the goals and policies, and
- Future development checklist to bridge the gap between the adoption of this plan and the regulatory measures needed to realize the goals.

PLAN VISION 58

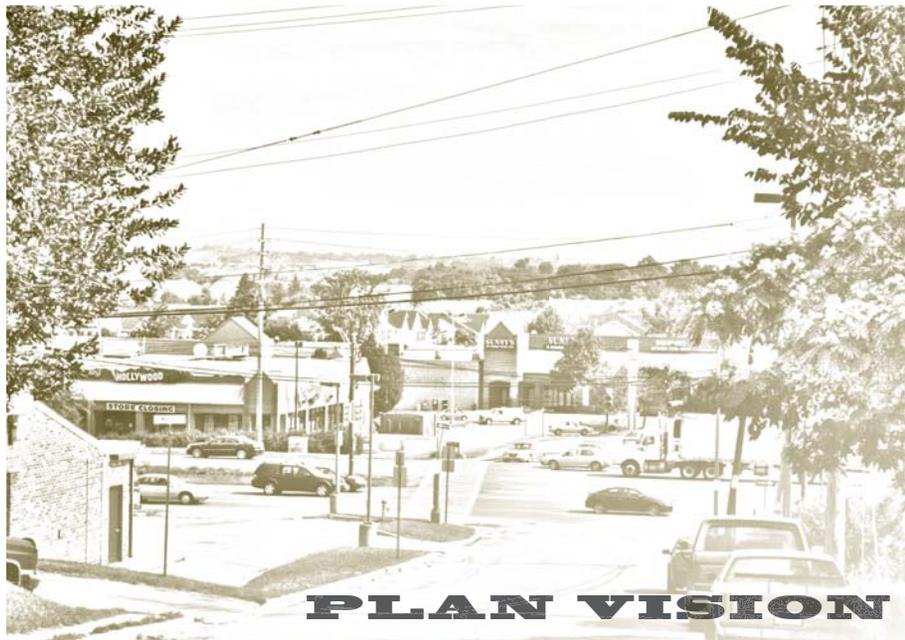
PLAN FRAMEWORK 63

THOROUGHFARE MAP 68

OPPORTUNITY SITES 72

IMPLEMENTATION MATRIX 89

NEW DEVELOPMENT CHECKLIST 99



- Adopting Design Guidelines specific to the Golden Mile Corridor
- Ensuring implementation is achieved by benchmarking progress

LAND USE

Over the past 30 years the zoning for the Golden Mile Corridor has been oriented towards retail and commercial activities. During the 2005 Comprehensive Rezoning process, the corridor was designated as General Commercial (GC) with the exception of a few properties whose owners requested Mixed Use (MU1). The Planning Area has evolved into auto-oriented businesses and one-stop retail destinations. Currently, the GC zoning district allows for a large variety of commercial and retail businesses.

The public actively responded to a variety of questions related to the future land use of the corridor. After reviewing the comments that were provided by citizens, business and property owners, staff considered several options to achieve the goals of the plan, including:

- Creating a new zoning classification
- Creating an overlay zone for the Planning Area
- Modifying the existing General Commercial Zone
- Adopting Form-based Codes
- Developing a Design Guidebook

After reviewing the options, it was determined that an overlay zone would be the best choice. Many participants wanted to attract new commercial and retail stores while prohibiting certain businesses from the Planning Area. A growing way to discourage “undesirable” uses from certain areas is to prescribe land use controls that focus on design and form. Many times these guidelines have the effect of limiting certain uses that may not wish to employ the required design while not outright eliminating a particular use. In this manner the market becomes somewhat self-regulating in that if a potential use will or cannot achieve the required guidelines, it simply does not locate in that area.

The Golden Mile is a complete, walkable, vibrant, connected, safe, attractive and sustainable town center serving the neighborhoods of Frederick. The transformation has brought a full list of services, amenities, entertainment venues and cultural features within the region. Pedestrians can comfortably and efficiently walk to desirable destinations or choose from a variety of transportation alternatives to access other parts of the City. Automobile and truck transportation has been accommodated but tamed, allowing commuters to make quick stops or bypass the commercial areas thereby creating a more desirable pedestrian experience.

This Vision will be accomplished by:

- Creating a Future Land Use Policy,
- A Plan Framework to establish goals and objectives,
- Locating Opportunity Sites

Conventional Planning and Zoning Codes	Form-Based Codes
Auto-oriented, segregated land-use planning principles	Mixed use, walkable, compact development oriented principles
Organized around single-use zones	Based on spatial organizing principles that identify and reinforce an urban hierarchy, such as the rural to urban transect
Use is primary	Physical form and character are primary, with secondary attention to use
Reactive to individual development proposals	Proactive community visioning
Proscriptive regulations, regulating what is not permitted, as well as unpredictable numeric parameters, like density and FAR	Prescriptive regulations, describing what is required, such as build-to lines and combined minimum and maximum building heights
Regulates to create buildings	Regulates to create places

Form-based Codes: A Guide for Planners, Urban Designers, Municipalities, and Developers. 2008

This plan encourages most retail, commercial and office uses in the Planning Area; however the future development or redevelopment must meet the goals and objectives of this plan. To accomplish this, an overlay district will be incorporated into The City of Frederick Land Management Code (LMC) and Official Zoning Map. Overlay districts are additional land use requirements on top of an underlying zone for a specific geographic region. The Golden Mile Overlay District will be used to allow greater flexibility for future uses and create design guidelines through form-based requirements or other land use tools for public and private improvements. A combination of form-based codes, incentive zoning and even traditional Euclidean zoning may be developed to form a “hybrid” type of zone that will best facilitate the goals of the plan.

Form-based requirements are designed to regulate development to achieve a specific urban form. They focus on physical form of developments by creating standards to address the relationship between the mass and placement of building facades and the scale and form of public streets to the public realm. Form-based requirements provide many advantages to the public and development community because they are prescriptive, rather than proscriptive, which provides predictability. Development proposals that meet the requirements of form-based codes are usually

approved at the staff level which saves time and money for property owners. There are instances when proposed developments must receive approval from the Planning Commission; these include the necessity for variances or modifications from the code or preliminary public concern. The goal of this plan is to adopt a type of development regulation that allows a streamlined staff level review process for projects that meet the requirements of the code, however proposals may require Planning Commission approval if they need a modification from the code for any reason, receive an appeal from the public during a preliminary time frame, or if any Planning Commission member requests a public hearing during an informational workshop. Proposals for development within the Golden Mile Overlay District will be required to attend public meetings such as the Neighborhood Advisory Council (NAC) meetings and will be required to advertise above the current requirements of the Land Management Code to ensure full public awareness of the project.

The advantages and disadvantages of form-based codes are listed below:

Advantages

- The prescriptive regulations provide straight forward require-

ments that must be met for staff level approval. Regulations such as form-based codes attract investment because the codes have little subjectivity and reduce risk to potential developers.

- If proposals cannot meet staff level approval, the Planning Commission has the opportunity to hear the case for ultimate consideration.
- Form-based requirements are regulated on a smaller scale allowing for the piecemeal development of individual buildings and properties to achieve an overall goal, rather than needing large properties and development proposal to create the desired goals of the community.
- Form-based requirements generate a diversity of architecture that not only meet the overall goals of the community, but when planned properly provide cohesive development across parcel lines.
- Form-based codes are simple and straight forward, eliminating the need for the public and development community to require staff interpretation to understand the requirements.

Disadvantages

- The staff level review of form-based codes to streamline development may require the addition of a planner specific to reviewing development proposals. The addition of staff is usually required for municipalities who adopt a jurisdictional policy; however an overlay district such as the Golden Mile Overlay District may not need a dedicated staff member as current City development review planners may be able to accept the responsibility.

Golden Mile Overlay District Components

The Golden Mile Overlay District should require future redevelopment to maintain the following design characteristics through form-based or other requirements:

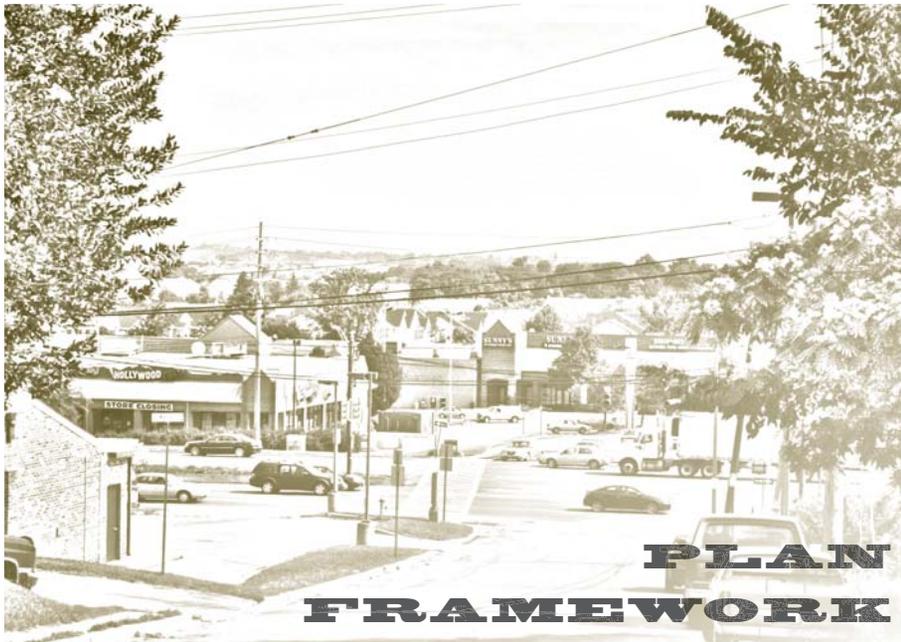
- Decrease building setbacks by mandating “build to” lines and encourage a building height to allow for a pedestrian scale
- Parking areas must be smaller and located behind building facades, internal to roadways and street parking should be provided
- Properties should be mixed in use
- The amount of signage should be reduced and consistent in appearance
- Landscaping should be meaningful and provide comfort to pedestrians and bicyclists, as well as environmental benefits
- The above characteristics were derived from public input, however the form-based requirements should not be limited to these recommendations.

In response to public input, the following types of businesses are encouraged to locate along the Golden Mile corridor:

- Updated Mall (26)
- Movie Theater (18)
- Upscale retail (9)
- Restaurants (8)
- Book Stores (7)
- Farmers’ Market (7)
- Offices (7)
- T.J. Maxx (7)
- Wal-Mart (7)

In response to public input the following types of businesses are less desirable along the Golden Mile corridor:

- Adult Stores (98)
- Car Dealerships (38)
- Industrial Uses (21)
- Liquor Stores (21)
- Bars (20)
- Tattoo Studios (20)
- Strip Clubs (19)
- Banks (14)
- Gas Stations (14)
- Residential (14)



The Framework Plan establishes a range of goals and objectives to guide future development projects and improvements within the Planning Area. The goals and objectives were derived from public input gathered from extensive outreach. The policies are intended to assist the community to approve the overall appearance and function of the Golden Mile.

Goal 1. Ensure the Golden Mile Planning Area prepares for sustainable redevelopment

Policy Action:

1. Circulate and promote the Golden Mile Small Area Plan to make residents, business owners and property owners aware of its initiatives.
2. Incorporate a land use policy into the Land Management Code in the form of the Golden Mile Overlay District to guide future development.
3. Facilitate and support the creation of an association known as the

Golden Mile Alliance to oversee and seek funding for the implementation of the plan.

4. Benchmark the implementation of this plan to ensure continual focus on achieving the vision and goals.

Goal 2. Create a safe destination for residents and visitors by decreasing the perception of crime, creating a safe pedestrian environment and minimizing vehicular accidents.

Policy Action:

1. Future development must be designed using Crime Prevention Through Environmental Design (CPTED) techniques. Future redevelopment must document the use of CPTED by utilizing a proportion of the techniques as defined below during the site plan process.
2. Intersections should be improved to more safely guide pedestrians across

In coordination with the Golden Mile Alliance, the Planning Department will benchmark the progress of the implementation of the Golden Mile Small Area Plan by providing an annual report. The report should include the progress of the plan for each goal and policy action approved by the Mayor and Board of Aldermen.

In addition, the plan should be reevaluated to correlate with the short-, moderate- and long-term initiatives listed in the Implementation Matrix. These evaluations may require amendments to the plan to ensure the goals can be achieved and the adopted policies are effective.

Crime Prevention Through Environmental Design (CPTED) is a technique to deter criminal behavior through the design of the built environment. CPTED relies on four strategies to influence potential criminals behavior: natural surveillance, natural access control, natural territorial reinforcement and maintenance.

The strategies can be found in the appendix for several land uses, including residential neighborhoods, institutional uses, commercial store fronts, commercial uses with drive-thrus, shopping malls and strip centers, office buildings, parking garages/ structures, and parks, trails and open spaces.

roadways.

3. Improvements to Route 40 should include designated safety islands to aid in pedestrian crossing.

Goal 3. Improve and expand circulation on the corridor by providing more efficient and comfortable connections between destinations for vehicles, pedestrians, bicyclists and users of public transportation.

Policy Action:

1. Redesign and reconstruct Route 40 into a multi-way boulevard.
2. A slip ramp from Interstate 15 should provide direct access to the *The Avenue* to alleviate congestion at the U.S. 15/Route 40/Baughmans Lane intersection.
3. An interchange on westbound I-70 should be established to provide direct access to the Golden Mile.

Bus Rapid Transit (BRT): *The main goal of a BRT system is to create a faster, reliable public transportation mode. BRT systems use predetermined locations, precise scheduling, as well as unique identifying systems to provide efficient service to riders. Often times identified with defined and/or shared lanes and convenient boarding methods riders experience an efficient and cost effective travel method. BRT routes are intended to provide a light rail feeling while exhibiting a low cost for transportation to users. Although the BRT and light rail transportation is a goal of the Golden Mile Small Area Plan, it should only be implemented when a sufficient consumer base is willing to travel to and from other transportation nodes in the region.*

4. Expand the street network as identified in the Thoroughfare Map, Map I.3, to safely accommodate vehicles, on-street parking, bicyclist and pedestrians.
5. Adopt a policy that requires streets to accommodate all modes of transportation.
6. Create a more effective transit system by incorporating Bus Rapid Transit (BRT) or light rail facilities to connect the Golden Mile to downtown Frederick and other transit nodes in the region.
7. Limit access points to main corridors by adopting a policy

to eliminate access points and influence cross access easements to lessen trips onto Route 40.

8. During redevelopment cross access easements, dedication or reservation of right-of-way must be provided to establish an interior roadway, known as *The Avenue*.
9. Require installation of internal sidewalks that connect to the public right-of-way and accommodate bicycles.
10. Expand and encourage safe pedestrian and bicycling facilities in city and state owned right-of-ways.
11. Establish access opportunities, to residential neighborhoods for pedestrians and bicyclists.
12. Increase bicycle parking at public parks.
13. Reduce parking areas by requiring a maximum ratio or provide an incentive to development proposals that provide no more than the parking minimum as defined by the LMC.
14. Provide connections that allow majority of residents reasonable access to the Rock Creek Park.
15. Work with local agencies to increase the park system beyond the City's jurisdiction.
16. Establish and designate north/south bikeway and pedestrian corridors.
17. Collaborate with TransIT to increase destinations and frequency of bus stops along the corridor.
18. Improve existing bus stops to provide identification signage, benches and shelters. Consider guidelines to allow aesthetically attractive advertising to fund bus stop improvements.
19. Redevelopment must incorporate or designate areas for future transit opportunities.
20. Encourage safety improvements at intersections to prevent vehicular accidents and improve pedestrian crossings.
21. Improve or install sidewalks and eliminate neighborhood barriers

Crashes and Severity along US 40 at Selected Intersections 2007-2009

Intersection	Total Number of Crashes	Average Severity Rating	Number Involving Personal Injury	Number Involving Pedestrians	Number Involving Rear-End Collisions	Number of Crashes Between	
						6am-9am	4pm-7pm
Hoke Pl	8	7	5	1	5	4	0
Waverly Dr	6	6	3	0	0	1	1
Old Camp Rd	6	6	5	0	1	2	2
US 15/MD144Fa	22	16	10	1	9	6	4
US 15/US15B	34	19	8	1	9	3	10
McCain Dr	16	12	8	0	7	2	6
Grove Hill Rd	11	8	8	0	4	1	3
Baughmans Ln & Linden Ave	13	8	6	0	5	2	5

Derived From Maryland SHA crash data (2007-2009)

ers as described below in “Sidewalk and Pedestrian Connection Priorities”.

22. Signage should consistently identify Route 40 and West Patrick Street.

Goal 4. Create an attractive and distinctive image for the Golden Mile

Policy Action:

1. Identify the Golden Mile as a “Gateway” corridor by designating the use of distinct banners, signage, landscaping, street lighting and other design features and amenities.
2. In coordination with the Golden Mile Alliance, the City should development a streetscape plan to improve circulation, add consistent accessories and create an identity.
3. Upgrade the appearance and image of the corridor by updating building facades, parking lots, signage and through improvements to the right-of-ways and private drive aisles.
4. Initiate a Façade Improvement Program to provide incentives for owners to update their properties.
5. Promote high standards of design and construction for all development within the Planning Area.
6. The scale of buildings fronting Key Parkway should provide an attractive transition between the intensive commercial uses and the residential uses to the north.
7. Buildings must be designed with a direct relationship to streets to encourage pedestrian traffic and minimize the impacts of surface parking lots.
8. Promote property maintenance and upkeep of all publicly and privately owned common space.
9. Integrate existing parks and natural features into redevelopment and encourage new community green space.

10. Create a sense of place through the use of design guidelines.

Goal 5. Accommodate commercial, retail and office development that provides local residents with employment opportunities, goods and services, creates a destination for visitors, enhances the image and appearance of the Planning Area and The City of Frederick, and increases tax revenue.

Policy Action:

1. Maintain, improve and expand establishments currently within the Planning Area.
2. Support small business development and retention, including the West Frederick Farmer’s Market.
3. Continue existing tax credit programs for rehabilitation and reuse of vacant structures and consider other incentives for redevelopment in accordance with the Plan’s goals.
4. Attract regional anchors in appropriate locations to increase employment opportunities and catalyze additional redevelopment.
5. Attract professional businesses to locations suitable for large offices to increase employment opportunities and provide consumers to nearby restaurants and retail stores.
6. Establish a creative financing district to help fund future improvements to the Planning Area.
7. Establish a connection between Downtown and Braddock Mountain through the Golden Mile by taking advantage of National Historic Byways designation.
8. Create a partnership between private and public entities to provide display locations for local/regional artwork.

Goal 6. Support improvements to parks and recreation in the form of greenways, which provide alternative access to the Golden Mile corridor and provide an asset to increase property values and tax revenue.

Policy Action:

1. Maintain, improve, expand and connect community parks and recreational facilities to the Rock Creek Park.
2. Establish connections to, and extensions of, the Baker Park and Carroll Creek Linear Parks.
3. Require the integration of passive and/or active use green areas and open spaces into development proposals.
4. Establish connections to community parks through existing neighborhoods.
5. Identify and mitigate safety concerns within existing parks.
6. Encourage public facilities such as libraries or parks to anchor Golden Mile attractions.

Goal 7. Support redevelopment efforts while protecting and enhancing the natural environment

Policy Action:

1. Require the dedication of land from adjacent properties along the Carroll Creek, Rock Creek and Clifton Branch for public use.
2. Collaborate with local agencies to resurface and restore Clifton Branch using natural channel design practices.
3. Encourage the use of natural features as means of managing stormwater.
4. Encourage redevelopment of properties to use existing streams and natural areas as amenities in their projects.
5. Require future streets to use Low Impact Design (LID) techniques to manage stormwater.
6. Establish regional stormwater management where practical.
7. Support the use of alternative energy sources.
8. Support the use of rooftops and yards for local food production.
9. Continue to support the “West Frederick Farmers Market”.

SIDEWALK AND PEDESTRIAN CONNECTION PRIORITIES

There are several barriers to efficient pedestrian and bicycle travel within the Golden Mile Corridor; so many, that it is impossible to portray the barriers in a map due to the frequency they are found within the Planning Area. They are categorized below in three scenarios:

Sidewalks Lacking on Public Roadways

The City and the Maryland State Highway Association should allocate resources to provide sidewalks along right-of-ways where they are lacking. These areas can be found along Baughmans Lane, Alternate 40, Route 40 between VFW and the Gas Station located at 1390 West Patrick Street, as well as several north/south roads that connect to neighborhoods among other areas.

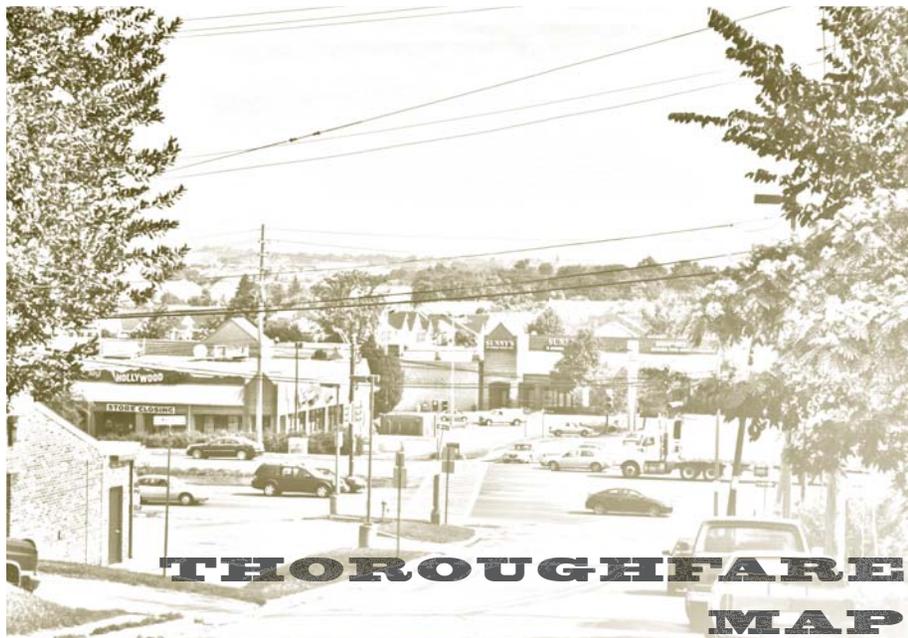
Sidewalks and ADA Accessibility Lacking along Private Entrances from Public Roadways

Many shopping centers and stand alone commercial businesses do not provide a pedestrian or ADA accessible route to their business. Each entrance into these shopping centers should provide access on each side of the roadway as well as a delineated path to the destination. Businesses should provide connections between property boundaries as well.

Neighborhood Barriers

These boundaries provide many negative influences on the Planning Area. They do not allow efficient travel for pedestrians, they provide a sense of insecurity as well as invite criminal activity by creating places to hide. There are many instances where businesses are adjacent to a neighborhood or other business and block access by installing a fence or other barrier. These should be discouraged to allow for effective pedestrian travel as well as a method to deter criminal activity.





The goals and policies of the plan are based largely on efficient travel for all modes of transportation. The Thoroughfare Map provides a network and the profile of existing and desired streets. The map is color coded to establish a hierarchy of streets, as the key below describes the network in more detail:

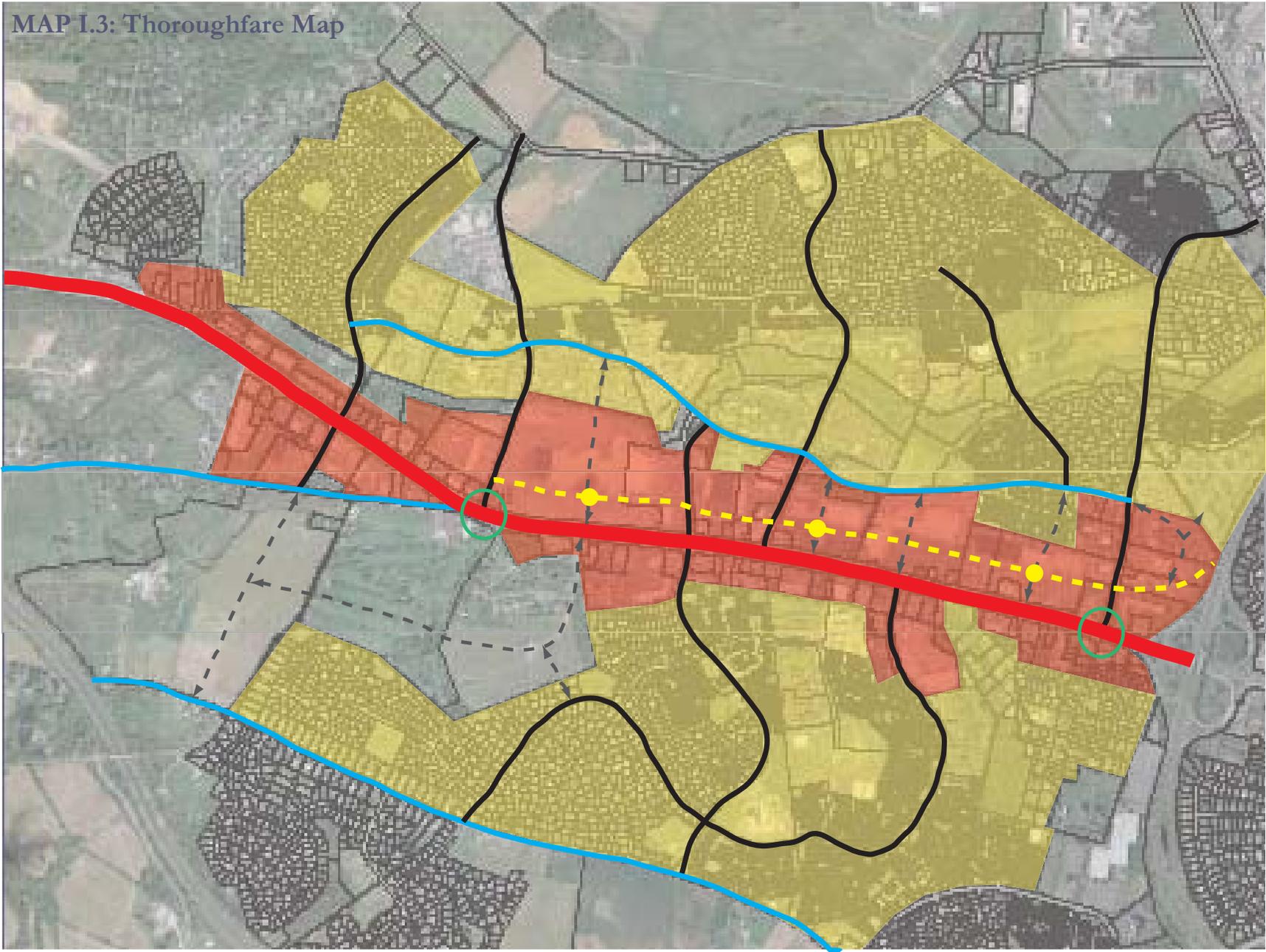
Major Arterial: U.S. 40 is the only road labeled in this category. As described in the *Framework* section, Route 40 is anticipated to redevelop as a multi-way boulevard. This is also depicted in the street profile as containing through-lanes for commuter traffic as well as a local lane and bus lane separated by a median. The local lane and bus lane provide for easy access to the shopping centers and allow for less conflict for quick and efficient through-traffic. Although the space for this type of street profile is large, the existing right-of-way for Route 40 is sufficient for this type of development. In many areas the existing right-of-way approaches 200 feet.

The Avenue: *The Avenue* is an integral part of the Plan, it not only alleviates local traffic from Route 40, but it also provides direct access and increases visibility to many of the businesses located in the shopping centers. During the redevelopment process, *The Avenue* should act as a connecting lane with enough space to accommodate on-street parallel parking, a bicycle lane as well as a travel lane. The sidewalks are shown as being 12' in width to provide for a comfortable atmosphere for pedestrians, as well as space to accommodate sidewalk cafes, seating areas and other amenities. The yellow dots are shown as potential nodes; these nodes are situated along the corridor at distances that are equal to 15 minute walking intervals. At each of these nodes an attractive design feature, such as a traffic circle, fountain or monument, should be constructed to establish a sense of place.

Proposed Local Streets: These streets are shown as providing critical links throughout the Planning Area. The majority are shown as providing north/south connections between Route 40 and Key Parkway, however there are others shown in District C as being providing during redevelopment of these sites. As depicted in the street profile, these streets should accommodate on-street parking in commercial areas and travel lanes to allow for efficient travel between the arterial roadways. The sidewalk should be comfortable to allow for pedestrian mobility. In areas where on-street parking is not possible, bike lanes should be provided.

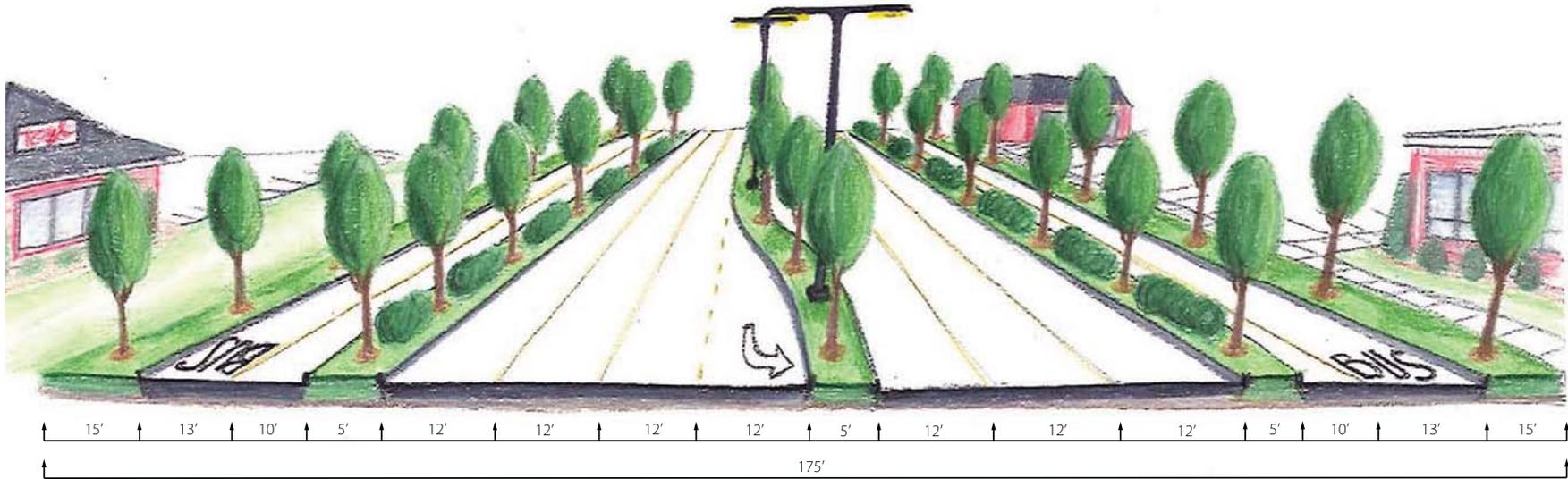
Existing Neighborhood Local Lanes: These streets are existing and will need little modification to accomplish the goals of the Thoroughfare Map. By striping, painting, adding signage or street trees, a new dimension can be created. The main goal is to provide safe travel for pedestrian and bicyclists as well as vehicles. The streets provide access from the residential neighborhoods to the commercial district of the Golden Mile, therefore the main priority is to allow for easier accessibility for the residents.

MAP I.3: Thoroughfare Map



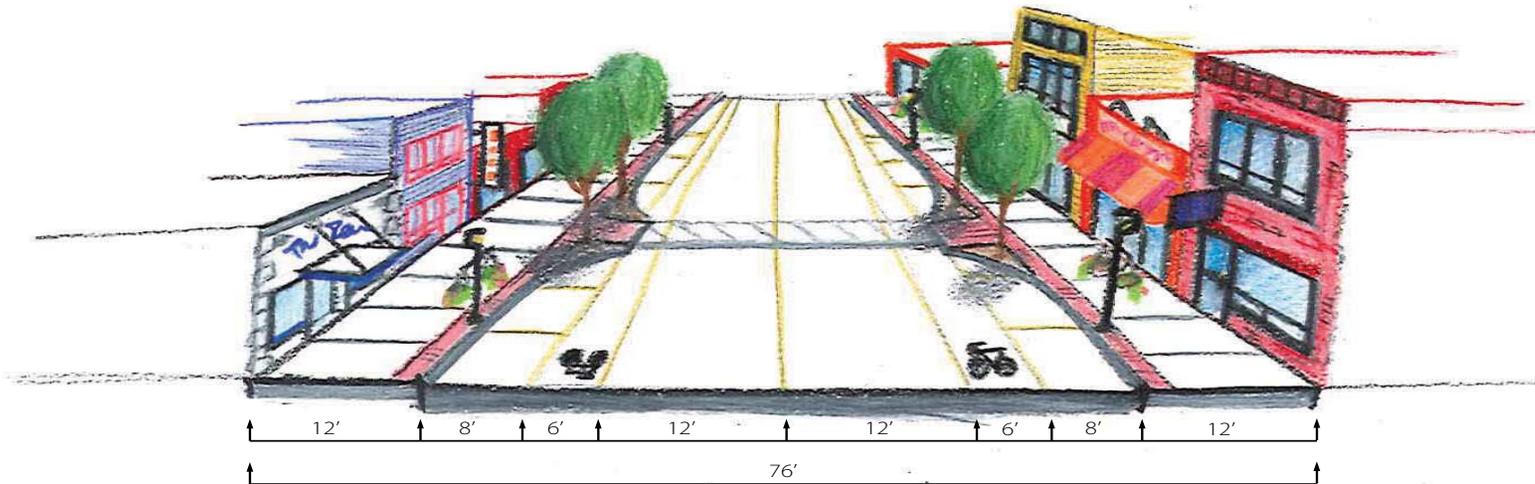


ROUTE 40: A MULTI-WAY BOULEVARD



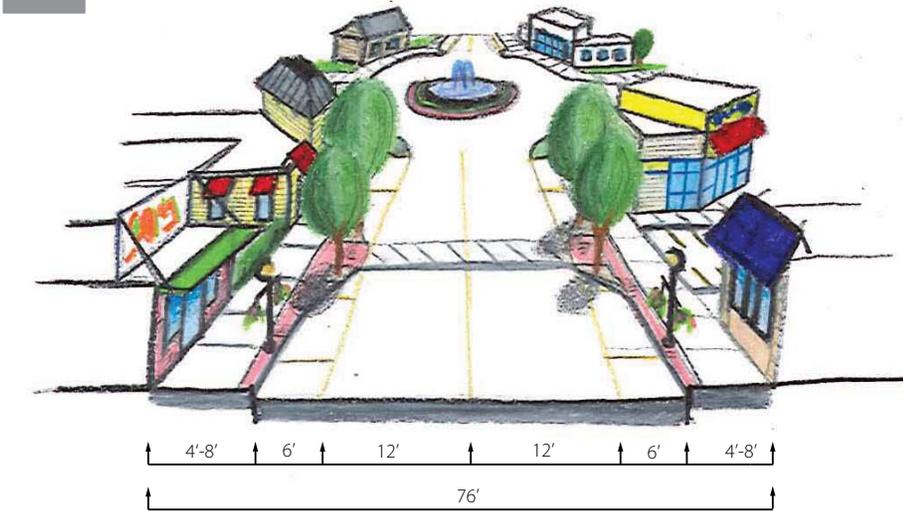
THE AVENUE

William Greer



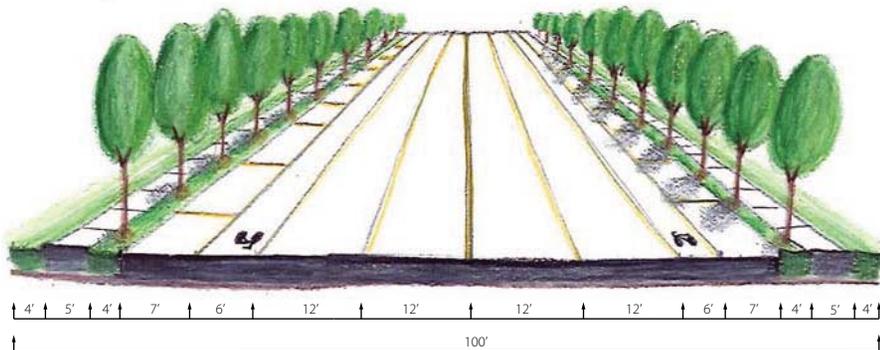
William Greer

PROPOSED LOCAL STREETS



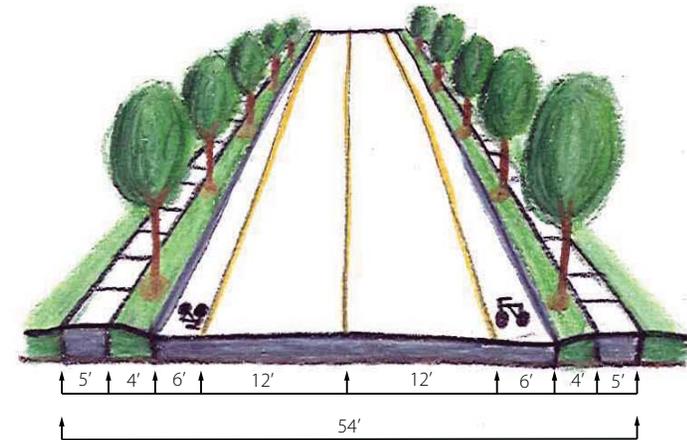
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EXISTING EAST/WEST CONNECTORS



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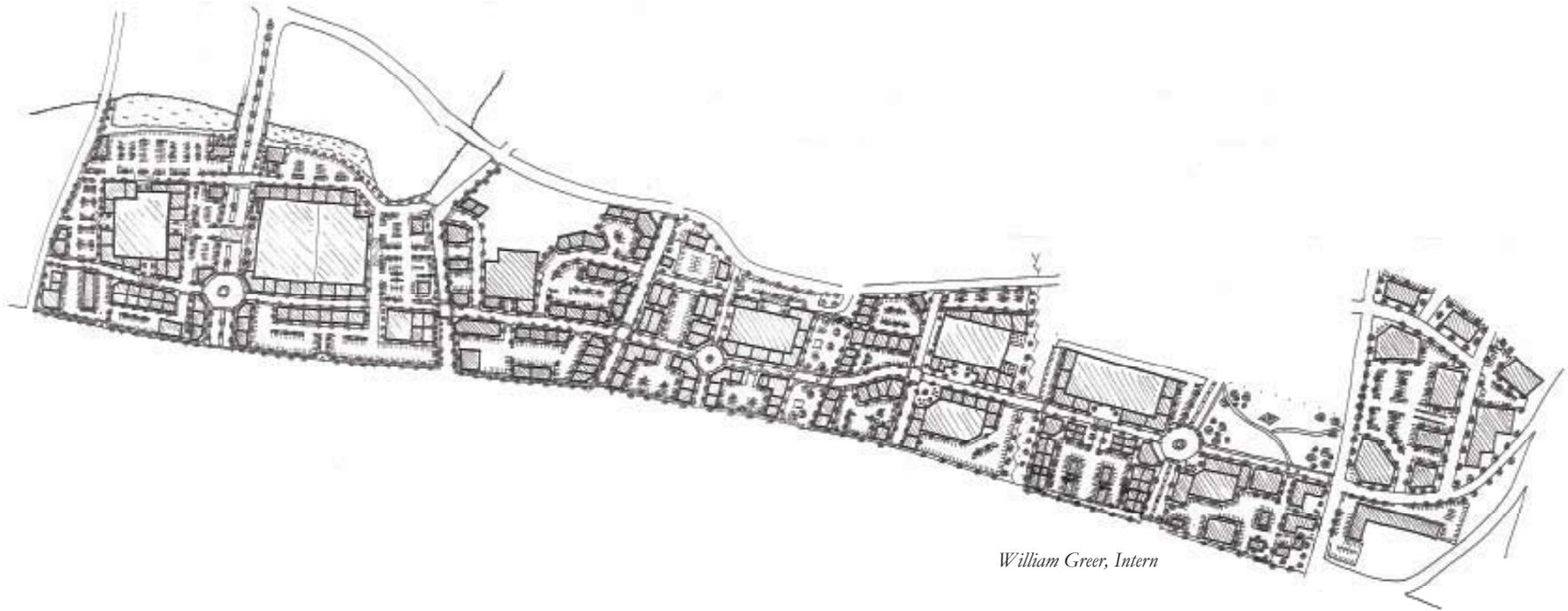
EXISTING NEIGHBORHOOD LOCAL LANES



William Greer

Existing East/West Connectors: The streets labeled in this category are Butterfly Lane and Key Parkway which are designed to provide an alternative east and west bound traffic from Route 40. Currently Butterfly Lane contains dedicated right-of-way that approaches 95-100 feet in some portions, and Key Parkway has dedicated right-of-way averaging 65-70 feet. The profile depicted below shows a right-of-way of 100 feet, however it can be condensed with less lanes to function within the existing city-owned right-of-way. As shown, there are four lanes, two bicycle lanes and on-street parallel parking. The parking would accommodate for residences along these streets as currently provided or businesses that would potentially front Key Parkway. A tree-lined buffer would provide a barrier between the traffic and pedestrians and residents of those streets.

Potential Gateway Locations: The green circles denote a desire to create gateway signage or a distinctive way to brand the Golden Mile. These could be monument signage, archways or possibly civic space.



William Greer, Intern

Goal 8. Continue supporting the Golden Mile Corridor by investing into the surrounding neighborhoods.

Policy Action:

1. Direct financial assistance programs to help low- and moderate-income families perform home maintenance and resolve code violations.
2. Explore the feasibility of installing a wellness garden at local schools and community gardens at local community centers.
3. Identify and convert underutilized sites to community gardens and public spaces.
4. Ensure infill housing is compatible with the surrounding community.
5. Increase homeownership rate by actively promoting providers that encourage homeownership, including the City’s “Sold on Frederick” program.

6. Evaluate existing code enforcement data to identify target areas and outreach opportunities.
7. Continue enforcement and outreach of the City Code, Land Management Code and Property Maintenance Code.

OPPORTUNITY SITES

This section provides a brief summary of properties and blocks of properties determined to have significant redevelopment potential. The purpose of analyzing these sites was to explore the challenges and opportunities involved in potential redevelopment, and to understand the current assessed value of the sites. This section demonstrate what redevelopment along the Golden Mile could look like in response to the seven principals derived from the community input. The architectural renderings are not intended to prescribe a specific development scenario. The renderings do not take into account current provisions such as parking

and stormwater regulations as they are only intended to portray elements of potential redevelopment. In many cases, the renderings of particular blocks do not take into account that there are multiple owners involved.

Frederick Towne Mall Block

At approximately 50 acres, this is by far the largest block on the north side of Route 40. Containing the Frederick Towne Mall, Boscov's department store, Home Depot and other retail oriented uses, the block has the least value per square foot among the entire Golden Mile corridor.

The buildings were constructed between 1972 and 1974 and were once a vibrant anchor for the successful Golden Mile corridor. Now the site is characterized by a mostly vacant, underutilized enclosed mall with a massive amount of parking. The block contains eleven access points: five full access points from Route 40, three full access points from Waverley Drive and two full access points and one right-in/right-out from North McCain Drive.

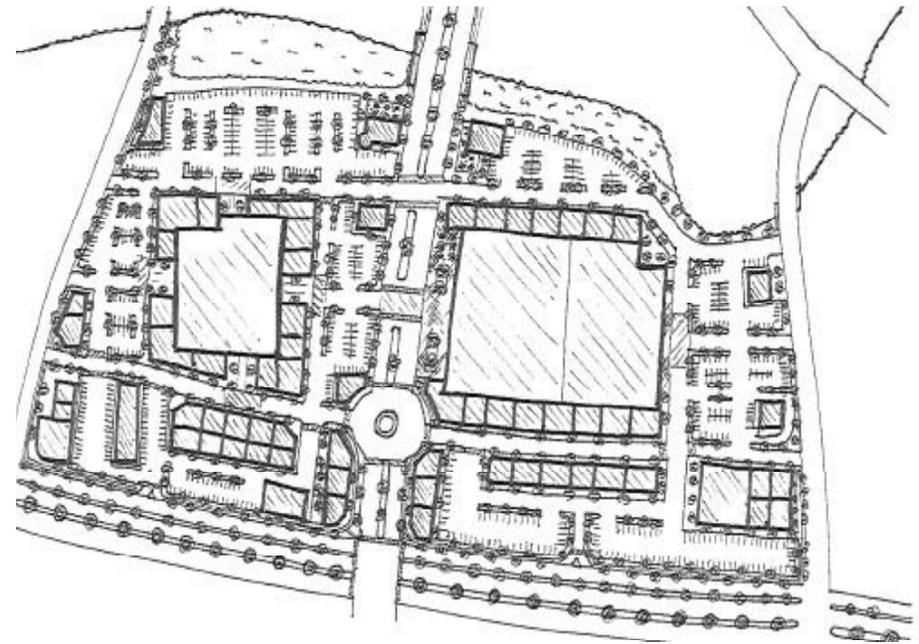
Staff has evaluated the block and listed the following challenges and opportunities for the site:

Challenges:

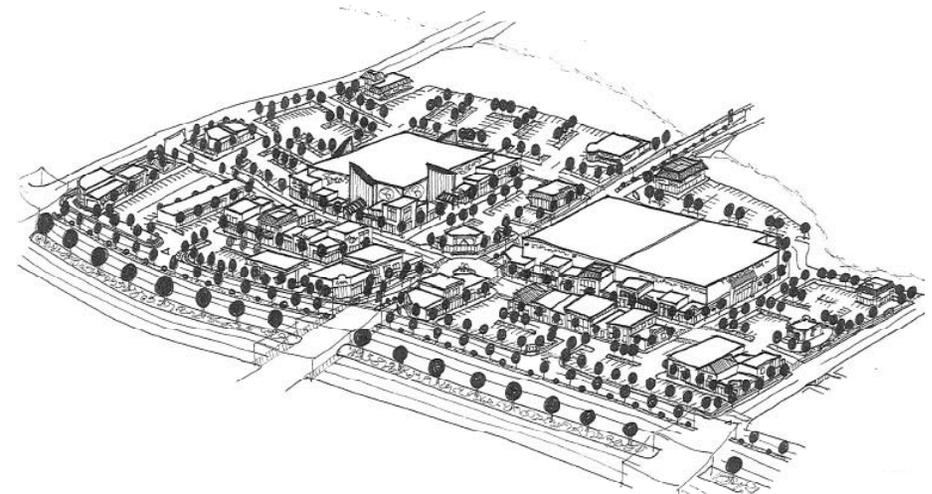
- Current Mixed Use (MU1) zoning
- Amount of floodplain including existing buildings in the floodplain
- Siting of existing buildings adjacent to the mall
- Multiple parcels under separate ownership

Opportunities:

- High vacancy allows for redevelopment
- Restore stream buffer into active green space while connecting the multi-use path



William Greer



William Greer

Economic Analysis Frederick Towne Mall Block

Parcel	Built	Lot Size (sf)	Building Size (sf)	FAR (Building size/Lot Size)	Assessed Value	Value/sf	Owner
Frederick Towne Mall	1972	1,626,966	439,965	0.27	\$13,000,000	\$4.71	Frederick Towne Mall Associates
Boscov's - Frederick Towne Mall	1972	88,849	175,480	1.98	\$8,319,400	\$134.81	Frederick Towne Mall Associates
Home Depot and Outlots - Frederick Towne Mall	1972	441,698	131,290	0.30	\$9,069,400	\$19.56	Golden Mile Real Estate
Restaurant	1974	22,695	6,144	0.27	\$685,300	\$36.17	Waverly Rt 40 LLC
Overall Block	1972-1974	2,180,208	752,609	0.35	\$29,099,300	\$13.35	Multiple

Source: Brian DiNunno, Golden Mile Reborn, www.Greenpivots.com

Current Land Use Patterns

Buildings	654,062	30%
Internal Roads	479,646	22%
Parking	697,666	32%
Service/Misc	87,209	4%
Pedestrian	43,604	2%
Permeable	218,021	10%
Total Land Area	2,180,208	100%

Source: Brian DiNunno, Golden Mile Reborn, www.Greenpivots.com

- Surrounding neighborhoods provide consumer base to new retail
- Large amount of Route 40 frontage
- Proximity to Fort Detrick, including the ongoing Base Realignment and Closure (BRAC) initiatives

Possible Redevelopment

The possible configuration of the block has been designed for optimum efficiency in terms of traffic patterns, parking and retail space while maintaining a few existing buildings. The main site conditions that remain intact are Boscov's, The Home Depot and various retail pads. The Frederick Towne Mall is divided into two main retail nodes that house three big box retailers. Surrounding the perimeters of the large retailers is smaller retailer space that create a pedestrian atmosphere.

The major focus of the Frederick Towne Mall site redevelopment and the Golden Mile corridor is a main roadway that provides connections to the large shopping centers north of Route 40 without need to access the main thoroughfare. This roadway parallels Route 40, by providing a main street feeling as a secondary route, oriented towards consumers wishing to visit the many retailers along the corridor. The tree-lined street also provides necessary parallel parking for easy access to shops and stores. A central street provides a direct connection to the surrounding neighborhood

to the retail between Route 40 and Key Parkway by utilizing an existing neighborhood entrance.

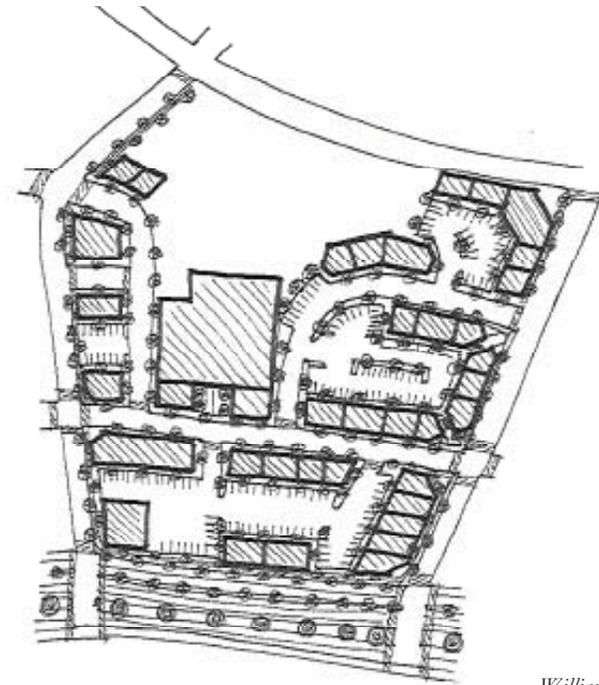
The intersection of the new street and *The Avenue* becomes a traffic circle to alleviate any further conflicts coming off of Route 40. The circle itself is surrounded with the attractive facades of retailers. The circle becomes a central node of the redevelopment. In addition, Route 40 is reconfigured to provide a local lane for quicker access to the shopping destinations and smoother travel for commuters wishing to travel past the Golden Mile Corridor.

The smaller retailers lining the big box stores do not exceed two stories to allow the advertising of the larger retailers visibility from Route 40. The facades and signage of the buildings depict today's modern architecture, however the scale and details should hint at the feel of historic Frederick. The overall design promotes a pedestrian friendly shopping experience that allows the look and layout of modern retailers.

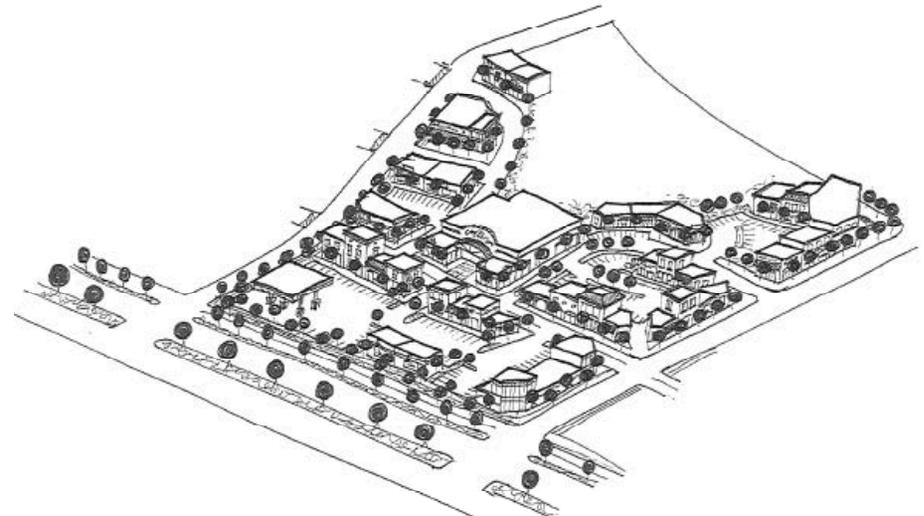
Willowtree Plaza Shopping Center

This block presents the most challenges out of all the opportunity sites due to multiple property owners. The block contains 12 parcels, each with separate owners. The buildings contained in the block were constructed between 1975 and 1986. The variety of uses include Wolf Furniture, which is the largest user, as well as auto-oriented restaurants and banks adjacent to Route 40 and several retail tenants located in the multiple shopping centers. Goodwill Industries operates a warehouse at the intersection of Willowdale Drive and Key Parkway and the Islamic Society of Frederick has established a place of worship towards the north of the site with access from Key Parkway. There are two vacant parcels near the intersection of McCain Drive and Key Parkway containing a floodplain.

This opportunity site lacks a cohesive feeling as the access points, driveways and parking lots for the various parcels can be confusing to drivers. The block's many buildings are aging and in need of cosmetic improvements.



William Greer



William Greer

Economic Analysis Willowtree Plaza Block

Parcel	Built	Lot Size (sf)	Building Size (sf)	FAR (Building size/Lot Size)	Assessed Value	Value/sf	Owner
Goodwill Site	1979	90,605	14,958	0.17	\$1,213,900	\$13.40	ANO LLC
Willowtree Plaza	1986	179,032	44,847	0.25	\$4,468	\$24.96	Kline Scott Visco
KFC Resturant	1984	37,026	2,880	0.08	\$755,900	\$20.42	KFC Properties
Wendy's Resturant	1978	39,639	2,256	0.06	\$1,232,600	\$31.10	Koseian, Arut, and Melmar LLC
Arby's Resturant	1979	30,492	3,039	0.10	\$798,600	\$26.19	Rosson Development
Bank outlot	1976	16,553	2,856	0.18	\$879,300	\$53.12	Robert Bliss
Denny's Resturant	1976	22,651	4,044	0.18	\$730,100	\$32.23	Denny's Realty
Wolf Furniture	1975	265,716	64,312	0.24	\$5,595,700	\$21.06	Blico Partnership
McCain Strip	1985	47,044	1,200	0.26	\$964,600	\$20.50	K&S Picket
Vacant Land Key Parkway	N/A	51,401	0	0.00	\$231,300	\$4.50	K&S Picket
Vacant Land - Intersection McCain and Key Parkway	N/A	15,159	0	0.00	\$0	\$0.00	City of Frederick
Islamic Society property	1954	179,467	6,404	0.04	\$1,942,300	\$10.82	Islamic Society of Frederick, Inc.
Overall Block	1954-1986	974,785	146,796	0.15	\$14,348,768	\$14.72	Multiple

Source: Brian DiNunno, Golden Mile Reborn, www.Greenpivots.com, Amended by the City of Frederick

Current Land Use Patterns

Buildings	184,188	19%
Internal Roads	222,641	23%
Parking	193,061	20%
Service/Misc	95,005	9%
Pedestrian	25,295	3%
Permeable	254,595	26%
Total Land Area	974,785	100%

Source: Brian DiNunno, Golden Mile Reborn, www.Greenpivots.com

In general there is very little landscaping throughout the block, however the Islamic Society and vacant parcel skew the impervious surface numbers to reflect better conditions than the neighboring opportunity sites.

The block contains 11 access points, two from Key Parkway to the Islamic Society, three off of Willowdale Drive, two from Route 40 and four from McCain Drive.

Challenges:

- Many parcels under separate ownership
- Many tenants are isolated by poor visibility from Route 40
- Aging parking lots

Opportunities:

- Surrounding neighborhoods provide consumer base to new retail
- Proximity to Fort Detrick, including the ongoing BRAC initiatives
- Low vacancy and established tenants
- *The Avenue* roadway partially established

Possible Redevelopment

The redevelopment scenario shown above reflects the continuation of *The Avenue* while maintaining auto-oriented businesses and parking towards Route 40 and creating a pedestrian shopping experience toward the interior of the site. The internal street contains street trees with parallel parking to add convenience for shoppers as well as amenities such as park benches, trash receptacles, ornate lighting and wayfinding measures. A significant change to this block is the relocation of McCain Drive at the intersection of Key Parkway to the east. Currently, the roadway infrastructure crosses Rock Creek twice, the proposed scenario relocates McCain Drive to the vacant land to the east so that it does not cross Rock Creek. This would allow for the shared use path and the linear park to extend towards the north, only crossing Key Parkway once, creating a more pleasant and efficient experience for pedestrians and bicyclist.

The largest retailer in this block of properties is Wolf Furniture, whose entrance is enhanced and flanked by smaller retailers at the front of the space. The shopping centers are designed to orient towards the internal streets and secondary streets, containing parking behind the structures and access from the internal roadway. The intent of the design is to allow traffic to access the site mainly from the internal roadway while removing conflict points from Route 40. The increased traffic internal to the site will enhance visibility of the shopping centers that are currently lacking visibility from Route 40.

Frederick Shoppers World Shopping Center

The Frederick Shoppers World Shopping Center provides tremendous potential for achieving the goals of this plan. The block consists of four parcels and three property owners. The shopping center owns the majority of the block including the wooded land to the north behind the shopping center. A gas station provides auto-oriented retail to the south east at the intersection Route 40 and Willowdale Drive. A child day care center provides neighborhood commercial services to the surrounding neighborhoods at the intersection of Willowdale Drive and Key Parkway.

The block is characterized by a sea of parking containing little landscaping and haphazard internal driveways. The McDonalds has recently undergone significant renovations and greatly improved the shopping center by delineating the pad site with landscaping and curbs. The gas station and the shopping center parcel contain a cross access easement that allows traffic to access each site.

Currently, the wooded land to the north contains dirt paths worn from pedestrian traffic from the neighboring apartment buildings to the grocery store. It is littered with trash and often times shopping carts are left by customers. There is also a heavily worn dirt path to the east created by pedestrians from the West Ridge Shopping Center. These paths are clear indications that connections must be established to allow safe access for all pedestrians including those who may be disabled.

Economic Analysis Frederick Shoppers World Shopping Center

Parcel	Built	Lot Size (sf)	Building Size (sf)	FAR (Building size/Lot Size)	Assessed Value	Value/sf	Owner
Frederick Shoppers World	1972	586,828	126,408	0.21	\$10,580,100	\$18.02	Sax Realty/RH Rubing
Day Care Center	1986	30,927	5,800	0.19	\$726,000	\$23.47	KC PropCo
Gas Station	1973	30,648	2,104	0.07	\$679,400	\$22.17	Potomac Energy
Overall Block	1972-1986	648,403	134,312	0.21	\$11,985,500	\$1,848.00	Multiple

Source: Brian DiNunno, Golden Mile Reborn, www.Greenpivots.com. Amended by the City of Frederick

Current Land Use Patterns

Buildings	175,069	27%
Internal Roads	136,165	21%
Parking	201,005	31%
Service/Misc	64,840	10%
Pedestrian	19,452	3%
Permeable	51,872	8%
Total Land Area	648,403	100%

Source: Brian DiNunno, Golden Mile Reborn, www.Greenpivots.com

The block contains eight access points; one from Key Parkway to the child care center, five off of Willowdale Drive and two from Route 40.

Challenges:

- Lack of vehicular connection to the east
- Lack of pedestrian connection to the north and east
- Topography
- Amount of impervious surfaces and parking lots
- Security of the wooded area

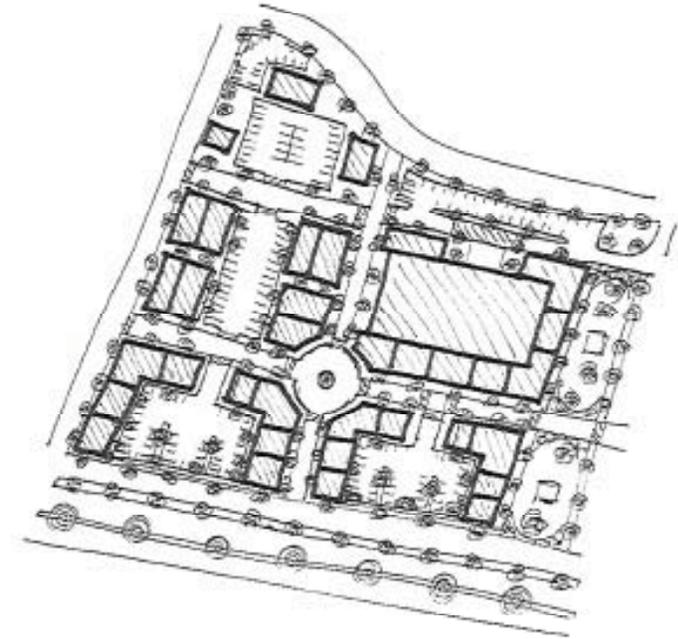
Opportunities:

- Large amount of Route 40 frontage
- Surrounding neighborhoods provide consumer base to new retail
- Proximity to Fort Detrick, including the ongoing BRAC initiatives
- Successful and centralized grocery store
- Majority of the property is under the same ownership with frontage on three roadways
- Opportunity for civic space/parkland/forest conservation
- Proximity to the Rock Creek Park
- Restore stream buffer into active green space while connecting to Rock Creek Park

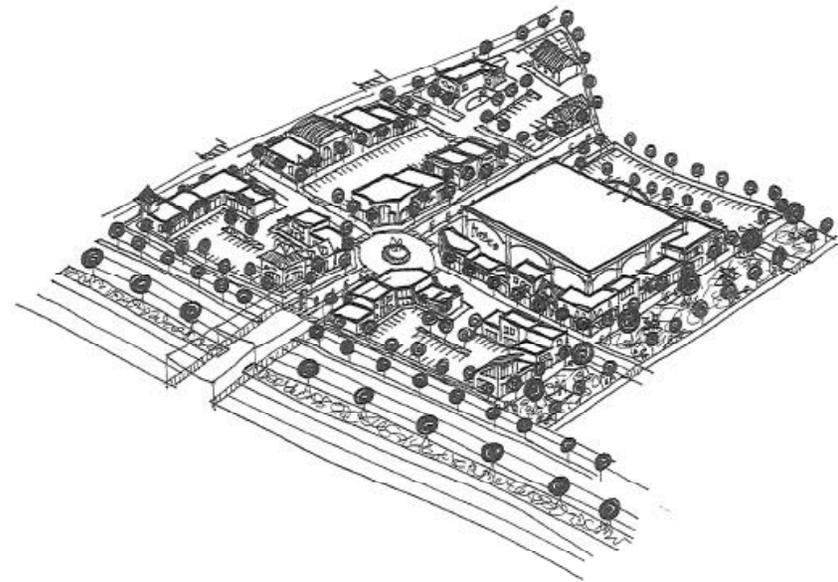
Possible Redevelopment

The possible development scenario depicted for this block portrays a central node for the Golden Mile. The three nodes depicted along the north side of Route 40 are situated geographically to provide a 15 minute walking radius that contains a majority of the Golden Mile small area plan. The mixture of parkland, big box and neighborhood oriented retail with larger parking lots provides an opportunity for consumers to park and become pedestrian oriented shoppers to other areas of the Golden Mile. The parkland provides a north-south connection to the linear park and surrounding neighborhoods on both sides of Route 40 with aesthetic features and each of these nodes represents the core of a fifteen-minute walking radius.

This potential scenario depicts the Giant Eagle grocery store as remaining, however reversing the main entrance towards Key Parkway to allow for the facades of retail shops along *The Avenue*. These new shops should only be at a maximum height of two floors to allow for proper signage of the larger retailer behind to be seen from Route 40. The shops will be of modern architecture but with much variety to ensure a sense of character and uniqueness to this area's shopping experience. Along the property line to the east a greenway is established to link the neighboring property. This creates a connection to the Rock Creek Park from Route 40. The new design will allow for a new sense of community in this area and will, in turn, improve the standard of shopping and living to the surrounding communities.



William Greer, Intern



William Greer, Intern

Economic Analysis West Ridge Shopping Center

Parcel	Built	Lot Size (sf)	Building Size (sf)	FAR (Building size/Lot Size)	Assessed Value	Value/sf	Owner
Overall Block	1986	892,109	282,255	0.32	\$28,336,100	\$31.76	WestFREIT/ Hekemian

Source: Brian DiNunno, Golden Mile Reborn, www.Greenpivots.com

Buildings	223,027	25%
Internal Roads	178,422	20%
Parking	697,666	38%
Service/Misc	17,842	2%
Pedestrian	44,605	5%
Permeable	89,211	10%
Total Land Area	892,109	100%

Source: Brian DiNunno, Golden Mile Reborn, www.Greenpivots.com

Westridge Square Shopping Center

The Westridge Square Shopping Center is unique in the fact that it is under one ownership and provides a north-south connection between Route 40 and Key Parkway. With many topographic challenges, the site is characterized by restaurants and auto-oriented banks adjacent to Route 40 and a shopping center with large spaces to house 4-6 medium sized anchor stores. The shopping center was built in 1986 and currently contains viable and successful tenants, although vacancies exist. To account for the topography of the site, the elevation of the building from grade level creates a sense that the shopping center is only one story, while in fact it is actually two. The second level faces the south towards Route 40 and the first level faces Key Parkway.

The site also contains unique natural features. To the east of the site, an intermittent stream, also used as storm water management from Route 40, flows to the north to Rock Creek Park. The stream however, goes underground beneath the parking lot of the shopping center and Key

Parkway into a stormwater management pond. The parcel also contains a moderate amount of landscaping as there are grass islands within the parking areas and trees to provide shade over the asphalt.

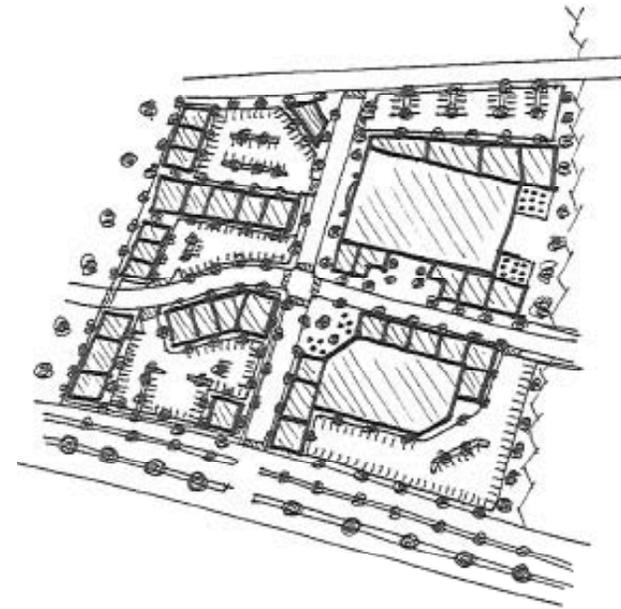
The block contains five access points, two from Key Parkway and one full access, one right-in, and one right-in, right-out from Route 40. There are no connections to the adjacent properties to the east or west.

Challenges:

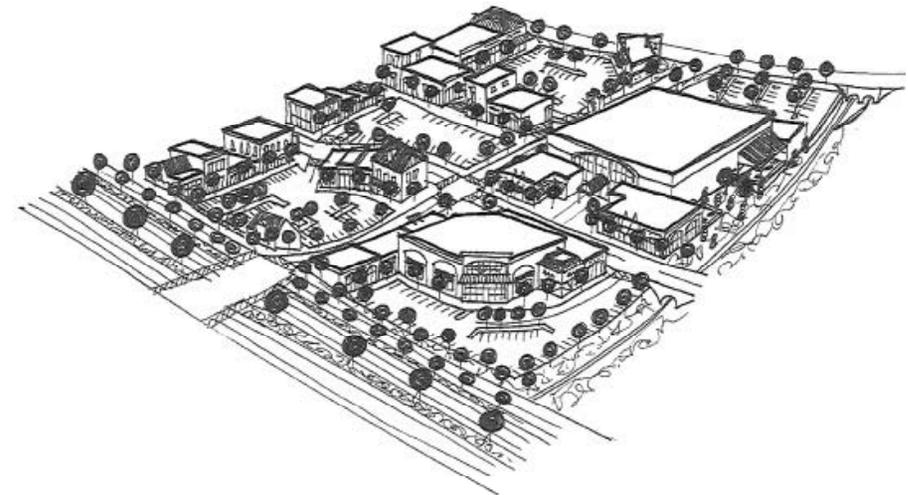
- Lack of vehicular connection to the east and west
- Lack of pedestrian connection to the west
- Topography
- Amount of impervious surfaces and parking lots
- Vacant big box tenant
- Poor internal circulation pattern

Opportunities:

- Large amount of Route 40 frontage
- Surrounding neighborhoods provide consumer base for new retail
- Proximity to Fort Detrick, including the ongoing BRAC initiatives
- The parcels are under the same ownership
- Opportunity for civic space/parkland
- Proximity to Rock Creek park
- Restore intermittent stream to function as commercial amenity and public space
- Access at a controlled intersection



William Greer, Intern



William Greer, Intern

Possible Redevelopment

In this proposal of the Westridge Square Shopping Center, a new layout merges auto-oriented businesses and a pedestrian shopping experience. As depicted, the shopping center retains the large anchor to the east and provides smaller retail buildings and parking lots to the west of the site. A street connects Route 40 at the current entrance to Key Parkway. *The Avenue* will run directly in front of the current big box retail entrance. The smaller retailers that flank the big box retailer is a good example of how large retailers are incorporated into this new shopping design.

On the opposite side of the big box retailer, along the property line, a creek will be day-lighted and allow for green space to run along its edge. Outdoor spaces can be created along the park which provides tenant space that is leased at a premium rate. This green space allows retailers from both properties to face the landscape and create a pedestrian-only accessible shopping experience. The pad sites oriented towards Route 40 provide space for auto-oriented businesses and restaurants.

Frederick County Square Shopping Center

The Frederick County Square Shopping Center block contains four parcels under two ownerships. The block contains a main shopping center that was built in 1973 as well as five pad sites and the former State Police Barrack to the southeast. The parcel contains a pedestrian connection to the west, however the overall site is not pedestrian friendly. The property is disconnected from a large residential base to the north by a chain link fence and provides no sidewalks to the commercial buildings from the right-of-way. There is a slight topographic challenge to the site as the State Police Barrack sits at a higher elevation than the rest of the block.

In general, the block contains moderate vacancy as there are several pad sites and spaces within the shopping center without tenants. In addition the former State Police Barrack has not been occupied since being sold to private business interests.

The block contains six access points; three from Baughmans Lane and three from Route 40, however half the access points belong to the the State Police Barrack.

Challenges:

- Lack of vehicular connection to the west
- Lack of pedestrian connection to the residential neighborhood to the north
- Slight topographical issues
- Amount of impervious surfaces and parking lots
- Moderate vacancy
- Poor internal circulation pattern
- Congestion and access problems from Baughmans Lane

Opportunities:

- Large amount of Route 40 frontage
- Surrounding neighborhoods provide consumer base for new retail
- Proximity to Fort Detrick, including the ongoing BRAC initiatives
- Majority of the block is under one ownership
- Former State Police Barrack presents a unique opportunity for adaptive reuse or redevelopment
- The layout of the shopping center and parcel lends itself to *The Avenue* concept.

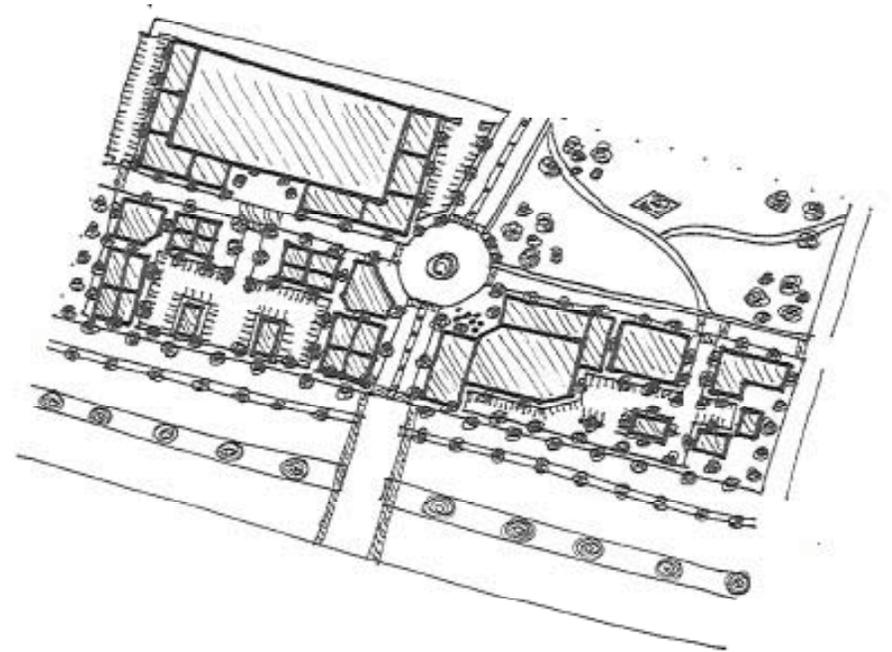
Possible Redevelopment

The Frederick County Square Shopping Center at the corner of Baughmans Lane and Route 40 is reconfigured to reconnect to the surrounding community. The main entrance to the shopping center is continued north through the existing neighborhood, allowing for easier accessibility and enhancing the pedestrian aspect of the neighboring residences. Realizing

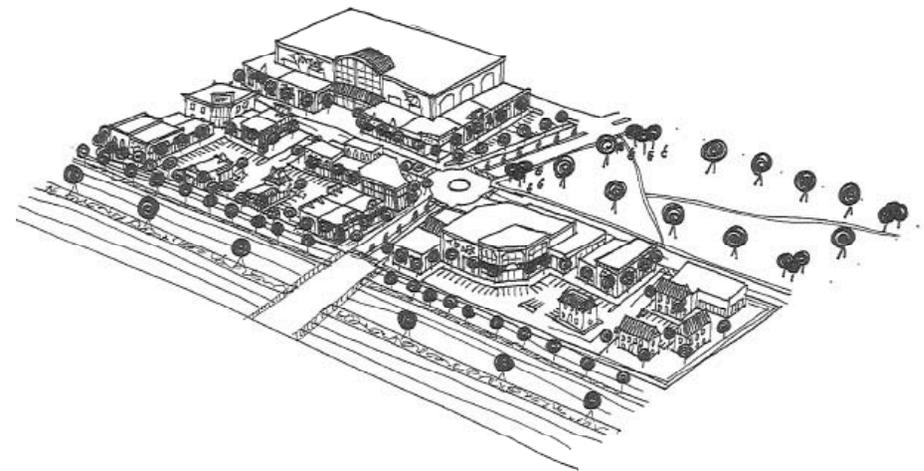
that this redevelopment scenario would eliminate most of the existing shopping center, the stores could be relocated to other space in the shopping center. This property is also considered the third node of the Golden Mile thus a traffic circle would landmark this site to allow shoppers vehicular options to elsewhere on corridor.

The current big box store would remain intact however, its current entrance would be flanked by smaller retailers to allow the scale along *The Avenue* to be similar to those in neighboring complexes. Opposite of the large big box retailer would be the majority of parking along with smaller retailers lining the perimeter of the space. Along the property line the retailers would face a manicured landscape strip that acts as a greenway connection with the neighboring property.

Across the street, where Baughmans Lane and US 40 intersect, the current historic State Police Barrack, could remain intact but incorporated into a larger overall scheme. In this section of the property the retail spaces would remain within close distance to *The Avenue* with parking along the majority of the US 40 perimeter. Across from *The Avenue* but still along Baughmans Lane, the new park would allow the neighboring residences and offices open space to enjoy. This park also provides a grand entry to the corridor off of US 15. The park will provide a welcoming impression to motorists as they travel by noticing shoppers and professionals congregating in the space.



William Greer, Intern



William Greer, Intern

Economic Analysis Frederick County Square Shopping Center

Parcel	Built	Lot Size (sf)	Building Size (sf)	FAR (Building size/Lot Size)	Assessed Value	Value/sf	Owner
Frederick County Square Shopping Center	1973	875,991	234,248	0.27	\$15,463,800	\$17.65	Washington REIT
Frederick County Square Outlot	1991	42,688	12,960	0.30	\$3,520,900	\$82.48	Washington REIT
Former State Police Barracks	1950	119,790	9,861	0.08	\$998,900	\$8.34	GM Gateway LLC
Overall Block	1950-1991	1,038,469	247,208	0.27	\$18,984,700	\$20.67	Washington REIT

Source: Brian DiNunno, Golden Mile Reborn, www.Greenpivots.com, Amended by the City of Frederick

Current Land Use Patterns

Buildings	259,617	25%
Internal Roads	197,309	19%
Parking	301,156	29%
Service/Misc	93,462	9%
Pedestrian	31,154	3%
Permeable	155,771	15%
Total Land Area	1,038,469	100%

Source: Brian DiNunno, Golden Mile Reborn, www.Greenpivots.com, Amended by the City of Frederick

US15/Northeast Node

The parcels contained in this block provide a unique mixture of uses, including an electrical substation, a hotel, movie theatre, bank, office building and automobile sales lot. These sites attract a large volume of traffic from southbound US 15, Route 40 as well as Baughmans Lane, providing a tremendous asset to the block. Also located in this block is the West Frederick Farmers Market, which attracts many consumers and provides a benefit to the surrounding community .

Currently the block is characterized as aging like many other opportunity sites along the Golden Mile. The properties lack north-south connections with no connections to the surrounding neighborhoods. There are eight access points to the parcels, all from Baughmans Lane.

Challenges:

- Multiple parcels under separate ownership.
- Inefficient traffic patterns and traffic delays
- Electrical substation sited in very visible location

Opportunities:

- Proximity to Fort Detrick, including the ongoing BRAC initiatives
- Established and successful farmers market
- Visibility from passing motorists
- Potential for a slip ramp to alleviate traffic congestions and filter motorist to the *The Avenue*

Possible Redevelopment

The general censuses garnered from public feedback was that office use should be integrated into the redevelopment of the Golden Mile. While office use is permitted in all areas of the Golden Mile and should be mixed throughout, this block appears to be the most appropriate for office buildings due to the proximity of US 15. The depiction of this opportunity site shows an office park that overlooks the proposed park at the Frederick County Square Shopping Center node.

The most critical and important aspect of this design and The Plan recommendations as a whole is that a slip ramp provide access to this block as well as directly filter vehicles from US 40 to *The Avenue* that runs parallel to US 40. The slip ramp will alleviate traffic congestion at the intersection of US 40 and Baughmans Lane, as well as exponentially increase the visibility of existing users located north of US 40. Key Parkway is also extended to connect with the office park creating a north-south, east-west connection.

This collection of parcels is currently underutilized in terms of redevelopment potential. If designed and integrated into the surrounding properties, this node has the potential to catalyze development of a very successful and unique corridor.

Summers Farm/ VFW Golf Course

The Summers Farm and VFW Golf Course are currently zoned for mixed-use development (MU1) and contained in the Greenfield District of the Plan. It is anticipated that the sites will contain residential and commercial redevelopment while preserving sensitive areas such as forest stands, streams and vegetated buffers as well as steep slopes. The sites are under separate ownership, separated by Mount Philip Road and both have primary access to Alternate Route 40.

Challenges:

- Amount of critical land that must be preserved
- Restoration of the stream
- Topography
- Dedicating right-of-way for the realignment of Mount Philip Road
- Potential opposition from existing well-established residential communities
- Mixed-use zoning (MU1)

Economic Analysis U.S. 15/Northeast Node

Parcel	Built	Lot Size (sf)	Building Size (sf)	FAR (Building size/Lot Size)	Assessed Value	Value/sf	Owner
Potomac Edison Power Substation	N/A	40,000	N/A	N/A	N/A	N/A	Potomac Edison Company
Motel 6	1963	199,994	76,055	0.38	\$4,593,500	\$22.97	Motel 6 Operating LP
Holiday Cinemas	1973	151,153	13,710	0.09	\$1,236,100	\$8.18	Weinberg Danyce LLC, Weinberg Aldan LLC
Bank Outlot	1973	13,070	2,765	0.21	\$488,800	\$37.40	Weinberg Family, LLC
Buaghman Professional Building	1995	216,493	35,000	0.16	\$5,915,800	\$27.33	Baughman Professional Building, LLC
Fitzgerald Automobile	1978	348,480	47,916	0.14	\$6,737,500	\$19.33	Fitzgerald John J JR
Fitzgerald Northern Sales Lot	N/A	209,959	0	0.00	\$2,194,500	\$10.45	Kensington Realty, Inc.
FOPB Office Building	1984	32,135	5,350	0.16	\$796,900	\$24.80	FOPB Properties, LLC
Overall Block	1963-1995	1,211,284	180,796	0.15	\$21,963,100	\$18.13	Multiple

Current Land Use Patterns

Buildings	180,796	15%
Internal Roads	141,417	12%
Parking	524,194	43%
Service/Misc	62,661	5%
Pedestrian	8,170	1%
Permeable	294,046	24%
Total Land Area	1,211,284	100%

Opportunities:

- Raw land provides tremendous opportunity for unique development
- Properties provide a gateway into The City of Frederick
- Commercial potential due to frontage along Route 40 and Alternate Route 40
- Traffic volume passing the sites
- Surrounding neighborhoods provide consumer base for new retail
- Proximity to Fort Detrick, including the ongoing BRAC initiatives

Possible Redevelopment

It is envisioned that the Summers Farm and VFW Golf Course are developed in a unified manner. Per the approved Summers Farm annexation agreement, Old Camp Road will be realigned to intersect with Butterfly Lane adjacent to Mount Philip Road. A connecting road from the VFW property will be needed to the future development to newly constructed Old Camp Road.

The anticipated mixed-use developments for both parcels will need to take into account the sensitive areas such as the stream and buffer as well as steep slopes. These sensitive areas can be an asset for creating parkland and incorporating walking paths for the nearby residents and customers of the businesses. Further commercial uses should be located around the major roadways and use the sensitive areas; integrating outdoor seating areas for dining as well as other amenities that provide a lease premium.

The residential uses should be organized to provide the highest density around the commercial areas as well as main roadways. Less dense residential development should be placed around the periphery and should represent the character of the farmland that once existed. Preservation of open space and natural features should be attained by clustering residences, this not only creates a desirable neighborhood but saves developer costs

for utilities and roadway infrastructure, as well as conserving open space.

Triangle Site at 40/Alt 40

Constrained by challenges this site presents a unique opportunity to provide a gateway development when traveling into The City of Frederick as well as leaving. Sandwiched between Route 40 and Alternate Route 40, the site is currently underutilized with a vacant gas station, utility right-of-way and stormwater management infrastructure. The site has four full access points; two for Route 40 and two for Alternate Route 40. The State Highway Administration controls these points.

Challenges:

- Odd shape of the parcel
- SHA controls access
- Existing utility right-of-way on site

Opportunities:

- High visibility from Route 40/ Alternate Route 40 frontage
- Gateway development potential
- Civic gateway potential

Possible Redevelopment

It is envisioned that this site's unique shape and tremendous visibility will be an asset to its redevelopment. With the Catoctin Mountains as a backdrop there is an opportunity to create a redevelopment scenario that utilizes the triangular point nearest to the intersection of Route 40 and Alternate Route 40 as civic space for a monument, public art, or other public amenities. In addition, the site's unique shape could also inspire the architecture of a retail or office building to serve as a distinct focal point.

Economic Analysis Summers Farm and VFW Golf Course

Parcel	Built	Lot Size (sf)	FAR (Building size/		Assessed Value	Value/sf	Owner
			Building Size (sf)	Lot Size)			
Summers Farm	1890	4,124,696	2,672	0.00	\$302,400	\$0.07	Summers Family LP
VFW Golf Course	2005	243,960	6,736	0.02	\$1,255,500	\$5.15	VFW, Inc
Overall Block	1890-2005	4,368,656	9,408	0.00	\$1,557,900	2.61	Multiple

Current Land Use Patterns

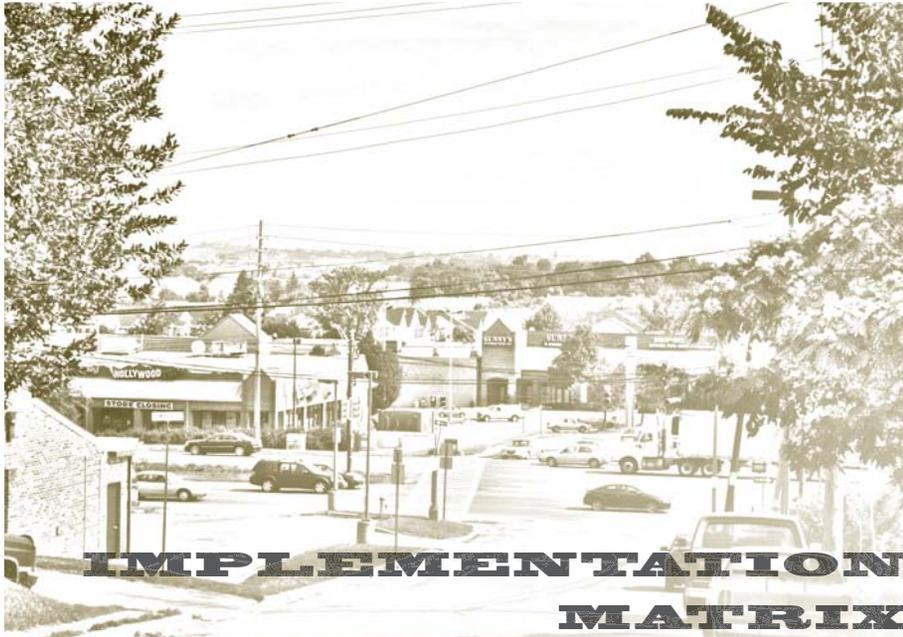
Buildings	9,408	0%
Internal Roads	36,405	1%
Parking	22,796	1%
Service/Misc	75,286	2%
Pedestrian	1,240	0%
Permeable	4,223,521	97%
Total Land Area	4,368,656	100%

Economic Analysis Triangle Site

Parcel	Built	Lot Size (sf)	FAR (Building size/Lot		Assessed Value	Value/sf	Owner
			Building Size (sf)	Size)			
Vacant Gas Station	1972	26,654	2,166	0.08	\$452,400	\$16.97	Sarmadi Group LLC

Current Land Use Patterns

Buildings	2,166	8%
Internal Roads	13,490	51%
Parking	2,400	9%
Service/Misc	500	2%
Pedestrian	1,850	7%
Permeable	6,248	23%
Total Land Area	26,654	100%



In order to achieve the goals and policies of the Plan, an Implementation Matrix has been created to guide planning staff, public officials, property owners and residents. The matrix is formatted to ensure the plan principles are achieved as well as to assign responsible parties and a realistic timeframe as to when the policies will be achieved.

The plan is organized into the following timeframes:

Immediate (0-2 years): The goals intended to be implemented within this time frame will allow The City of Frederick as well as the Golden Mile Alliance to draft and amend City provisions to entice and enhance the desired development patterns.

Short Term (2-5 years): The goals within this time frame are intended to allow for the Golden Mile Alliance and The City of Frederick to fundraise as well as allocate funds to achieve the goals of the Plan within the City

adopted Capital Improvement Program within the near future.

Moderate Term (5-10 years): The goals within this time frame are intended to allow for the Golden Mile Alliance, The City of Frederick and State Agencies to allocate funds to achieve the goals of the Plan within the given time frame.

Long Term (10+ years): The goals within this time frame are intended to allow for the Golden Mile Alliance, The City of Frederick, State Agencies, and Federal Agencies to allocate funds to achieve the goals of the Plan within and beyond the given time frame.

Ongoing: Goals within this time frame will be consistently monitored by the Golden Mile Alliance and The City of Frederick to ensure that businesses are enticed and sufficient infrastructure and guidelines provide an atmosphere for economic vitality as well as an enjoyable experience for residents and visitors.

BENCHMARKING

A critical component of this plan is the focus on continual benchmarking. The purpose of benchmarking is to provide elected officials a regular update on the progress of the Small Area Plan. A concise and effective benchmarking report should be provided on an annual basis and should include a matrix of accomplishments within the intended term as well as desired resources to meet the upcoming goals and policies. During the benchmarking process, the adopted policies should be evaluated for their effectiveness. It may be necessary to amend the Plan at the end of the implementation timeframes.

Framework Implementation Matrix

Goals and Policy Actions	Plan Principles	Timing	Responsibility
Goal 1			
Ensure the Golden Mile Planning Area prepares for sustainable redevelopment			
Policy Action			
1 Circulate and promote the Golden Mile Small Area Plan to make residents, business owners and property owners aware of its initiatives.		Immediate	Planning
2 Incorporate a land use policy into the Land Management Code in the form of the Golden Mile Overlay District to guide future development.	 	Immediate	Planning
3 Facilitate and support the success of an association known as the Golden Mile Alliance to oversee and seek funding for the implementation of the plan.	 	Ongoing	Planning, Economic Development, Mayor's Office
4 Benchmark the implementation of this plan to ensure continual focus on achieving the vision and goals.	 	Ongoing	Planning, GMA
Goal 2			
Create a safe destination for residents and visitors by decreasing the perception of crime, creating a safe pedestrian environment and minimizing vehicular accidents.			
Policy Action			
1 Future development must be designed using Crime Prevention Through Environmental Design (CPTED) techniques. Future redevelopment must document the use of CPTED by utilizing a proportion of the techniques as defined in the Appendix during the site plan process.		Immediate	Planning, Police
2 Intersections should be improved to more safely guide pedestrians across roadways.	 	Moderate-Long Term	Planning, Engineering, SHA
3 Improvements to Route 40 should include designated safety islands to aid in pedestrian crossing.	 	Moderate-Long Term	Planning, Engineering, SHA

Framework Implementation Matrix (Continued)

Goals and Policy Actions	Plan Principles	Timing	Responsibility
Goal 3			
Improve and expand circulation of the corridor by providing more efficient and comfortable connections between destinations for vehicles, pedestrians, bicyclists and users of public transportation.			
Policy Action			
1 Redesign and reconstruct Route 40 into a multi-way boulevard.		Long Term	Planning, Engineering, SHA
2 A slip ramp from Interstate 15 should provide direct access to the The Avenue to alleviate congestion at the U.S. 15/Route 40/Baughmans Lane intersection.		Long Term	Planning, Engineering, SHA
3 An interchange on westbound I-70 should be established to provide direct access to the Golden Mile.		Long Term	Planning, Engineering, SHA
4 Expand the street network as identified in the Thoroughfare Map to safely accommodate vehicles, on-street parking, bicyclist and pedestrians.	  	Moderate-Long Term	Planning, Engineering, SHA
5 Adopt a policy that requires streets to accommodate all modes of transportation.	 	Short Term	Planning, Engineering, SHA
6 Create a more effective transit system by incorporating Bus Rapid Transit (BRT) or light rail facilities to connect the Golden Mile to downtown Frederick and other transit nodes in the region.		Long Term	Planning, Engineering, SHA, TransIT
7 Limit access points to main corridors by adopting a policy to eliminate access points and influence cross access easements to lessen trips onto Route 40.	  	Short-Term	Planning, Engineering, SHA
8 During redevelopment cross access easements, dedication or reservation of right-of-way must be provided to establish an interior roadway, known as The Avenue.	 	Immediate	Planning, Engineering
9 Require installation of internal sidewalks that connect to the public right-of-way and accommodate bicycles.	  	Immediate	Planning, Engineering, SHA

Framework Implementation Matrix (Continued)

Goals and Policy Actions	Plan Principles			Timing	Responsibility	
10 Expand and encourage safe pedestrian and bicycling facilities in city and state owned right-of-ways.				Moderate-Long Term	Planning, Engineering, SHA	
11 Establish access opportunities, to residential neighborhoods for pedestrians and bicyclists.				Moderate-Long Term	Planning, Engineering	
12 Increase bicycle parking at public parks.				Ongoing	Planning, Engineering, Parks and Recreation	
13 Reduce parking areas by requiring a maximum ratio or provide an incentive to development proposals that provide no more than the parking minimum as defined by the LMC.				Immediate-Short Term	Planning, Engineering	
14 Provide connections that allow a majority of residents reasonable access to the Rock Creek Park.				Moderate-Long Term	Planning, Engineering, Parks and Recreation	
15 Work with local agencies to increase the park system beyond the City's jurisdiction.					Moderate-Long Term	Planning, Engineering, Parks and Recreation, Frederick County
16 Establish and designate north/south bikeway and pedestrian corridors.				Moderate-Long Term	Planning, Engineering, Department of Public Works	
17 Collaborate with TransIT to increase destinations and frequency of bus stops along the corridor.				Short-Moderate Term	Planning, Engineering, TransIT	
18 Improve existing bus stops to provide identification signage, benches and shelters. Consider guidelines to allow aesthetically attractive advertising to fund bus stop improvements.				Short Term	Planning, Engineering, TransIT	

Framework Implementation Matrix (Continued)

Goals and Policy Actions	Plan Principles	Timing	Responsibility
19 Redevelopment must incorporate or designate areas for future transit opportunities.	   	Short - Moderate Term	
20 Encourage safety improvements at intersections to prevent vehicular accidents and improve pedestrian crossings.	  	Immediate	Planning, Engineering, TRANSIT
21 Improve or install sidewalks and eliminate neighborhood barriers as described in the “Sidewalk and Pedestrian Connection Priorities”.	  	Moderate - Long Term	Planning, Engineering, SHA
22 Signage should consistently identify Route 40 and West Patrick Street.	  	Short Term	Planning, Engineering, SHA
Goal 4 Create an attractive and distinctive image for the Golden Mile			
Policy Action			
1 Identify the Golden Mile as a “Gateway” corridor by designating the use of distinct banners, signage, landscaping, street lighting and other design features and amenities.	  	Short Term	Planning, Economic Development, GMA
2 In coordination with the Golden Mile Alliance, the City should development a streetscape plan to improve circulation, add consistent accessories and create an identity.	   	Short Term	Planning, GMA
3 Upgrade the appearance and image of the corridor by updating building facades, parking lots, signage and through improvements to the right-of-ways and private drive aisles.	  	Ongoing	Planning, Engineering, Economic Development
4 Initiate a Façade Improvement Program to provide incentives for owners to update their properties.	  	Short - Moderate Term	Economic Development

Framework Implementation Matrix (Continued)

Goals and Policy Actions	Plan Principles				Timing	Responsibility
5 Promote high standards of design and construction for all development within the Planning Area.					Short Term	Planning, Building Department
6 The scale of buildings fronting Key Parkway should provide an attractive transition between the intensive commercial uses and the residential uses to the north.					Short Term	Planning
7 Buildings must be designed with a direct relationship to streets to encourage pedestrian traffic and minimize the impacts of surface parking lots.					Short Term	Planning
8 Promote property maintenance and upkeep of all publicly and privately owned common space.					Ongoing	Planning, Code Enforcement
9 Integrate existing parks and natural features into redevelopment and encourage new community green space.					Short Term	Planning
10 Create a sense of place through the use of design guidelines, and or other regulations					Short Term	Planning

Goal 5
 Accommodate commercial, retail and office development that provides local residents with employment opportunities, goods and services, creates a destination for visitors, enhances the image and appearance of the Golden Mile and The City of Frederick, and increases tax revenue.

Policy Action						
1 Maintain, improve and expand establishments currently within the Planning Area.					Ongoing	Economic Development
2 Support small business development and retention, including the West Frederick Farmer’s Market.					Ongoing	Economic Development
3 Continue existing tax credit programs for rehabilitation and reuse of vacant structures and consider other incentives for redevelopment in accordance with the Plan’s goals.					Ongoing	Economic Development

Framework Implementation Matrix (Continued)

Goals and Policy Actions	Plan Principles	Timing	Responsibility
4 Attract regional anchors in appropriate locations to increase employment opportunities and catalyze additional redevelopment.		Ongoing	Economic Development
5 Attract professional businesses to locations suitable for large offices to increase employment opportunities and provide consumers to nearby restaurants and retail stores.	 	Ongoing	Planning, Engineering, Economic Development
6 Establish a creative financing district to help fund future improvements to the Planning Area.	 	Short - Moderate Term	Economic Development/Business Community
7 Establish a connection between Downtown and Braddock Mountain through the Golden Mile by taking advantage of National Historic Byways designation.			Planning, Economic Development,
8 Create a partnership between private and public entities to provide display locations for local/regional artwork.	 		Planning, Economic Development, Arts Council

Goal 6

Support the improvements to parks and recreation in the form of greenways, which provide alternative access to the Golden Mile Corridor and provide an asset to increase property values and tax revenue.

Policy Action

1 Maintain, improve, expand and connect community parks and recreational facilities to the Rock Creek Park.	  	Moderate - Long Term	Planning, Parks and Recreation
2 Establish connections to, and extensions of, the Baker Park and Carroll Creek Linear Parks.	  	Short - Moderate Term	Planning, Parks and Recreation
3 Require the integration of passive and/or active use green areas and open spaces into development proposals.	  	Short Term	Planning

Framework Implementation Matrix (Continued)

Goals and Policy Actions	Plan Principles	Timing	Responsibility
4 Establish connections to community parks through existing neighborhoods.	 	Moderate - Long Term	Planning
5 Identify and mitigate safety concerns within existing parks.		Short - Moderate Term	Planning, Police
6 Encourage public facilities such as libraries or parks to anchor Golden Mile attractions.	 	Ongoing	City of Frederick Agencies, Frederick County Agencies
Goal 7			
Support redevelopment efforts while protecting and enhancing the natural environment.			
Policy Action			
1 Require the dedication of land from adjacent properties along the Carroll Creek, Rock Creek and Clifton Branch for public use.	   	Immediate	Planning, Engineering
2 Collaborate with local agencies to resurface and restore Clifton Branch using natural channel design practices.		Moderate - Long Term	Planning, Engineering, Department of Public Works
3 Encourage the use of natural features as means of managing stormwater.		Immediate	Planning, Engineering
4 Encourage redevelopment of properties to use existing streams and natural areas as amenities in their projects.	 	Immediate	Planning, Engineering
5 Require future streets to use Low Impact Design (LID) techniques to manage stormwater.	 	Short - Moderate Term	Planning, Engineering
6 Establish regional stormwater management where practical.		Moderate Term	Planning, Engineering
7 Support the use of alternative energy sources.		Short Term	City of Frederick Agencies

Framework Implementation Matrix (Continued)

Goals and Policy Actions	Plan Principles	Timing	Responsibility
8 Support the use of rooftops and yards for local food production.		Short Term	City of Frederick Agencies
9 Continue to support the “West Frederick Farmers Market”.		Ongoing	City of Frederick Agencies
Goal 8			
Continue supporting the Golden Mile Corridor by investing into the surrounding neighborhoods.			
Policy Action			
1 Direct financial assistance programs to help low- and moderate-income families perform home maintenance and resolve code violations.	   	Short - Moderate Term	Planning, Community Development
2 Explore the feasibility of installing a wellness garden at local schools and community gardens at local community centers.	 	Short - Moderate Term	Planning, FCPS
3 Identify and convert underutilized sites to community gardens and public spaces.	  	Short - Moderate Term	City of Frederick Agencies, Local Nonprofits
4 Ensure infill housing is compatible with the surrounding community.	 	Ongoing	Planning
5 Increase homeownership rate by actively promoting providers that encourage homeownership, including the City’s “Sold on Frederick” program.	 	Short - Moderate Term	Planning, Community Development
6 Evaluate existing code enforcement data to identify target areas and outreach opportunities.	   	Short Term	Planning, Code Enforcement
7 Continue enforcement and outreach of the City Code, Land Management Code and Property Maintenance Code.	   	Ongoing	Planning, Code Enforcement, Building Department



CONNECTED



ATTRACTIVE



SAFE



SUSTAINABLE



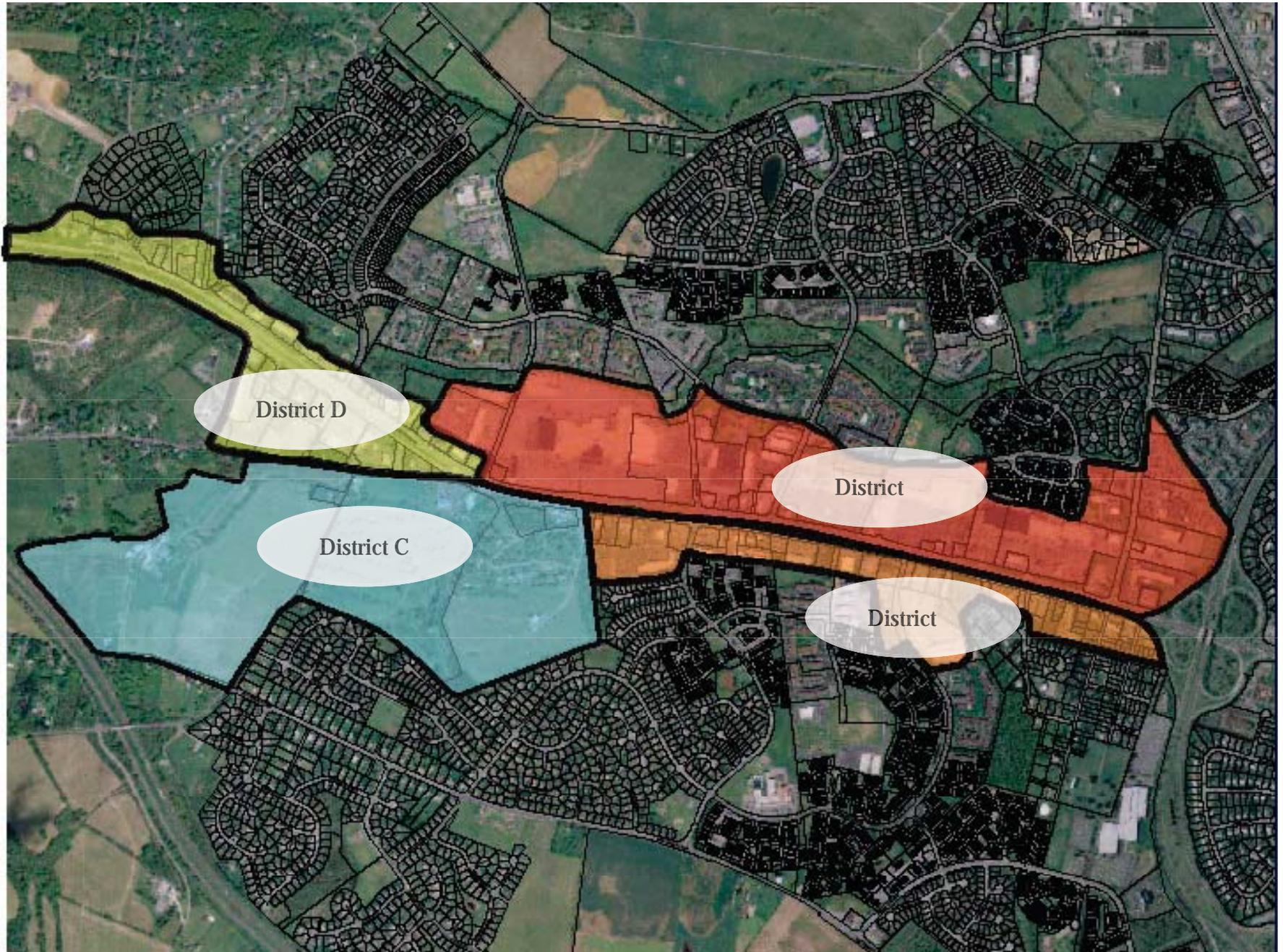
COMPLETE



VIBRANT



WALKABLE



New Development Checklist

PURPOSE

This checklist is an interim tool that will guide development proposals toward meeting the goals and vision of the Plan until policies are implemented in the Land Management Code. A completed checklist helps developers and property owners comply with the Plan and also informs appointed board members and planning staff whether a proposal meets the goals of the Golden Mile Small Area Plan.

Even though the criteria of the Development Checklist are not adopted regulations, proposals should attempt to meet the applicable criteria, as they were consensual items recommended by the Planning Commission and adopted by the Mayor and Board of Aldermen to further the goals of the small area plan. The criteria of the checklist will be reviewed for development proposals requesting modifications as compensating features per Section 309(k) of the Land Management Code.

If applicable criteria can be achieved through the development proposal but the Applicant chooses not to accomplish the goal, a justification statement should accompany the application to explain the reasoning. This provides staff as well as appointed commission members and public officials valuable feedback as to whether the provision is meaningful or not feasible prior to adoption of regulatory measures.

DIRECTIONS

1. Fill out the Project Information box.
2. Complete the checklist for the proposed development. The Applicant must submit a justification statement if answering “no” for any of the criteria. Much like modification requests from the Land Management Code, the justification statement must include compensating designs or features to meet the overall objective of the particular requirement. Please note that it is possible that some criteria may not be applicable to all projects.
3. Return this checklist to The City of Frederick Planning Department with Development Application.

Project information		
Case Number	Applicant	
Address		
Phone	Fax	E-mail address
Checklist Completed By	Signature	

A. Street Relationship		Yes	No	n/a	Notes
A.1	New development accounts for the future Parallel Road.				
A.2	New buildings are sited with minimal setback and oriented towards streets, drive aisles and/or internal sidewalks.				
A.3	Resources provided towards streetscape amenities adjacent to local roadways and/or drive aisles.				
A.4	Buildings or plazas engage street corners.				
A.5	Buildings that are not immediately adjacent to public streets or internal drive aisles utilize the setback space for active uses.				
B. Connectivity		Yes	No	n/a	Notes
B.1	Adjacent development is connected through cross access or shared access agreements. If presently unattainable the site layout allows for future connections.				
B.2	Access points along Route 40 are reduced.				
B.3	Provides sidewalks and pedestrian connections per priorities listed (Page 67).				
B.4	Provides crosswalks at most pedestrian friendly locations.				
B.5	Appropriate infrastructure provided for bicyclists.				
B.6	Development provides connections to parks and/or shared-use paths.				
B.7	Green corridors and pathways connect the neighborhood and provide an amenity to the residents.				
B.8	If necessary, project allocates space to accommodate transit stops.				
C. Parking Facilities		Yes	No	n/a	Notes
C.1	Parking is oriented towards the rear and side of buildings, particularly with respect to new and major rehabilitation projects.				
C.2	Parking is situated to the interior of blocks.				
C.3	Parking is subdivided into smaller areas by landscaping and/or sidewalks				
C.4	Emphasis is placed on shared use and off peak uses to minimize surface parking lots				
C.5	Sidewalks connect parking lots to streets and storefronts.				

D. Landscape Character		Yes	No	n/a	Notes
D.1	Exceeds current interior parking lot landscaping requirement by providing one landscaped island containing a canopy shade tree per 15 spaces.				
D.2	Building and parking areas are separated with landscape.				
D.3	Enhanced landscaping along environmental features.				
E. Gathering Spaces		Yes	No	n/a	Notes
E.1	Development provides public spaces such as parks, plazas or outdoor dining areas adjacent to pedestrian ways.				
E.2	Parks, plazas and gathering spaces are located in areas of high visibility.				
E.3	Public art is considered as an amenity.				
F. Building Details		Yes	No	n/a	Notes
F.1	Wide storefronts and expansive walls are discouraged and should be divided into smaller scale components through materials form and height.				
F.2	Shopping centers limit the use of colonnades				
F.3	Corner buildings are designed with distinctive and attractive architecture.				
F.4	New buildings are multi-storied or feature a multi-story façade on three sides.				
F.5	The pedestrian oriented side of buildings is dominated by windows awnings and displays.				
F.6	Buildings and/or tenant spaces have multiple pedestrian entrances.				
F.7	Minimize visibility of mechanical equipment, service and loading areas from public streets or drive aisles.				
F.8	Utilizes sound attenuation methods for mechanical equipment.				
F.9	Building, landscaping and/or walls define clear edge.				
F.10	Building utilizes vernacular architecture.				
F.11	Upon adoption, signage is consistent with the Golden Mile Sign Guidelines.				
F.12	Shopping centers coordinate with the Golden Mile Alliance to identify a logo to be placed on marquee signage.				
F.13	Utilizes methods of Crime Prevention Through Environmental Design as referenced in Policy 2.1.				
F.14	Residential Development is clustered to protect environmental features				

G. Green Initiatives		Yes	No	n/a	Notes
G.1	Permeable pavement dominates the parking area.				
G.2	Qualifies for Leadership in Energy and Environmental Design (LEED) designation.				
G.3	Utilizes methods of Low Impact Development.				
G.4	Restores streams or waterways using natural channel design practices				
G.5	Designates parking for fuel efficient vehicles				
G.6	Utilizes methods of alternative energy				

Future development should reflect the vision expressed throughout the Plan. As described in the document it is the intent to encourage redevelopment through the use of incentives. These incentives could be offered in various forms, such as fiscal benefits for reinvestment, relaxation of regulatory requirements or expedited development review. Though not limited to the following, incentives could include:

- Tax credits for facades improvements, infrastructure upgrades, green design, etc.
- The review of certain projects may be streamlined for timely approval.
- Area provided for *The Avenue*, including sidewalks, amenities and street parking will not be counted towards landscaping or forest conservation requirements.
- Buildings fronting *The Avenue* with multiple pedestrian entrances are permitted more square footage of signage to be utilized on multiple sides of the building.
- Parking is not calculated for office uses, uses located above the first floor or space allocated towards outdoor dining or other outdoor active uses.
- Focused City investment to spur redevelopment.

APPENDIX



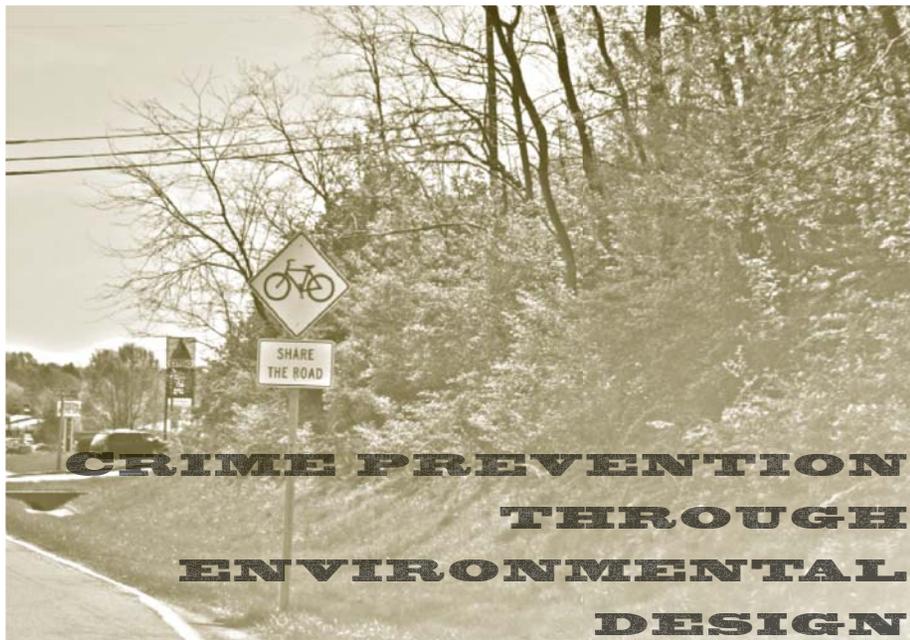
**CRIME PREVENTION THROUGH ENVIRONMENTAL
DESIGN (CPTED) 106**

**LEADERSHIP IN ENERGY AND ENVIRONMENTAL
DESIGN (LEED) 112**

LOW IMPACT DEVELOPMENT (LID) 113

GLOSSARY 115

SUPPORTING RESOURCES 117



Crime Prevention Through Environmental Design (CPTED) is a multi-disciplinary approach to deterring criminal behavior through environmental design. CPTED strategies rely on the ability to influence offender decisions that precede criminal acts. These influences are based on four strategies; natural surveillance, natural access control, territorial reinforcement, and maintenance.

- Natural surveillance occurs by designing the placement of physical features, activities and people in such a way as to maximize visibility and foster positive social interaction among legitimate users of private and public space.
- Natural access control limits the opportunity for crime by taking steps to clearly differentiate between public space and private space. By selectively placing entrances and exits, fencing, lighting and landscape to limit access or control flow, natural access control occurs.
- Territorial reinforcement promotes social control through in-

creased definition of space and improved proprietary concern. By using buildings, fences, pavement, signs, lighting and landscape to express ownership and define public, semi-public and private space, natural territorial reinforcement occurs.

- Maintenance is an expression of ownership and property. Deterioration indicates less control by the intended users of a site and indicates a greater tolerance of disorder.

NEIGHBORHOODS

NATURAL SURVEILLANCE

- Avoid landscaping that might create blind spots or hiding places.
- Centrally locate open green spaces and recreational areas, so that they are visible from nearby homes and streets.
- Use pedestrian scale street lighting in high-pedestrian-traffic areas to help people recognize potential threats at night.

NATURAL ACCESS CONTROL

- Limit access without completely disconnecting the subdivision from adjacent subdivisions.
- Design streets to discourage cut through or high-speed traffic.
- Install paving treatments, plantings and architectural design features such as columned gateways to guide visitors to desired entrances and away from private areas.
- Install walkways in locations safe for pedestrians, and keep them unobscured.

TERRITORIAL REINFORCEMENT

- Design lots, streets and homes to encourage interaction between neighbors.
- Accentuate entrances with the subdivision name, different paving materials, changes in street elevation and architectural and landscape design.

- Clearly identify homes with street address numbers that are a minimum of three inches high and visible at night.
- Define property lines with post and pillar fencing, gates and plantings to direct pedestrian traffic to only desired points of access.

MAINTENANCE

- Maintain all common areas to very high standards, including entrances, esplanades and rights of ways.
- Enforce deed restrictions and covenants in addition to all city-codes.

INSTITUTIONS

NATURAL SURVEILLANCE

- Avoid constructing large blank walls, which limit visibility and can serve as targets for graffiti. Use walls with windows, architectural details or foliage instead.
- Do not cover the entrance windows with posters, announcements or other signage that obstructs visibility.

NATURAL ACCESS CONTROL

- Highlight the main entrance in the design.
- Keep bus drop-off areas, employee parking and visitor parking separate from each other and away from busy streets.
- Limit the number of entrances and exits, both to the building and parking lots.
- Require that visitors pass through a “checkpoint” attended by those in authority.

TERRITORIAL REINFORCEMENT

- Include highly visible, architecturally appropriate signage in the design.

- Make sure to clearly mark the boundaries of the property.
- Keep parking lot surfaces in good condition. Clearly mark the parking spaces to convey a neat and orderly image.

MAINTENANCE

- Use landscape plants that mature within the available space and don’t obstruct light fixtures.
- Remove graffiti within 24 hours of its appearance.

MANAGEMENT

- Ensure that all employees and volunteers are familiar with the security system to avoid false alarms.

COMMERCIAL STORE FRONTS

NATURAL SURVEILLANCE

- Install rear windows to face parking areas for increased visibility.
- Allow window signs to cover no more than 15 percent of window.
- Use interior shelving and displays no higher than five feet; even less in front of windows.
- Fully illuminate the exterior of the building and grounds at night.
- Design loading areas to avoid creating hiding places for people and merchandise.
- Maintain clear visibility from the store to the street, sidewalk, parking areas and passing vehicles.
- Design water retention areas to be visible from a building or street. They should be visual amenities, neither hedged nor fenced, which could conceal undesirable activities.
- Place all entrances under visual surveillance, monitored electronically if necessary.
- Place any pay telephones within clear view of employees.

NATURAL ACCESS CONTROL

- Locate check-out counters at the front of the store, clearly visible from the outside. When positioned near the main entrance, employees can better watch activities.
- Clearly mark public paths. Make private areas harder for nonemployees to access.
- Use signs to direct patrons to parking and entrances.
- Prevent easy access to the roof or fire escape from the ground.
- Provide rear public access to shops if rear public parking is offered.

TERRITORIAL REINFORCEMENT

- Mark property boundaries, where possible, with hedges, low fences or gates.
- Make private areas distinguishable from public areas.
- Identify shops with wall signs for those parking in the rear.
- Install awnings above doors and windows.
- Position parking areas to be clearly visible from the building or street with neatly marked spaces.

MAINTENANCE

- Keep buildings and walkways clean and repaired.
- Maintain parking areas to a high standard without potholes or trash.
- Remove faded posters, broken signs and worn displays.
- Keep plantings in good condition.

MANAGEMENT

- Set operating hours to coincide with those of neighboring businesses.
- If public phones are available, use call-out types only.

- Fully illuminate interior spaces.
- Avoid shifts and situations where only one employee is present.

COMMERCIAL USES WITH DRIVE-THRUS

NATURAL SURVEILLANCE

- Locate ATMs to face main roads.
- Locate the ordering station for a restaurant within sight of the interior and street.
- Lighting should be especially good both at the window or ATM and the queuing lane.
- Avoid fencing, landscaping and walls that might provide hiding places for criminals.

SHOPPING MALLS

NATURAL SURVEILLANCE

- Position restroom entrances to be visible from main pedestrian areas, but away from outside exits and pay telephones.
- Brightly illuminate parking areas at night.
- Avoid creating dead-end alleys or blind spots in loading areas.
- Design parking garages so that all levels, including staircases, are visible from the street or ground floor.
- Equip garages with high-quality lighting and bright paint.
- Use perpendicular parking in front of stores, rather than parallel, to allow greater visibility between cars.
- Place water retention areas in locations visible from the building or street. They should be visual amenities, not hedged or fenced, if possible.
- Avoid exterior walls devoid of windows.
- Use baffle-type restroom entrances – no doors to hinder surveil-

lance. They should be well-lighted.

NATURAL ACCESS CONTROL

- Clearly mark public entrances with landscape, architecture and signs.
- Designate sidewalks and public areas with special paving or landscaping.
- Use landscaping to divide the parking areas into smaller lots.
- Separate loading zones with designated delivery hours from public parking areas.
- Allow no unsecured access to roof tops from within or from adjacent structures, such as parking garages.

TERRITORIAL REINFORCEMENT

- Define property perimeters with landscaping, decorative fencing, gates and signs.
- Use signs that clearly identify the interior businesses and place signs marking public entry points.
- Awnings provide for territorial reinforcement as well as protection from weather.

MAINTENANCE

- Maintain high visual quality by using appropriate landscaping to control maintenance costs.
- Keep buildings and walkways clean and repaired.
- Maintain parking areas to a high standard with no potholes, trash or graffiti.
- Install attractive displays in windows of vacant stores to avoid creating an “abandoned” image.
- Keep lines of sight open. Prune trees and shrubs to allow visual access to all parts of the site.

MANAGEMENT

- Close-in parking should be available to nighttime employees.

- Business associations should work together to promote shopper and business safety and the appearance of safety.
- Morning walkers provide additional natural surveillance before shops open.

OFFICE BUILDINGS

NATURAL SURVEILLANCE

- Position restrooms to be observable from nearby offices.
- Install and use effective lighting at all exterior doors, common areas and hallways.
- Keep dumpsters visible and avoid creating blind spots or hiding places, or place them in secured corrals or garages.
- Design windows and exterior doors so that they are visible from the street or by neighboring buildings.
- Install windows into all facades.
- Place parking as to be visible from windows.
- Keep shrubbery under 3 feet in height for visibility.
- Prune lower branches of trees to at least 7 feet of the ground.
- Do not obstruct views from windows.
- Design interior windows and doors to provide visibility into hallways.

NATURAL ACCESS CONTROL

- Clearly define public entrances with architectural elements, lighting, landscaping, paving or signs.
- Reduce the number of public access points to those that are watched by guards, receptionists, nearby tenants or passing traffic.

TERRITORIAL REINFORCEMENT

- Define perimeters with landscaping or fencing.

- Design fences to maintain visibility from the street.
- Differentiate exterior private areas from public areas.
- Position security or reception areas at the main entrance, if not at all entrances.

MAINTENANCE

- Keep all exterior areas neat and clean.
- Maintain all plantings.

PARKING GARAGES/STRUCTURES

NATURAL SURVEILLANCE

- Monitor all elevators with cameras and microphones, or use see-through materials for the car walls.
- Replace solid barrier walls with stretched cable railings for maximum visibility.
- Fully illuminate all parking areas and driving lanes. Metal Halide lamps provide the best color rendition.

NATURAL ACCESS CONTROL

- Use attendants or cameras and sound monitors. Indicate their presence with signs.
- Position all pedestrian entrances next to vehicle entrances.
- Construct stairwells to be visible, without solid walls.
- Place elevators close to main entrances, with the entire interiors in view when the elevator doors are open.
- Do not install permanent stop buttons in elevators.
- Limit access to no more than two designated and monitored entrances.

MAINTENANCE

- Keep all surfaces clean and light colored to reflect light. Use white paint, if necessary, particularly if underground.

- Carefully maintain all lighting and surveillance equipment.

MANAGEMENT

- Allow no unmonitored access to adjacent buildings without direct visual contact.
- Differentiate between public and private parking spaces.
- Set hours of use to reflect those of local businesses, with secure closing during non-use hours.

PARKS, TRAILS AND OPEN SPACES

NATURAL SURVEILLANCE

- Locate parking lots, picnic areas and facilities used at night near streets and other activity centers so they are easily observable by police patrols and other park users. Cluster compatible activities to avoid conflict and to increase social observation.
- Locate children's areas and public restrooms near staffed areas to make observation of these areas easier.
- Tot lots shouldn't be placed near streets, roadways, pedestrian trails or secluded areas. The tot lot should be fenced using tubular steel fencing.
- Positioning some bike trails and walking paths near areas of park activity or at places where parks meet commercial or residential uses, or pairing them with active streets can make users more observable by others.
- Recognize that some natural park areas cannot be observed or made safe during night hours.
- Provide good lighting for areas that can be safely used at night.
- Provide emergency telephone call boxes.

NATURAL ACCESS CONTROL

- Provide clearly visible entries to park buildings. Light them if used at night.

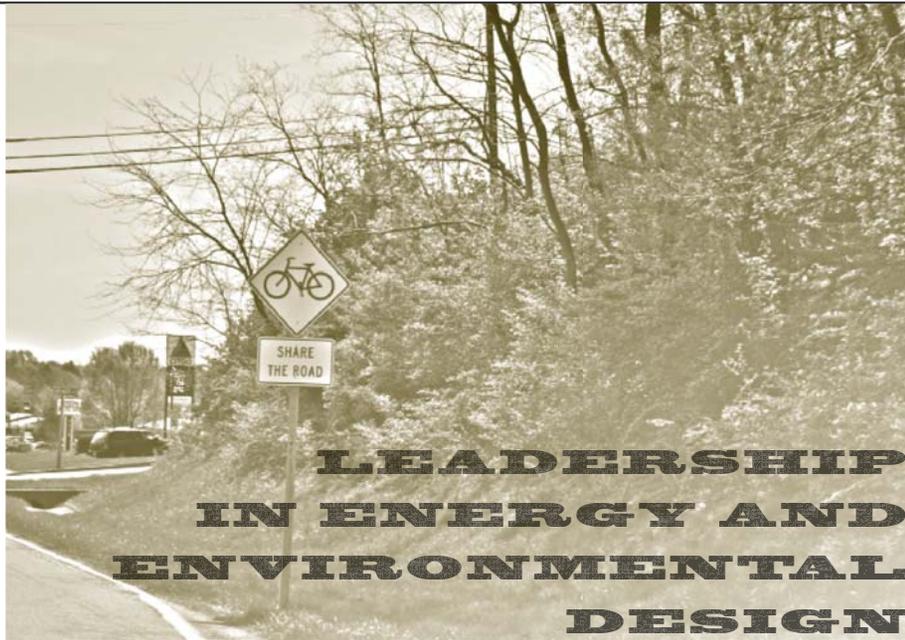
- Provide a clear distance of at least 10 feet between the trails and wood-lines to offer decent sight lines and distance from potential attacks.
- Provide a clear separation between regional trails and private property. The separation should permit leaving the trail in an emergency.
- If a particularly attractive portion of the trail is isolated, making its users vulnerable, create and clearly mark an alternate, observable path that gives users a choice for safer mobility.
- Clearly mark the areas to be used only during the day with entrance signs or gates to control accessibility.
- Provide prompt trash and graffiti removal.
- If park benches are planned, choose benches that have seats

TERRITORIAL REINFORCEMENT

- When people see certain facilities they receive certain cues as to which uses are appropriate. Providing children's play areas encourages family use of a park.
- Clearly define paths between parking lots and other facilities.
- Erect maps to provide a sense of where one is and where one can go. These maps should clearly identify trail names, distances to facilities, emergency phones, and the characteristics of trails, e.g., "this is an isolated walking trail."
- Post park rules at access or gathering points in the park. Rules give the ability to designate acceptable uses and discourage unacceptable uses of the park.
- Trails should also have signs help orient users. Trails need to be marked for use, such as biking or walking.

MAINTENANCE

- Locate and trim trees and bushes to keep paths open and to eliminate the potential for areas of entrapment and concealment.
- Design parks to make maintenance easier by locating an adequate number of trash receptacles in areas where people congregate and by using durable, vandal-resistant materials.



categories, including new construction; existing buildings; commercial interiors; retail; schools; and for core and shell rating systems. LEED-certified buildings and communities have financial and environmental and benefits, including lower operating costs and increased property values, with less waste sent to landfills and higher conservation of energy and water. LEED buildings also qualify for tax rebates and zoning incentives.

Sustainable is one of the seven principles of the Golden Mile Small Area Plan. LEED or similar building practices are examples of how this tenet can be brought to fruition on the Golden Mile.

Leadership in Energy and Environmental Design, known as LEED, is a designation of a building or community by the United States Green Building Council signifying environmentally friendly and sustainable building practices.

LEED was created to promote human and environmental health by verifying that the construction or renovation of an entire building has achieved high performance in five main areas: sustainable site development; water savings; energy efficiency; materials selection; and indoor environmental quality. Even the manufacture and delivery of materials for the building must meet LEED standards.

LEED certification is for primarily for commercial buildings, such as retail stores, restaurants, offices, churches, libraries, schools, government buildings, hotels, and residential building of at least four stories. The USGBC has silver, gold, or platinum levels for certification, in several



Managing stormwater is a major component of planning for the development and redevelopment of building sites. Historically this has accomplished first by simple ditches and culverts directing the flow of water directly to streams, creeks and rivers. As the amount of impervious land, and thus stormwater runoff increased, it was realized that not all of this water could be sent immediately to the water body without causing flooding. So now in most cities, stormwater control structures (sometimes called Best Management Practices or BMPs) like dry extended detention ponds or wet retention ponds have been installed, most in new development, to intercept stormwater on its way to surface waters.

These techniques, while managing the immediate flows of stormwater runoff, have environmental consequences. Fast moving stormwater discharges cause downstream flooding, erode stream banks, and contribute to water quality violations. Bacteria and other pathogens

carried in stormwater can contaminate areas downstream. Rainwater diverted or otherwise unable to soak into the soil cannot recharge aquifers. This reduces stream base flows, which can cause streams to dry-up for extended periods of time. Stormwater that collects in detention basins or flows over impervious surfaces is often much warmer than the streams into which it flows. This is a problem because a temperature increase of just one or two degrees can stress fish and other aquatic organisms.

Efforts to address stormwater problems resulting from traditional development methods have produced a number of innovative design alternatives. For example, researchers and developers are experimenting with minimizing the distance between land uses to decrease infrastructure requirements. Another method reduces stormwater runoff by conserving forests and green spaces and protecting stream buffers. Yet another technique diminishes impervious surfaces, narrows road and sidewalk widths, reduces parking lot sizes, minimizes or removes cul-de-sacs, and replaces traditional paving materials with pervious concrete.

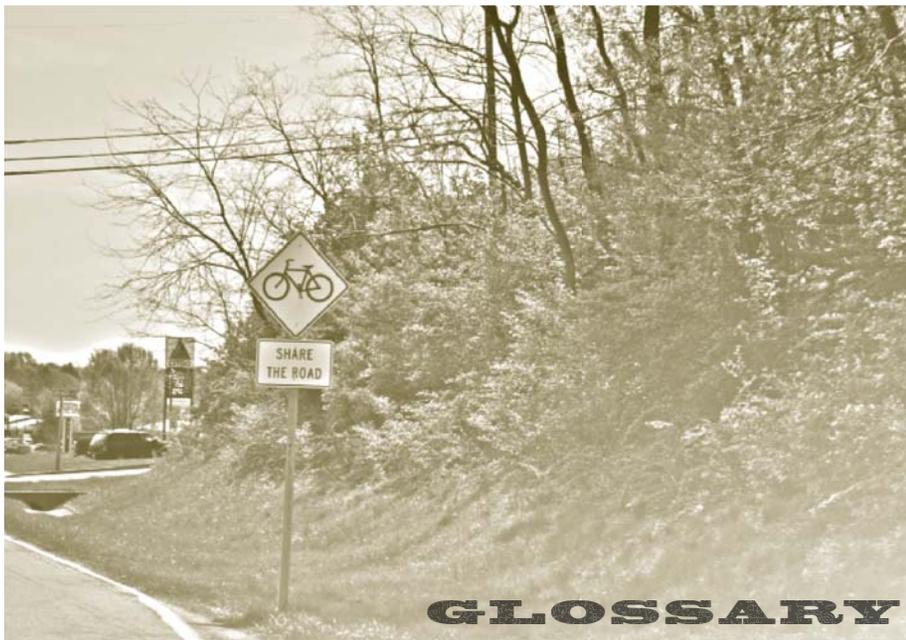
Low Impact Development or LID, seeks to control stormwater at its source. LID integrates small-scale measures scattered throughout the development site. Constructed green spaces, native landscaping, and a variety of innovative bioretention and infiltration techniques capture and manage stormwater on-site. LID reduces peak runoff by allowing rainwater to soak into the ground, evaporate into the air, or collect in storage receptacles for irrigation and other beneficial uses. In areas with slow drainage or infiltration, LID captures the first flush before excess stormwater is diverted into traditional storm conveyance systems. The result is development that more closely maintains pre-development hydrology. Furthermore, LID has been shown to be cost effective, and in some cases, cheaper than using traditional stormwater management techniques.

Potential developers along the Golden Mile should research the possibilities of LID and its applicability to their project. Many LID

practices can be found that may be more economical than collection, conveyance, storage and treatment systems. Examples of LID that may be appropriate in some fashion on the Golden Mile include:

- Bioretention cells, commonly known as rain gardens, are relatively small-scale, landscaped depressions containing plants and a soil mixture that absorbs and filters runoff.

- Cisterns and rain barrels harvest and store rainwater collected from roofs. By storing and diverting runoff, these devices help reduce the flooding and erosion caused by stormwater runoff. In the case of commercial properties on the Golden Mile, they could be used to provide water to landscape and planting areas as well as street trees and property owners would not pay to irrigate with treated municipal water.
- Green roofs are roof-tops partially or completely covered with plants. Used for decades in Europe, green roofs help mitigate the urban “heat island” effect and reduce peak stormwater flows. The vegetated cover also protects and insulates the roof, extending its life and reducing energy costs.
- Permeable and porous pavements reduce stormwater runoff by allowing water to soak through the paved surface into the ground beneath. Permeable pavement encompasses a variety of mediums, from porous concrete and asphalt, to plastic grid systems and interlocking paving bricks suitable for driveways and pedestrian malls. Permeable pavement helps reduce runoff volumes at a considerably smaller cost than traditional storm drain systems.
- Grass swales are broad, open channels sown with erosion resistant and flood tolerant grasses. Used alongside roadways for years primarily as stormwater conveyances, swales can slow stormwater runoff, filter it, and allow it to soak into the ground. Swales and other biofiltration devices like grass filter-strips improve water quality and reduce in-stream erosion by slowing the velocity of stormwater runoff before it enters the stream. They also cost less to install than curbs, storm drain inlets, and piping systems.



GLOSSARY

active use recreation– Parks, open space or recreational opportunities that provide playing fields, or other forms of facilities that garner team participation

alternative energy source–Any form of energy generated from natural sources such as the sun, wind and water.

Base Realignment and Closure (BRAC) – The process that the Department of Defense (DOD) is utilizing to reorganize infrastructure to more efficiently and effectively support its forces, increase operational readiness and facilitate new ways of doing business. (Department of Defense)

Bus Rapid Transit (BRT)– A form of public transportation system using buses to provide fast, efficient, predictable service by utilizing designated rights-of-ways that allow for increased speed bypassing traffic

congestion with higher frequency service at quality stations.

common access–An vehicular access point to two or more private properties from the public right of way.

community garden– A private or public facility for cultivation of vegetables, fruits, or flowers by more than one person or family.

complete streets–A street that accommodates all modes of transportation including vehicular and public transportation, bicyclist and pedestrians.

Crime Prevention Through Environmental Design (CPTED)–An approach to deter criminal behavior through environmental design. CPTED utilizes four strategies to influence potential offender decisions preceding criminal acts: Surveillance, Access Control, Territorial Reinforcement, and Maintenance. For more detailed information regarding the strategies see page 106 of this plan.

cross access– An vehicular access point from one private property to another without the need to enter the public right-of-way.

dedication (see also Reservation) – The transfer of private property and acceptance by any government for public ownership and use.

design guidebook – A guideline regarding the architectural appearances of buildings or other improvements

Façade Improvement Program–An public or private initiative to improve the appearance of building fronts along public streets through cosmetic upgrades.

gateway – An entrance point along a corridor that represents the approach of a destination.

Golden Mile Alliance—A locally 501(c)(3) nonprofit organization made of Golden Mile residents, property owners and business owners working to enhance, promote and preserve the vitality of the Golden Mile.

greenway—An open space conservation area or parkway that provides active and passive recreational activities as well as alternative transportation routes for pedestrians and bicyclist.

infill development – Development or redevelopment of land that has been bypassed, remained vacant and/or is underused as a result of urban development expanded outward.

interior parking lot landscaping – A Land Management Code (LMC) provision that requires a percentage of parking lots to be landscaped by utilizing ornamental plantings and shade trees. See Section 605(g) of the LMC.

The Land Use Article of the Annotated Code of Maryland- A State statute that enables local jurisdictions with land use planning authority.

Land Management Code (LMC) – The land development code established in 2005 by the City of Frederick.

Low Impact Development (LID)—The management of stormwater runoff by utilizing on-site natural features to protect water quality.

low-income families - Families that earn less than 30 percent of the median household income. (U.S. Department of Housing and Urban Development)

mixed-use – A building or development designed to encourage a diversity of land uses.

moderate-income families - Families that earn less than 50 percent of

the median household income. (U.S. Department of Housing and Urban Development)

multi-way boulevard—A broad two-way multi-lane thoroughfare providing multi-modal transportation alternatives with a landscaped median and pedestrian improvements.

natural channel design - The creation of a stable dimension, pattern, and profile for a stream type and channel morphology appropriate to its landform and valley, designed such that over time, is self-maintaining, meaning its ability to transport the flow and sediment of its watershed without aggrading or degrading. (U.S. Fish and Wildlife Service)

Neighborhood Advisory Council (NAC)— A forum for residents to become involved in identifying and recommending positive changes to improve their neighborhoods by enhancing communications with elected officials. The City of Frederick contains 12 NAC areas.

passive use recreation (see also active use)- Parks, open space or recreational opportunities without playing fields. These facilities generally contain trail ways for hiking, biking, picnicking etc.

public art – any visual work of art displayed as a focal point and intended for the enjoyment of the general public.

reservation (see also dedication)- The allocation of private property to be transferred and accepted by any government for public ownership and use at a later date.

safety island— An area within a roadway where vehicular traffic is prohibited for the protection of pedestrians.

setback— the minimum or maximum distance required between any building or structure and the street right-of-way or lot line.

shared use path– A path physically separated from motorized vehicular traffic by open space or other barrier that accommodates pedestrians, bicyclists, or other nonmotorized modes of transportation.

slip ramp – A road junction that uses an existing highway interchange to access more than one local roadway.

Small Area Plan – A neighborhood-level plan that addresses land use, transportation and a variety of other topics. For each plan, a committee of residents, property owners and business owners provide neighborhood recommendations to city planners and local officials. The goal of a Small Area Plan is to enhance the quality of life in each distinct community.

stream buffer – An area of land with natural or planted vegetation located between a body of water and any area of potential development.

street hierarchy – A system of road classifications according to the demand and purpose they serve.

street, arterial – Provides the highest level of service at the greatest speed for the longest uninterrupted distance, with some degree of access control.

street, collector – Provides a less highly developed level of service at a lower speed for shorter distances by collecting traffic from local roads and connecting them with arterials.

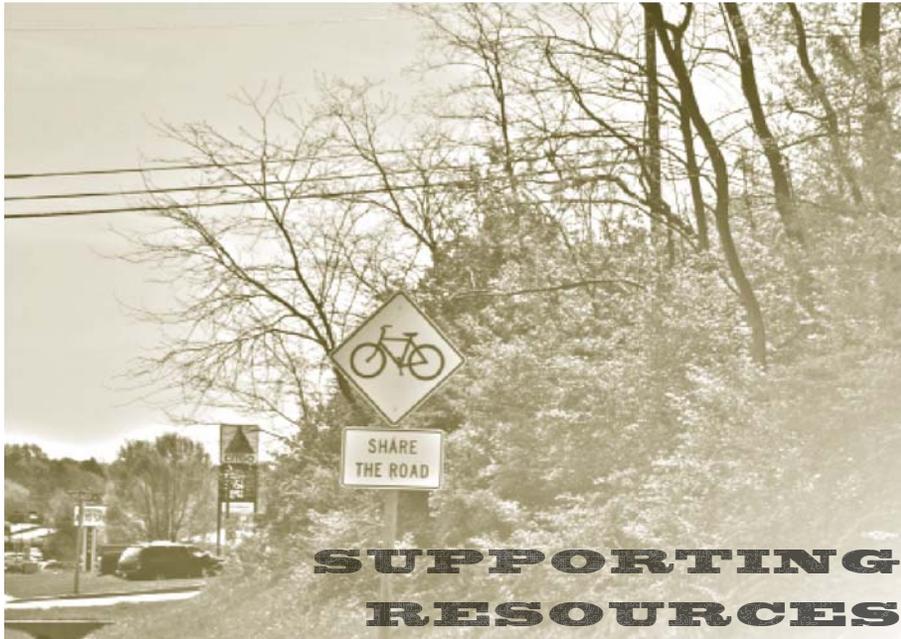
street, local - Consists of all roads not defined as arterials or collectors; primarily provides access to land with little or no through movement.

streetscape– An area that abuts or is contained within the public or

private street right-of-way that contains sidewalks, street furniture, landscaping and trees, awnings, marquees, signs and lighting.

The Avenue or parallel road–A private or public right-of-way created to efficiently accommodate multi-modal transportation through District A of the Golden Mile.

walkability – The extent to which the built environment accommodates the presence of people living, visiting and enjoying spending time in an area. The quality of sidewalks, paths, safety conditions, vehicular traffic and the mixture of land uses affect a pedestrian friendly atmosphere.



2010 Comprehensive Plan

This overarching plan is a guide for the City on where and how to grow during the next 20 years. This plan was approved by the Board of Aldermen on November 19, 2009.

Golden Mile Property Owner's Survey – 2010

The Golden Mile Property Owner Survey was mailed to every property owner along the Golden Mile. The City received responses from 41 property owners.

Golden Mile Property Business' Survey – 2010

The Golden Mile Business Owner Survey was mailed to every property owner along the Golden Mile. The City received 66 property business survey responses.

Golden Mile Property General Survey – 2010

The Golden Mile General Survey was up for the month of May 2010 and allowed citizens to voice their views on the Golden Mile. The City received 759 survey responses.

Golden Mile Comment Map – 2010

The Golden Mile Comment Map was up for the month of May 2010 and allowed citizens to place comments on the map in specific areas. Once a comment was posted, others could view the comments as well. This forum received nearly 100 comments.

Sustainable Practice Action Plan – 2009

The Draft Sustainable Initiatives Action Plan has broad policies that will guide the City in efforts to become a more sustainable community. These policies and action items were approved by the Mayor and Board of Aldermen to give staff direction on multiple work programs. The action plan was adopted by the 59th Administration on April 16, 2009

The following information is available on the Economic Development's website at <http://www.businessinfrederick.com/>. Once at that website go to the reports section to find the following reports.

Golden Mile Retail Report – June 2009

Retail Shopping Center List - 2008

Golden Mile Brochure

Golden Mile Revitalization District and Tax Credits

Frederick County Transit Services

Photos:

Pedestrian and Bicycle Information Center Image Library: <http://www.pedbikeimages.org/>

Kilduffs Maryland Motels: <http://www.kilduffs.com/MarylandMotels.html>

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