ESCAP Steering Committee
Kick off Meeting
January 24, 2018

AGENDA

• Introductions
• ESCAP Refresher
• Overview of overlay/Absolutes list
• Anticipated timeline of overlay development
• Set monthly date and time
• Next meeting topic
ESCAP Steering Committee
Kick off Meeting

Summary of Plan

Section 1: Introduction
Section 2: Existing Conditions
Section 3: Future View
Section 4: Implementation
Summary of Plan
Summary of Plan – Principles & Goals

**Walkable**  **Vibrant**  **Attractive**  **Safe**

**Connected**  **Complete**  **Sustainable**

**Goal 1**- Commit to the success of long-time nonresidential users

**Goal 2**- Create an identifiable neighborhood/corridor environment and provide customer experience opportunities for existing and new nonresidential users

**Goal 3**- Transform East Street to a complete street for all users to influence business draw

**Goal 4**- Create an attractive environment for high density residential development

**Goal 5**- Build upon established anchor uses and areas

**Goal 6**- Promote differentiated and unique ideas that can provide a sense of place and destination while encouraging new and expanded development within the corridor

**Goal 7**- Continue to support citizen based initiatives to improve the east side of Frederick and create opportunities for citizen representatives in the area
**Summary of Plan – Implementation**

- **7 goals**
- **28 policies**
- **32 implementations**
- **4 time ranges**: Short, Medium, Long Term, and Ongoing
- Responsibility split between City departments & committees, East Frederick Rising, and Downtown Frederick Partnership

<table>
<thead>
<tr>
<th>Goals, Policies, and Implementation</th>
<th>Plan Principles</th>
<th>Timing</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td><strong>Overarching Implementation</strong>: Develop East Street Overlay District that would permit uses throughout the Corridor rather than specific base zones, including uses for residential, commercial and industrial. The East Street Overlay should also include a pattern book and/or design standards for redevelopment that encourages orienting structures towards the street with minimal setbacks and enhancing connectivity.</td>
<td><img src="image1.png" alt="Image" /> <img src="image2.png" alt="Image" /> <img src="image3.png" alt="Image" /> <img src="image4.png" alt="Image" /></td>
<td>Short Term</td>
<td>Planning, East Frederick Rising, Downtown Frederick Partnership</td>
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<td><strong>Goal 1: Commit to the success of long-time nonresidential users</strong></td>
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<td><strong>Policy 1</strong> Ensure that the regulatory process is as simple and predictable as possible for existing businesses, especially those desiring to expand</td>
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East Street Corridor Overlay

- **Purpose**
  - flexibility for development that meets the intent of the ESCAP
  - provide a predictable/efficient process

  “Absolutes”
  - No nonconforming uses
  - Require planned connections
  - Improve street frontages north of 5th
  - Minimum 2 story buildings fronting East Street
  - Others?
East Street Corridor Overlay

- Purpose
- Applicability
  - Relation to other overlays (HPO, CCO)
- Standards
- Uses
  - Similar to Adaptive Reuse standards (Ex: DB use extends to M1)
- Form/Design Standards
  - Height minimums, setback maximums, orientation
- Incentives
  - Use allowances, what else?
- Efficient Review Process
- Landscaping/Public Art
- Parking
- Signage
## Timeline & Meeting

**Goal: bring a draft overlay to PC by late spring**
- 3\(^{rd}\) or 4\(^{th}\) week of the month
- Blocked out M&B workshop/meetings (3\(^{rd}\) Thursday)
- 3\(^{rd}\) week no evening meetings

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Next Meeting

Prepare to talk about..
  • Uses within the corridor
  • Regulatory incentives

Homework:
  • Review ESCAP & other material we send
  • Take a walk along East Street
  • Send us any questions you’d like answered by the next meeting