SENSENY/EASTERN FREDERICK URBAN AREA PLAN SEFUAP

SENSENY/EASTERN FREDERICK URBAN AREA PLAN

This area is home to many families and successful businesses and contains some of the area's most accessible natural resources, environmental features, historic resources, and public facilities. The Senseny/Eastern Frederick Urban Area Plan effort builds upon these great assets and has identified opportunities to; create new communities, integrate land use and transportation choices, address community infrastructure needs, and expand the County's goals for economic development.

A series of maps have been prepared which identify Future Land Use, Transportation, and Historical Resources, Natural Resources and Public Facilities within the study area.

The Senseny/Eastern Frederick Urban Area Plan incorporates the following areas of new land use focus: the Urban Centers, the Parkins Mill Economic Development Area, Interstate and Highway Commercial at Routes 7, 50 and 522, Warrior Drive Employment and Commercial Center, and others.

The above areas combine to form the County's urban areas between the City of Winchester and Clarke County.

The study encompasses the area of the County that is generally east of the City of Winchester and Route 522, South to the Clarke County line and from Redbud Run in the north to the Opequon Creek in the south. This study area includes the Route 7 and Route 50 Business Corridor Plans which were both adopted in 1994, and the eastern portion of the Southern Frederick Land Use Plan which was adopted in 1999, generally north of the Opequon Creek. The study area includes both the Red Bud and Shawnee Magisterial Districts and a small portion of the Stonewall Magisterial District.

LAND USE

URBAN CENTERS

The urban centers are envisioned to be intensive, walkable urban areas that are well integrated with the surrounding community. The urban center should be based on the principles of New Urbanism or Traditional Neighborhood Design promoted in the Comprehensive Plan. They shall contain a large commercial core, generally higher residential densities with a mix of housing types, an interconnected street system, and public open space around which the urban center is designed. Multiple uses are envisioned in single structures. Community facilities shall also provide a focal point for the urban center and surrounding community. Public spaces in the form of pocket parks, plazas, or greens shall be further integrated into the design of the urban centers.

Presently, Greenwood Mill Elementary School, Admiral Byrd Middle School and Evendale Elementary School provide a focal point for community activity. In the future, these resources shall be complemented by a new high school, middle school, and elementary school which

shall serve the existing and future population and be located within close proximity to the centers.

These urban centers are centrally located in the study area. The commercial and residential mix of land uses shall have a strong street presence and shall relate to existing and planned road infrastructure. The mix of commercial, residential, employment, and community uses shall be linked to the surrounding area with inter-modal transportation choices and public open spaces. While the core characteristics of the urban centers are the same, each urban center is envisioned to be more individual, of a varying scale, and distinctive of their particular location.

The following describes what an urban center in Frederick County may look like. The land use and/or building types could include, in addition to commercial and residential, community oriented types such as civic, religious, fraternal, or institutional uses. In the core area one may find 2 to 4 story buildings that, at the center, share party walls and front directly on the sidewalk; at the first or ground floor one will find retail and commercial uses, upper stories will have offices in some buildings and others will have apartments; and parking of cars will be on the street or in lots behind the buildings and possibly in parking decks if there is such need for structured parking. These types of structures will be readily accessible from the boulevards that serve the urban center.

THE CROSSPOINTE URBAN CENTER

The designated Crosspointe Urban Center provides an opportunity to allow for a greater mix of commercial and residential land uses. The Crosspointe Urban Center is envisioned to be the most intensively developed urban center, due to its location at the convergence of Interstate 81, Route 37 and future Warrior Drive. The residential densities in this area have the potential to be the highest in the County's urban areas. Opportunities exist to further the entertainment characteristics of this area based on its location, visibility and accessibility.

THE GREENWOOD URBAN CENTER

The designated Greenwood Urban Center provides an opportunity for a focal point for an area where most of the recent suburban residential development has occurred. The Greenwood Urban Center is envisioned to introduce a mix of uses into already developed areas in a way that builds the identity and enhances it livability.

This urban center should embrace a traditional main-street feel, be pedestrian-friendly, ecologically sensitive, and architecturally distinctive, honor our region's local heritage and look to the future by promoting urban life in a dynamic new way. This lifestyle center should be defined by tree-lined boulevards and an inviting central park area oriented around the existing historic farm house and grounds.

The residential densities in the core of this area are envisioned to be in the 12-16 units per acre range, tapering off to 6 units per acre on its perimeter. Anchored in all directions by

existing and proposed schools and park areas, this urban center is tailored to be the future focal point of the Senseny Road and Greenwood Road area.

THE PAPER MILL ROAD URBAN CENTER/NEIGHBORHOOD VILLAGE

This designated urban center provides an opportunity to introduce a mix of uses into a largely undeveloped area in a way that builds the identity and enhances the economic performance of these communities. This area is already anchored by an elementary school and middle school.

Similar to the Senseny and Greenwood Urban Center, this urban center should also embrace a traditional main-street feel, be pedestrian-friendly, ecologically sensitive and architecturally distinctive, honor the area's local heritage and promote urban life in a dynamic new way. This urban center should be defined by tree-lined boulevards and an inviting central park area oriented around the existing public facilities.

The residential densities in the center of this area are envisioned to be 10-12 units per acre in the core area, tapering off to 6 units per acre on its perimeter adjacent to the existing residential land uses.

RESIDENTIAL LAND USES

Outside of the urban centers described above, the residential land uses in the Senseny/Eastern Frederick study area are defined in three main categories:

- R4 these are generally reflective of our existing residential densities at approximately 4 units per acre.
- R6 these are slightly higher residential densities at approximately 6 units per acre (this is generally attached house development).
- Higher density residential these are generally multifamily and a mix of other housing types with densities of approximately 12-16 units per acre (this density is necessary to accommodate the anticipated growth of the County within the urban areas and is essential to support the urban center concept identified in the Comprehensive Plan and this study).

The residential land uses outside and east of Route 37 are envisioned to be rural area residential in character. Route 37, to the north and east of Route 50, may generally be considered as the boundary between the urban areas and rural areas within this study area. This provides a transition area to the Opequon Creek and to the well-established rural character of adjacent Clarke County.

A buffer area along and adjacent to Interstate 81 has been identified where future residential land uses are not appropriate; commercial and industrial uses are preferred. Within this buffer area, a linear trail system is promoted. The buffer area also provides for the reservation of additional right-of-way along 81 which may be necessary in the future. Noise abatement

techniques should be a consideration in the Interstate 81 corridor to minimize the impact from vehicular traffic on the residents of the area.

Shenandoah University's campus extends into this portion of the County. The plan recognizes and supports Shenandoah University and the University's presence in Frederick County, especially in and around its current location on the east side of Interstate 81 and north of Route 50. The potential exists for future residential uses associated with the university in the area in the form of urban residential housing in redeveloped existing commercial properties.

The Airport Support Area has been bolstered with the addition of land to the south east. The Airport Support Area was established to ensure the feasibility of continued airport- associated use and future airport expansion. The Comprehensive Plan reiterates that residential land uses are not desirable in the Airport Support Area. Business and industrial uses should be the primary land use.

Other recommendations from the residential group:

- Utilize additional municipal land uses adjacent to the Frederick County Landfill as a buffer to non-compatible land uses, particularly residential.
- Provide for additional institutional opportunities in the southern part of the study area, west of Route 522.
- Consider another community college presence within this area plan.
- Establish a linear park area east of existing Greenwood Road, and a new park area west of the Justes Drive school cluster.
- Supply additional locations for C & I land uses in the areas identified which are adjacent to transportation corridors and urban centers. These include:
 - An area of commercial and light industrial north of Route 7, buffered by higher density residential to the east, transitioning to existing school uses.
 - An area of medical office uses adjacent to and east of proposed Senseny Road Urban Center.
 - An area of commercial and employment land uses with significant office space availability north of Crosspointe Urban Center buffering into the high density residential areas.
- An area of commercial and employment land use with significant office space availability north of the Crosspointe Urban Center buffering the high density residential areas.

BUSINESS DEVELOPMENT LAND USES

PARKINS MILL ECONOMIC DEVELOPMENT AREA

The Parkins Mill Economic Development Area is intended to be a significant area of commercial and industrial use that is fully supportive of the Frederick County Economic Development Authority's (EDA) targeted goals and strategies. The intent of the mixed-use designation is to further enhance the County's commercial and industrial areas and to provide focus to the County's future regional employment centers.

This area has been established to be a progressive location for economic development opportunities in eastern Frederick County. Targeted businesses include:

- Defense and Advanced Security
- Life Sciences
- Business Services
- Assembly
- Food Processing

In prominent locations, office use with a mix of flexible space is encouraged. Such areas will be the entrance to clusters of industrial and commercial space, and contain distinctive architecture and site design that is aesthetically unique and attractive. It is the intent of such areas to promote a strong positive community image. In addition, this development will support businesses that encourage viable environmental practices and community oriented operating philosophies. Residential land use is not compatible with this development and will not be permitted.

INTERSTATE AND HIGHWAY COMMERCIAL AT ROUTES 7 AND 50

These areas of land use are located at highly visible locations on prominent interstate interchanges, and along the primary arterial roads that feed into the Interstate. They shall be designed specifically to accommodate and promote highway commercial land uses. Particular effort must be made to ensure that access management for the supporting transportation network is a key priority, as the function of the interstate and primary road network is of paramount importance. The site layout and building design should recognize the nature of the region and land plans should not focus on the minor use, but the comprehensive macro use. In addition, an enhanced area of buffer and landscaping shall be provided adjacent to the Interstate 81 right-of-way and its ramps. Corridor design recommendations are discussed later in this plan.

WARRIOR DRIVE EMPLOYMENT AND COMMERCIAL CENTER

A major employment and commercial area is proposed primarily along the west side of future Warrior Drive and adjacent to the east side of Interstate 81. This area extends east of Warrior Drive along Airport Road. This major employment area would be centered on the proposed future interchange at Interstate 81 at Papermill Road. Supported by future high density residential areas and central to proposed urban centers, this employment center will be ideally placed to capitalize on this core location. Emphasis should be placed on quality building and site design.

Other recommendations from the business development group:

• New retail/service land use adjacent to the future Route 37 interchange areas with Route 522 South and Route 50 East to facilitate regional shopping opportunities.

- New retail/service land use adjacent to the future realignment of Valley Mill Road and Route 7 East.
- Infill retail/service land use within existing residential developments between Route 7 East and Senseny Road.
- Intensive retail and office use lie within the urban center planned between Senseny Road, Greenwood Road, Inverlee Way Extension and Channing Drive Extension. This area has been incorporated into the Senseny and Greenwood Urban Center.
- New neighborhood retail/service and office land use within the mixed-use area planned around existing public-school facilities and church facilities near Route 522 South and Justes Drive. This area has been incorporated into the Justes Drive and Evendale Urban Center.
- New employment centers are appropriate for the land between Route 522 South and Interstate 81 adjacent to the Papermill Road flyover bridge and the future Battaile Drive interchange with Interstate 81, and the future Warrior Drive extension and Tasker Road extension. New employment centers are envisioned to allow for intensive retail, office, flex-tech, and/or light industrial land use in planned business park settings. This area has been incorporated into the Warrior Drive Employment and Commercial Center.
- A new industrial park is planned between Route 522 South, Route 50 East, Parkins Mill Road, and future Route 37. This area has been incorporated into the Parkins Mill Economic Development Area.

The business development recommendations of this plan seek to implement the 2035 Comprehensive Plan by promoting the efficient utilization of existing and planned land areas and transportation networks. Further, the recommendations promote commercial, industrial, and employment land use areas to assure the County's desired taxable value ratio of 25 percent commercial/industrial to 75 percent residential and other land use is achieved.

The Plan provides new industrial park and employment center areas to match the EDA's vision for this portion of Frederick County.

The plan identifies prime areas for urban center development to capitalize on future commercial and employment opportunities. In addition, areas are identified for neighborhood commercial retail use to accommodate existing residential communities.

Existing commercial land uses are promoted that facilitate tourism and short-term visitor experiences and revenue growth.

Specific implementation steps have been identified which would further promote business development opportunities in the Senseny/Eastern Frederick County Urban Area Plan and Frederick County in general. These include:

• The creation of a Future Land Use Revenue Incentive Program that provides property owners with the ability to sell residential density rights to keep their property available for future employment, commercial, or industrial land use as recommended by the Comprehensive Policy Plan. This program would incentivize the property owner by

- providing a revenue income source in the near term and future revenue income when the property is zoned for employment, commercial or industrial land use.
- Incentivize the property owner with automatic placement of the property into the Sewer and Water Service Area (SWSA) if a rezoning application is processed for future employment, commercial, or industrial land use, if adequate capacity and existing infrastructure is available.
- Incentivize the property owner with County endorsement of Economic Development Access (EDA) funds and/or Revenue Sharing Funds to assist in the financing of major road infrastructure needed to serve the development project. Additionally, provide for County-managed support of the major road infrastructure projects to streamline the approval process for project design and construction management.
- Incentivize the property owner through the implementation of expedited rezoning processes for future employment, commercial, or industrial land use as recommended by the Comprehensive Plan.
- The creation of new Zoning Ordinance requirements that facilitate more intensive Floor to Area Ratio (FAR) and height allowances for future employment, commercial or industrial land use, especially in the urban centers.
- The County should support and partner with various athletic organizations to sponsor regional or state tournaments and events using existing facilities to promote tourism in support of existing hotels, restaurants, and attractions.

CORRIDOR DESIGN

The Route 522, 50, and 7 corridor design guidelines should be reaffirmed. In addition, the following locations have been identified as priority corridor appearance and multi-modal locations:

- Route 50 between Interstate 81 and Prince Frederick Drive, to include Shenandoah University and prime commercial locations.
- Route 7 between Interstate 81 and Greenwood Road, to include Millbrook High School,
 Redbud Run Elementary School and prime commercial locations.
- Senseny and Greenwood Roads and Channing Drive, to include the area encompassed by the urban center and Senseny Road in its entirety.

A significant corridor appearance buffer is proposed along Route 522 similar to that established for the Route 50 West corridor in the Round Hill Land Use Plan, which consisted of a 50 foot buffer area, landscaping, and bike path. The Route 50 and 7 corridors are more urban. Sufficient right-of-way is needed and street frontage is approached differently.

TRANSPORTATION

In support of the new areas of land use, a transportation network has been proposed which relates to the location and context of the areas of land use, promotes multi-modal transportation choices and walkability, and furthers the efforts of the Win-Fred MPO. In this study, there is a direct nexus between transportation and land use.

As noted in the Transportation Chapter of the Plan, as road projects and development or redevelopment take place, the development and associated transportation facilities should be accessible to all users.

Future Route 37, Route 7, Route 50, and Route 522, make up the County's primary road system and provide new opportunities to create a transportation network which supports the future growth of the community in this study area.

Access Management is a significant consideration of this study. The use of frontage roads, minor collector roads, and inter parcel connections to bring traffic to common access points is key to a safe and efficient transportation and reduces the need for roadway widenings and expansions to be needed as quickly. Access Management is a key consideration on all roads within the study area, but particularly along the primary and major collector roadways.

The study also proposes a new and extended major collector network supplemented by interconnected minor collector street network in support of a significant urban center and new areas of economic growth - Warrior Drive, Justes Drive, Channing Drive, Inverlee Way.

The context of the collector road network is proposed to be significantly different, however, than that of Route 37, with the focus being placed on a more walkable and friendly street thoroughfare design. The change in context is based upon the classification of a road and to ensure compatibility with adjacent land uses and community goals. Particular attention should be paid to street network within the urban center. The surrounding land use, site design, and building design are features that will help create context and promote the creation of new communities, places, and focal points. Attention should also be provided to the context of the street in the immediate vicinity of existing and future schools, and the neighborhood village commercial areas to ensure that these prominent locations are safe and accessible to all modes of transportation. Bicycle and pedestrian accommodations should be fully integrated into street designs. Appropriately designed intersection accommodations should include pedestrian refuge islands and pedestrian actualized signals.

More specific transportation considerations for Millbrook High School and the adjacent park areas include taking a proactive approach in creating safe interconnected routes to the park from the adjacent areas.

Roundabouts should be considered as a priority preference for intersection design; roundabouts are particularly effective when used in series.

Consistent application of Comprehensive Plan goals to achieve an acceptable Level of Service (LOS) on area roads and overall transportation network, LOS C or better, should be promoted. Further, efforts should be made to ensure that additional degradation of the transportation beyond an acceptable LOS shall be avoided. Consideration of future development applications within the study area should only occur when an acceptable LOS has been achieved and key elements and connections identified in this plan have been provided.

Other recommendations from the transportation group:

- Emphasize the role of the State and the development community in the implementation of the planned road system.
- Use modeling to determine lane needs based upon build out of planned land uses, but consider plans of neighboring localities when making recommendations (for example Senseny Road where it enters the City of Winchester or Clarke County)
- Consider the needs of bicycle users and pedestrians in the following ways:
 - Continue to plan for multi-modal street deigns that will take all users into consideration.
 - Within residential neighborhoods, this would mean that sidewalks be used and cyclists share the roads. Use of striping that defines parking bays or cycling areas would be preferred.
 - On collector roadways or higher, make use of separated multi-use paths at least 10 feet in width.
 - Incorporate wide shoulders or bike lanes into roadways that have budgetary or right-of-way limitations. This would be viewed as a step toward the ultimate goal of a separated facility.
 - Make use of paved shoulders with striping on rural roadways as a long term measure. Rural roadways would be defined by traffic count or as roadways outside of the UDA that are not part of the Primary System (ex. Route 50 or 522).
 - o Bike paths should be constructed on the same grade as the adjacent roadway.
 - Bike path maintenance should be addressed by adjacent property owner groups whenever possible.
- Continue to enforce improved access management with redevelopment or new development.
 - This includes, but is not limited to, entrance location and spacing as well as traffic signal location and spacing.
- Roundabout use is preferred over signalization of intersections where traffic control is needed.
- Attractive median treatments (as alternative to standard grey concrete median) other than grass or other landscaping should be considered when maintenance agreements with VDOT cannot be achieved.
 - o Treatments should be reasonably consistent
- Street sections could be modified due to DCR changes specific to drainage requirements.

NATURAL RESOURCES, HISTORIC RESOURCES, AND PUBLIC FACILITIES.

NATURAL RESOURCES

Frederick County is a community that values and protects its natural resources.

Frederick County should create a green infrastructure inventory for the study area as well as the County as a whole. This inventory should guide land use and development to best preserve and protect natural resources. Developers should complete detailed environmental analysis for properties proposed for development. This information could be utilized to supplement the green infrastructure inventory.

Within the Senseny/Eastern Frederick Urban Areas Plan, effort should focus on the creation of greenways, stream valley parks and stream buffers around waterways, while taking into account environmentally sensitive areas. Pedestrian facilities should be constructed that connect these features to other public facilities. Many such examples have been identified on the accompanying map.

Environmental corridors should be incorporated with all development activities to ensure safe movement and protection of species and future development within the study area should take into account the natural resources located on and around their property.

Businesses that utilize environmental management systems should be targeted by Frederick County. Further, developers should consider available renewable energy options with their projects.

HISTORIC RESOURCES

Frederick County is a community that recognizes and protects the historic structures and sites within the study area. Possible historic districts and significant structures have been identified and recognized. Priority sites for preservation within the study area should be identified and efforts initiated to preserve those of highest need. These include Frederick Hall/Parkins Mill Battery and the historic area around Carpers Valley Road.

Consideration should be given to increase the rehabilitation, adaptive reuse, or restoration of historic structures. Heritage tourism should be promoted within the study area. The Comprehensive Plan calls for the adaptive reuse of historic structures, future development applications that have historic resources on the property should incorporate the site into development.

Sensitive natural areas and historic areas are shown on the land use map for the study area. By recognizing these historic sites and structures, we are implementing the policies of the Comprehensive Plan.

Other recommendations from the group:

- Require archaeological surveys to be conducted prior to development, particularly any that involve battlefield areas, homesteads, American Indian encampments, and waterways.
- Significant structures and properties should be shown with a sensitive natural/historic designation. These NSA's should be protected through historic districts and/or buffered from adjacent development activity.
- The historic areas around Frederick Hall/Parkins Mill Battery and the historic area around Carpers Valley Road should be considered for possible historic districts.
- Developments should incorporate and/or convert historic properties into recreational elements, including pedestrian trails, parks, and museums. Establish a linear historic greenway between Crosspointe (Hillandale, Carysbrooke, and the preservation park) and the fort (at Parkins Mill Battery), preserving the natural, recreational, and historical features and promoting accessibility.
- Create a historic gateway park to Frederick County by supporting the restoration and adaptive reuse of the Millbank House in conjunction with other preservation partners.
- The historic one-lane bridge located on Valley Mill Road should be maintained and preserved.
- Ensure connectivity of bicycle or pedestrian transportation accommodations to existing or proposed public facilities and historic resource areas.

A regional park site has been identified on Senseny Road; this site contains a potentially significant structure and one of the few remaining farming complexes within the developed area of the study area. This park should incorporate the historical farm house and contributing structure as a means to demonstrate urban agriculture.

PUBLIC FACILITIES

The need for public spaces within the study area (such as schools, neighborhood parks, and regional parks) is recognized and addressed. The accompanying maps identify general locations within the Senseny/Eastern Frederick Urban Area Plan where such facilities should be accommodated in order to ensure adequate public facilities corresponding with the growth of the community.

Future school sites should be located within or near established or planned residential areas to encourage walk zones, as well as create a focus point for the community. Residential land uses that complement existing public facilities and schools are encouraged.

Utilities and infrastructure will be needed within the study to accommodate future growth. Frederick County needs to look at preserving the intent of the landowner when planning for public facilities while still meeting the needs of the community.

Other recommendations from the group:

- On any given request for development, the development community should work with all public facility providers to determine future public facility needs based upon this plan and the established standards of the public facility providers.
- The Parks & Recreation Department should continue to evaluate the "ideal" park site rings that are within the Comprehensive Plan. Sites that are outside of the identified park rings should be considered if they meet the needs of the community.
- A regional park is envisioned within the study area. In addition, a smaller park is envisioned within the Greenwood Urban Center that should incorporate the historical farm house and contributing structure as a means to demonstrate urban agriculture.
- Urban parks and other public spaces should be constructed within or near communities. These parks should be open to the public and connected not only by road, but by various pedestrian facilities.
- The 42 acre parcel owned by the landfill (old landfill site) could be considered for future use as a park.
- Public access areas to the Opequon Creek should be constructed, taking into account environmentally sensitive areas.
- The bicycle and pedestrian facilities shown on the map and the WinFred MPO planning documents should be implemented.
- Pedestrian facilities should be constructed that connect existing and future neighborhoods to school, park and library facilities to promote access and walkability.
 A trail or sidewalk should be provided along Greenwood Road.
- Support completion of a linear recreation path encompassing the Senseny Road, Abrams Creek, Channing Drive areas.
- Ensure connectivity of bicycle or pedestrian transportation accommodations to existing or proposed public facilities and historic resource areas.
- Ensure connectivity with existing or proposed bicycle or pedestrian transportation accommodations wherever possible.
- A pedestrian crossing over Route 7 in the Millbrook School area should be provided.
- Handley Regional Library needs should be recognized and addressed within the study area. A satellite library location should be provided within the study area (similar to Bowman Library) to meet this need. Frederick County Public Schools should also work with the Handley Regional Library to provide public library locations within new school locations.
- Future areas for Fire & Rescue stations have been identified on the map; development proposals in these areas should take this future need into account.
- The Airport has a 20 year Master Plan that outlines their ultimate expansion goals for this facility. Development proposals should not be considered on properties that fall within this planned expansion area. Also, development proposals considered within the Airport Support Area should not impact the current or future needs of the Airport.
- Incompatible development should be avoided near the landfill to ensure that their
 operations are not impacted (i.e., residential, urban, etc.). Industrial uses may be
 appropriate near the landfill. A landfill support area should be created around the
 landfill similar to the Airport Support Area. This support area should extend 1,000 feet
 from the boundaries of the landfill.







