

East Frederick Rising

Mid-Maryland's Economic Engine
A Vision for the Revitalization of the East Side

Prepared for: The City of Frederick, Maryland

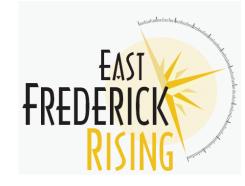
Prepared by: East Frederick Rising











November 4, 2010

A Vision for the Revitalization of East Frederick:

The East Frederick area is the subject of an upcoming Small Area Plan by the City of Frederick as outlined in the recently adopted Comprehensive Plan. Prior to initiation of that Small Area Plan, we suggest a **VISION** for the future of East Frederick to help direct growth and describe the appropriate character for the area.

This document outlines the *OPPORTUNITIES* and potential in East Frederick and East Frederick Rising's vision for what the East Side can become. We suggest four broad *PRINCIPLES* that build on the vision that include economic success, placemaking, infrastructure & investment and livable streets. These principles, when enacted, can create a great place for East Frederick.

We suggest a new way of planning our community, that includes public outreach and the use of the 'real' building blocks of a town or city. These planning **TOOLS** and strategies focus more on placemaking and creating a purposeful public realm and less on arbitrary numbers and zoning calculations.

There is also a set of **FRAMEWORK** diagrams that start to articulate some of the key elements for a new East Frederick.

Finally, we summarize our recommendations at the end of the document for the City's consideration.

This document is intended to be the 'bridge' to the Small Area Plan and intentiionally does not offer detailed suggestions but rather broad recommendations that can be a foundation and catalyst for the upcoming Small Area Plan.

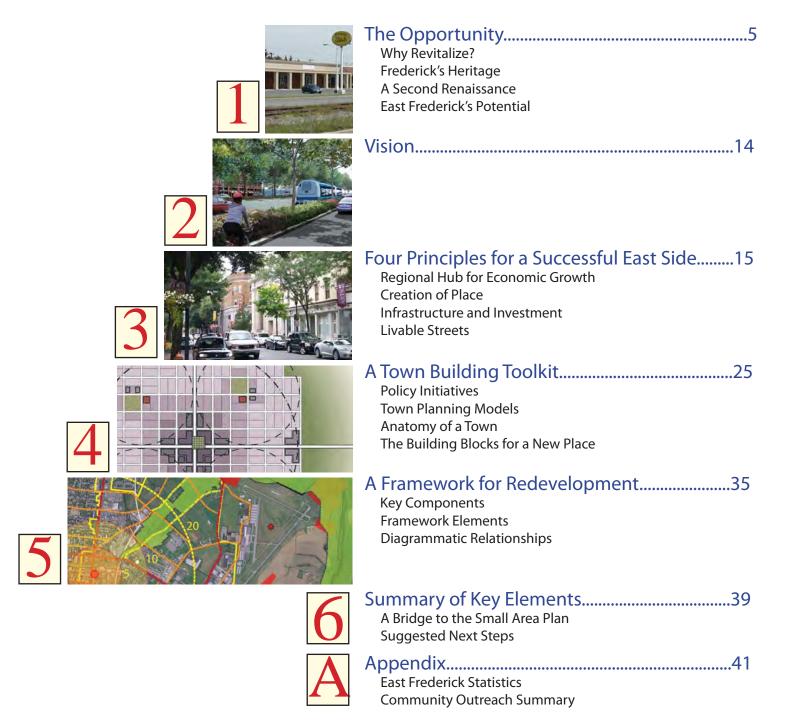
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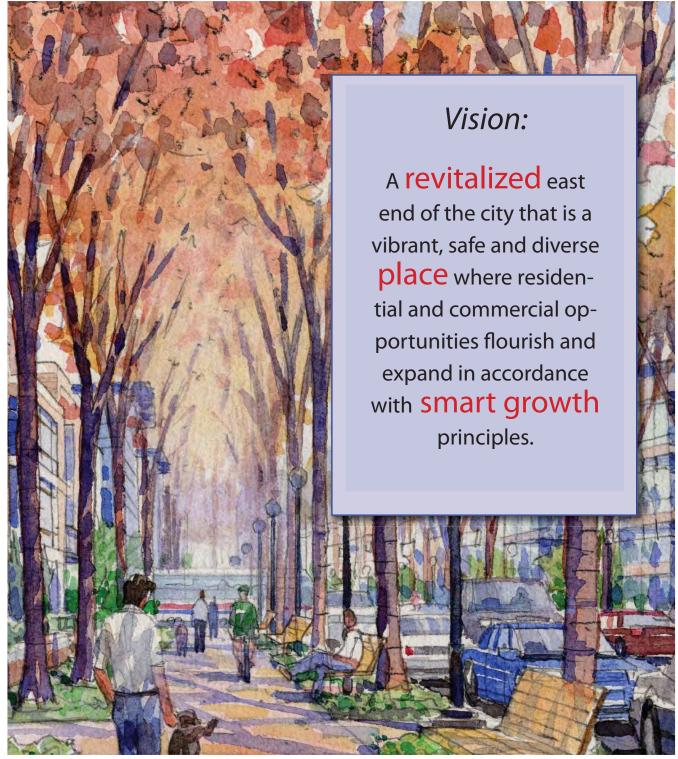
Cover:

Aerial: City of Frederick
Bird's Eye of Downtown Frederick: Ron Young
Street Scenes: East Street Extension Phase I Area Plan, March 29, 2002;
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Autumn Street Scene: Ehrenkrantz, Eckstut & Kuhn Architects, Inc. Photos and Mapping: Townscape Design LLC Rendering of Transit Street: Institute of Transportation Engineers







Mid-Maryland's Economic Hub for the 21st Century and Frederick's Next Great Place

Frederick is in a position to be our state's focal point for the re-imagining, the redefinition, and the renewal of our shared future. There is an opportunity to create and realize a bold new community that both rises to the best of our community's character, and also places it on a path for generations to further our treasured historic American small city, our home- Frederick.

Frederick is the one community in the Capital Region that has clear potential to demonstrate how to wisely use the land; redefine accessibility, encourage a strong sense of place, meld technology and nature together demonstrating how we, the people, can best shape our place rationally, wisely and humanely, while simultaneously honoring our heritage and infusing the newest technologies and current sustainable methodologies.

The Opportunity:

East Frederick is one of the keys to Frederick's future. It is on the verge of a tremendous redevelopment opportunity as the City's and the region's jobs center, technology incubator, transportation hub and next great neighborhood.

Community Involvement:

East Frederick Rising, a non-profit corporation, in cooperation with the City of Frederick, has spearheaded a series of public workshops and meetings, providing opportunities for participation in developing a vision for the East Frederick area.

At these community meetings residents indicated that the current system is not working and does not provide a built result that hon-



ors Frederick's heritage. There was also strong support for programs, policies and incentives that would ensure significant job and economic growth in East Frederick within the framework of 'Smart Growth Principles' while still protecting the downtown. There was also fairly strong demand for pedestrian-friendly roads and transportation choices and for sufficient and varied environmental and recreation opportunities.

Context:

East Frederick is huge, approximately 2,200 acres including the airport, which is more than five times the size of the downtown. Its potential is enormous. It is strategically located between a vibrant historic downtown and an expanding regional airport. East Frederick is accessible by air, rail and the highway system. Large undeveloped or underdeveloped sites in the area create opportunities for context sensitive development. The portion of Carroll Creek in East Frederick is four times the size of Baker Park. Proximity to the Monocacy Scenic River offers natural beauty, hiking oppotunities and access to other regional parks.

Existing Investment in the Area:

Extensive public and private investment in the area is already underway. Many plans are in place, or projects under construction which will lead to a complete redevelopment of the area, including:

 The Frederick Municipal Airport has adopted a forward-looking Master Plan for development in and around the airport, which takes maximum advantage of this regional resource. The ongoing expansion of the municipal airport will allow increased flights and larger carriers.

- The East Street connection to Interstate 70
 provides a new southern gateway to the
 City and will fundamentally change the way
 visitors access the City from the south.
- Frederick's MARC train station and bus transit station are located in the southern portion of East Frederick along the East Street corridor. Planned transit throughout East Frederick will provide greater accessibility to these existing services. Extensive development in this area is already underway.
- The City is completing the Monocacy Boulevard connection, a critical East Frederick arterial loop providing key access from the east and north.
- The expansion of Frederick County's regional wastewater treatment facility will provide more than sufficient capacity for growth and revitalization in the East Frederick area.
- Much of the East Frederick area has been





Livable Streets. A revitalized street in Richmond, Virginia.
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The Opportunity

- identified as a special economic zone under the Federal Base Realignment and Closure process headed by the Lt. Governor.
- The last critical link in the Carroll Creek linear park is located in this area. Completion of this park will provide uninterrupted access from the downtown to the Monocacv Scenic River Greenway and ultimately to the C&O Canal Park system and the Catoctin Mountains.

Unprecedented potential for development and redevelopment.

- East Frederick has one of the largest reserves of industrial and light industrial properties.
- Development and jobs growth are already occurring in the East Frederick area such as the new Cancer Institute occuring in the Riverside Park. Riverside has a key rela
 - tionship to East Frederick and will help to strengthen its northern end.
- This area's sheer size and potential will provide additional employment capacity and act as a catalyst for superior job growth.
- The area is immediately adjacent to the largest, intact and vibrant historic district and downtown in the State and will benefit from this relationship.
- Large undeveloped or underdeveloped sites in the area allow modern, larger buildings to be developed in a contextual manner.

Benefits of a New East Frederick:

- **Jobs.** East Frederick has the capacity to add thousands of jobs to the local economy and its size and transportation strengths can facilitate an economic powerhouse for mid-Maryland similar to how the BWI - Thurgood Marshall Airport benefits the Baltimore-Washington region.
- **Regional Destination.** Given all the benefits, access and infrastructure associated with this area, a regional anchor, or several regional draws, will put this part of town, and Frederick in general, on the map.
- A Hub for New Technologies. The opportunities for implementation of an areawide technology infrastructure will allow East Frederick to be competitive with other employment centers. Redevelopment utilizing green construction methods will provide long-term benefits with respect to energy use and emissions.
- **Tourism.** Heritage, industrial and eco-tourism opportunities will complement development and foster additional activity for East Frederick.
- A Sense of Community. Properly implemented, this area will also foster residential and mixed use development, providing homes close to work while establishing Frederick's Next Great Place.
- A Stronger Frederick. A successful East Side will strengthen the entire City of Frederick. As a powerful economic engine, the area will provide local jobs, take commuters off the road and increase the tax base for the City.

Things are already changing, closest to the MARC station and the newly opened East Street extension.

There are several projects that are under construction or are in the final planning stages near the MARC and bus transfer station. The City is also studying six sites for a new downtown hotel and

conference center complex.



Proximity to MARC station Measured in minutes walked













Frederick's Heritage

In order to understand East Frederick's context and potential, it is important to understand the City's rich history, its structure, its great neighborhoods and the historical patterns and precedents that give Frederick its unique character. Also, Frederick went through an area-wide revitalization in the downtown, its first renaissance. Frederick's first renaissance, the revitalization of downtown, can serve as a model for its second renaissance, the revitalization of East Frederick.

A Regional City and a National Treasure

Frederick is the regional center for mid-Maryland with a population of about 60,000 persons that is expected to grow to 97,000 by 2030. It is at the intersection of two major interstates creating a regional relationship to Maryland's port city of Baltimore and the natiion's capital. With limited employment growth planned in Frederick County, it is anticipated that much of the new employment growth in the region will occur within the City's boundaries.

Frederick's History and Legacy

Frederick has a storied past. For over 260 years, the City of Frederick has served as the commercial center of both Frederick County and Western Maryland. Frederick is among the state's most thriving and diverse economies and it is anticipated that the City will

continue to draw more businesses, government jobs and residents.



The settlement pattern for the City has been affected by location and circumstance. Frederick's historical importance resulted from its position as a crossroad town and stage coach stop. The National Road and the C&O Canal both had profound affects on the growth and character of the area, especially Frederick.

The town was settled by Germans from the north. They had very specific and strict rules for the development of their town. The downtown and some of its surrounding neighborhoods benefit from these early urban design principles and organizing elements. The original town was organized around a central courthouse and town square located near the intersection of its' two main streets. This also marks the general town center and is where the densest development is located. It has a blend of retail, office, civic and residential buildings that are typically constructed of brick and are generally 2 to 3 stories in height. Building placement is rigid and reinforces the street wall. Streets

are about 60 to 70 feet wide with buildings of about 30 to 50 feet tall forming a very pleasant pedestrian environment with a 2:1 ratio.

Moving outward from the town center along both streets, commercial uses transition to residential. This transition is seamless since in this zone businesses are often located in structures that have both residential and commercial appearances. As the town grew, a grid of secondary streets developed that were residential in nature. The density was greatest closest to the town center and houses were usually tightly spaced with little or no setback from the street.

Great Precedents Still Exist

The Frederick Town Historic District, the City's original core, provides a vibrant mix of land uses, with blocks and buildings that are appropriately scaled for accessibility to both pedestrians and vehicular traffic. The narrow layout of the streets restrains automobile use and speed. The

Historic District's buildings provide a display of architectural details and create an interesting environment for walking.

This settlement pattern is an excellent model that should be expanded upon and emulated on the East Side, with the understanding that block design and dimensions must accommodate modern building and market realities. Therefore we want the best elements of Frederick's heritage combined with the technology and infrastructure of the 21st century. This desire to expand the character and personality of the City's core to new and infill sites was expressed during the Comprehensive

Plan update and the outreach meetings for East Frederick Rising.



The First Renaissance

Frederick's first renaissance started when the City hired Marcou-O'Leary to study downtown.



Carroll Creek Revitalization Looking West



Historic Frederick Looking Northwest



The Opportunity

Frederick's Future

The study was completed and unceremoniously relegated to a shelf in the Mayor's office. A few years later, representatives from Doylestown, Pennsylvania were brought down and helped kick off "Operation Town Action". Locally, it was headed by a group of business people including Don Linton, Dick Kline, Peggy Pilgrim and Kurt Bowen.

Drawings of several downtown blocks were prepared that showed what they could look like if improved. A meeting was held at City Hall with downtown property owners. The purpose of the meeting was to get property owners and businesses to agree that improving the appearance of their buildings would help their business and help the downtown. All they had to do was to sign that they agreed and to put an Operation Town Action sign in their window. The following week a group of ladies, led by Peggy Pilgrim, went from store to store, where signs did not appear, asking why they did not have a sign. Soon after, most everyone in town was involved. Groups like the Frederick Improvement Foundation, Inc. (FIFI), various garden clubs and others became involved.

In 1973 Mayor Ron Young and an entire new Board of Aldermen were elected. The Mayor, supported by the Board, moved ahead with building the first parking garage, the undergrounding of

overhead wires, establishing the Weinberg Center, street tree plantings, encouraging new restaurants and stores, and efforts to keep all government buildings downtown, including the fight to keep the court house and library downtown. There was strong support from the aforementioned groups, but much controversy and law suits as well.

In 1976 the City was hit by the great Frederick Flood with damages up to twenty-five million dollars. A flood study was initiated and by the early 1980's the Mayor unveiled a tri-fold plan for Carroll Creek. It included a flood control project, a linear park on top of the flood control project and plans for hotels, retail shops and residential buildings along the Creek. Delegate 'Doc' James McClellan, Senator Charles Smelser and Governor William Donald Schaefer helped fund the project with more than twenty million dollars.

Keeping the character and strength of the downtown was instrumental in attracting new businesses and new residents to







Frederick. Downtown was the selling point for infill and growth. Preserving the historic charm in an economically viable way became the foundation and strength of the City and County. In addition, creating special events and attractions for residents to enjoy and participate in made the city a real place to enjoy.

Administration after administration has built on that strength in furthering Frederick's success. No administration could have achieved the success of downtown without the support of hundreds of volunteers.

A Second Renaissance

It is time for a second renaissance! The opportunity exists on the eastern edge of the historic downtown, through the historically industrial part of the City, eastward to the Monocacy River, including the Frederick Fairgrounds and the Frederick Municipal Airport. This renaissance, like the first one, will be based on the character of old Frederick, strengthening and continuing its charm and viability in the manner of the old city while incorporating modern knowledge and technologies.

It should be noted that while this area will have its own character and sense of place it will be developed in a manner to enhance the existing downtown and the character of the industrial area. It can

The materials and fabric of the older town buildings remain. It is also noticeable that alley ways exist for loading and that parking has been accommodated in underground structures and behind buildinas.

The buildings have elevators and multiple users are included in individual buildings. Residential, commercial and industrial users all co-exist in a compatible manner. Not so easily noted, but of great importance, are the ways the buildings are constructed. The area was designed to be as energy self-sufficient as possible. Geothermal, solar and other techniques and technologies have been used to reduce energy dependency. Many of the buildings have specially designed systems to reduce water use, contain and reuse stormwater and to reduce solid waste.

Carroll Creek has been extended and now connects to the Monocacy River in an uninterrupted green corridor, creating a park quadruple the size of Baker Park with all kinds of amenities. Greenway systems have been developed throughout the area with small parks, fountains and sculptures. Respite and recreation can be found throughout. The place is full of activity at all hours due to the infusion of new residents.

Opportunities have been created for telecommuting, education





and career advancement. Schools are located so they are walkable for children living in the area and residents can purchase the basics of daily living within a short walk of their homes. A

significant broadband infrastructure exists for businesses and is an attraction for residents.

It is obvious that the City streamlined regulations and promoted this area. Business leaders speak of the cooperation and partnership with government in creating this workable, livable community. Both residents and business leaders speak favorably of the success of this walkable, livable community where families have time for each other and jobs, work and play are all close at hand. Frederick has once again been recognized as one of the most livable cities in the country.



become a model and showplace for how development can and should occur.

Just picture the following:

As one travels across East Street an immediate change is noted but the comfort and familiarity of the historic remains. Streets are tree lined as before but bicycle paths become more apparent. The area is very walkable but transit stops are observed and tracks for a trolley can be seen. The buildings appear larger but they still address the street with many office and store fronts at street level.



The Opportunity

A Vision for East Frederick

East Frederick's Existing Character

East Frederick's Boundary and Study Area:

The East Frederck Area is generally bounded by the Monocacy River to the east, the existing historic downtown to the west, Interstate 70 to the south and existing residential neighborhoods to the north. The area includes the Frederick Municipal Airport which has its own master plan for development encompassing about 615 acres of the overall study area. The portion of the study area that is between the airport and the downtown has been identified in the 2010 Comprehesive Plan for further and more detailed study as the East Frederick Small Area Plan.

East Frederick's Total Area:	2,235	Acres
• Floodplain:	336	Acres or 15%
• Airport:	615	Acres or 28%
Parkland:	44	Acres or 2%
 Other Restricted.: 	136	Acres or 6%
East Frederick's Net Area:	1,044	Acres or 49%

Census Information

While Census Tract 7509 has a slightly different geographic area than the boundaries of East Frederick Rising, the boundaries are very close and this information is useful to determine existing conditions in the area. This data is from the 2000 Census.

Population	1,764 persons
Median Age	34.2 years
18 years & over	1,316 persons (74.6%)
21 years & over	1,256 persons (71.2%)
65 years & over	159 persons (9.0%)
Average Household Size	2.4 persons
Average Family Size	3.04 persons
Owner Occupied Units	41 %
Average Size:	2.3 persons
Renter Occupied Units	59%
Average Size:	2.47 persons
Vacant Housing Units	8.8%

Under Construction:

•	Board of Education Building	100,000 sf
•	Monocacy Canning Building	35,000 sf
•	Frederick County Tourism	6,250 sf

Plans Approved:

•	Nicodumus Property	457 units
•	McCutcheon's Mill	34,000 sf

Plans in Progress:

- Galleria Wormald Property
 127 units
 34,000 sf non-res.
- Hotel / Conference Center (6 sites under study)
- Frederick Brickworks, 65 acres

Major Properties within East Frederick:

- Frederick Municipal Airport
- Carroll Creek and the Monocacy River
- The Frederick Fairgrounds
- Allegany Power
- Development Sites J & K



Areas of Interest Near East Frederick:

- Connectivity with Downtown
- Odd Fellows Home
- Route 26 Corridor
- North Market Street

Historic Resources

East Frederick is home to significant historic resources that are important to the heritage and development of the City, state and nation. These resources include a range of industrial structures and sites such as canneries, brick works, iron works, dairy processing facilities, mills, fertilizer plants and ice plants. There are also significant agriculture-related resources ranging from early nineteenth-century farmsteads to the Frederick County Agricultural Fairgrounds. There are significant transportation-related resources such as the B&O Railroad, the Frederick Airport Administration Building and the Historic National Road (MD 144) the nation's first federally-funded interstate highway and a designated National Scenic Byway. Additionally, there are significant established residential districts dating from the late-nineteenth and early twentieth centuries. The City of Frederick's 2010 Comprehensive Plan identified many of these historic resources as potentially meeting the Criteria for Designation as a Historic Preservation Overlay. A portion of East Frederick is already located in the City's Frederick Town Historic District and a slightly larger area is part of the Frederick Historic District listed on the National Register of Historic Places.

As the City grows, the conservation of its existing building stock will become an integral part of creating a sustainable community. When an existing building is demolished, 'embodied' energy is wasted and when factored in with the energy needed to transport it to a landfill and the energy needed to construct a new building on the site, there is typically no net energy savings. To the extent possible, adaptive use of historic buildings in East Frederick will contribute to a sustainable future for the City.

Existing Owners, Businesses and Uses:

In 2008, the Department of Economic Development attempted to contact all the business owners in the area to determine the types of businesses, number of businesses and number of employees. While the data is not complete, either some businesses did not return the request for information or some businesses may have moved away and others may have moved in, there are some important trends that can be determined.

There are approximately 120 businesses in the East Freder-



Brickworks Property

With East Street now complete, this property is a key redevelopment site with outstanding potential.

ick area that employee about 1,200 people. The seven largest employers are:

- Dairy Maid Dairy
- Frederick County Public Schools
- Dept of Social Services
- Morningstar Dairy
- AOPA
- AVEMCO
- Uncle Ralph Cookies

While there are some major employers in East Frederick, the vast majority of the businesses employ 10 or less people. These businesses tend to be either restaurants or services (auto shops, trades).

With lower land values and rents, these smaller businesses have found a home within East Frederick. Accommodating or finding suitable locations for these important businesses is an essential part of future planning.

East Frederick's Potential

Context:

East Frederick is strategically located between a vibrant historic downtown and an expanding regional airport. East Frederick is accessible by air, rail and major roads. As stated earlier, several key infrastructure elements are in place or nearing completion. There is a vast amount of undeveloped land and the historic grid of streets from the downtown can be seamlessly extended into the area allowing a connected and interrelated east side and downtown.

Key Infrastructure:

There are several capital projects that are positioning East Frederick for its renaissance, including:

- The ongoing expansion of the municipal airport will allow increased flights and larger carriers. Runway 5/23 is being extended to 6,000 feet.
- The East Street connection to Interstate 70 provides a new arterial connection to East Frederick and opens up a new southern gateway to the City.
- Frederick's MARC train station and bus transit station are located in the southern portion of East Frederick along the East Street corridor. Planned transit throughout East Frederick will provide greater accessibility to these existing services. Extensive development in this area is already underway.
- The City is completing the Monocacy Boulevard connection, a critical East Frederick arterial loop providing access from the east and north.
- The expansion of the regional wastewater treatment



Monocacy Village Shopping Center An early opportunity for redevelopment in the East Street corridor in close proximity to existing development.

facility will be completed in 2010, providing more than sufficient capacity for growth and revitalization in the East Frederick area.

• Carroll Creek Park improvements from East Street to Highland Street are in the planning stages.



Development Potential:

In the recently adopted 2010 Comprehensive Plan, the City of Frederick identified the trends and estimated growth in the next 20 years as follows:

• Population: 63,000 to 85,000 (26% increase)

• Housing: 25,000 to 34,000 (net 9,000)

• Jobs: 50,000 to 68,000

• Pop./Housing Ratio: 2.5 persons per household

• Housing Ratio: 2:1.

Efficient and intensive development of East Frederick for employment would maintain an employment base within the City.

There is also a tremendous potential for jobs and housing in the East Frederick area. From the earlier data summary, we see that East Frederick has a net developable area of approximately 943 acres. If left unplanned, there is the potential that East Frederick is developed in a haphazard and uncoordinated fashion. If planned comprehensively, it can be an excellent addition to the City.







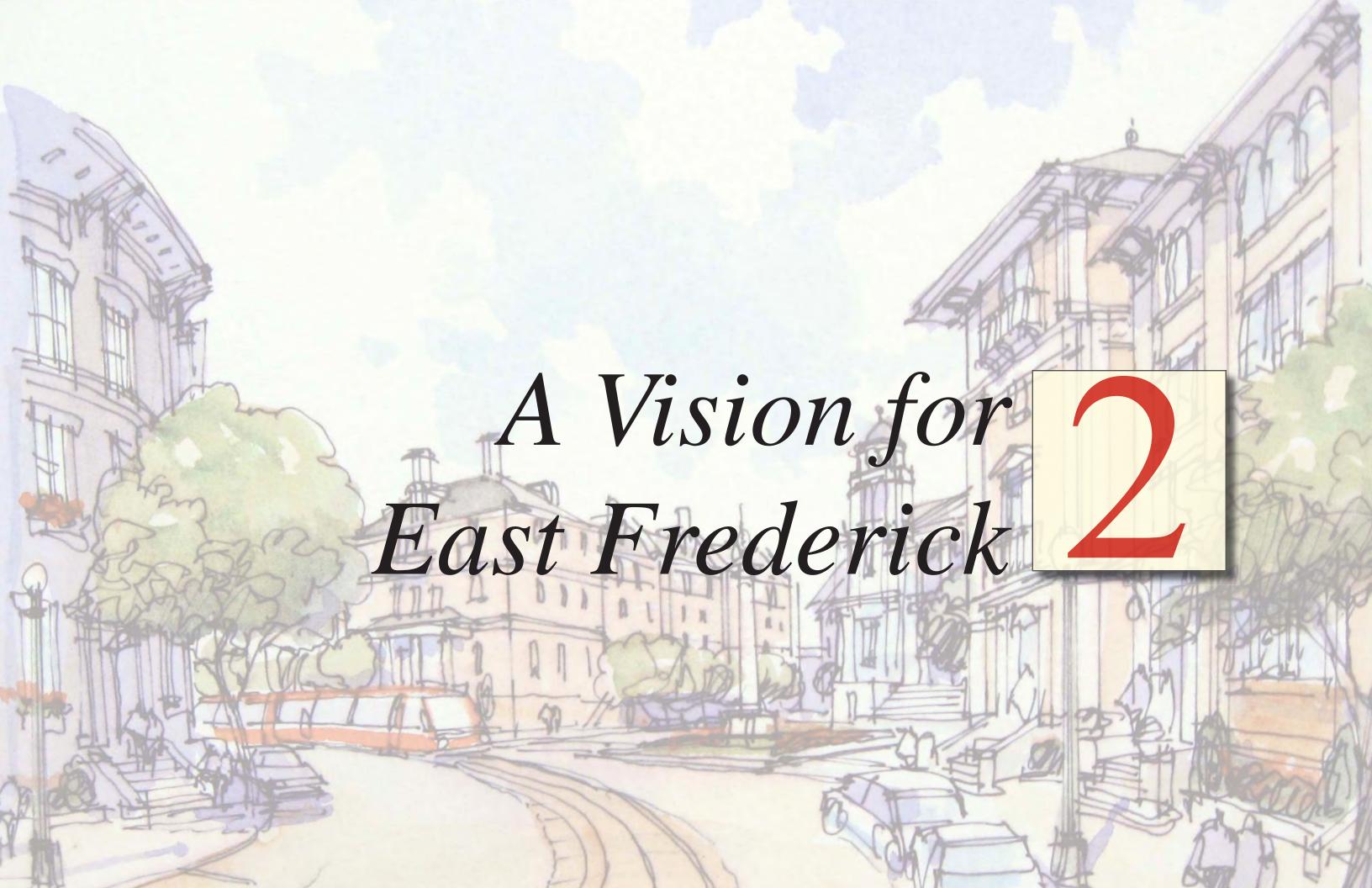




Union Mills Located along Carroll Creek, this is one of the six sites being considered for a downtown hotel and conference site.

Four Big Ideas to Consider:

- 1. The 'project' is the neighborhood and individual buildings are pieces of the larger puzzle,
- 2. An elevator is vertical transit, neither makes sense without the other, so land use and transportation are one, not separate issues.
- 3. The public realm is the context within which private sector investment exists. The government must address this in the most efficient (time and cost) manner possible, and
- 4. Almost every number in the zoning code is arbitrary and should never be given divine significance. The goal of the regulatory process should be to maximize the opportunities for excellent pedestrian places and employment centers within reach of transit. This is a design issue, not a formula driven process.



What East Frederick can become...

Mid-Maryland's Economic Hub for the 21st Century and Frederick's Next Great Place

The East Frederick Rising VISION was developed through feedback from public worksessions and internal workshops. The vision is subdivided into four thematic PRINCIPLES that direct development and promote a great place for East Frederick. Each principle has a suggested set of strategies for implementation and success.

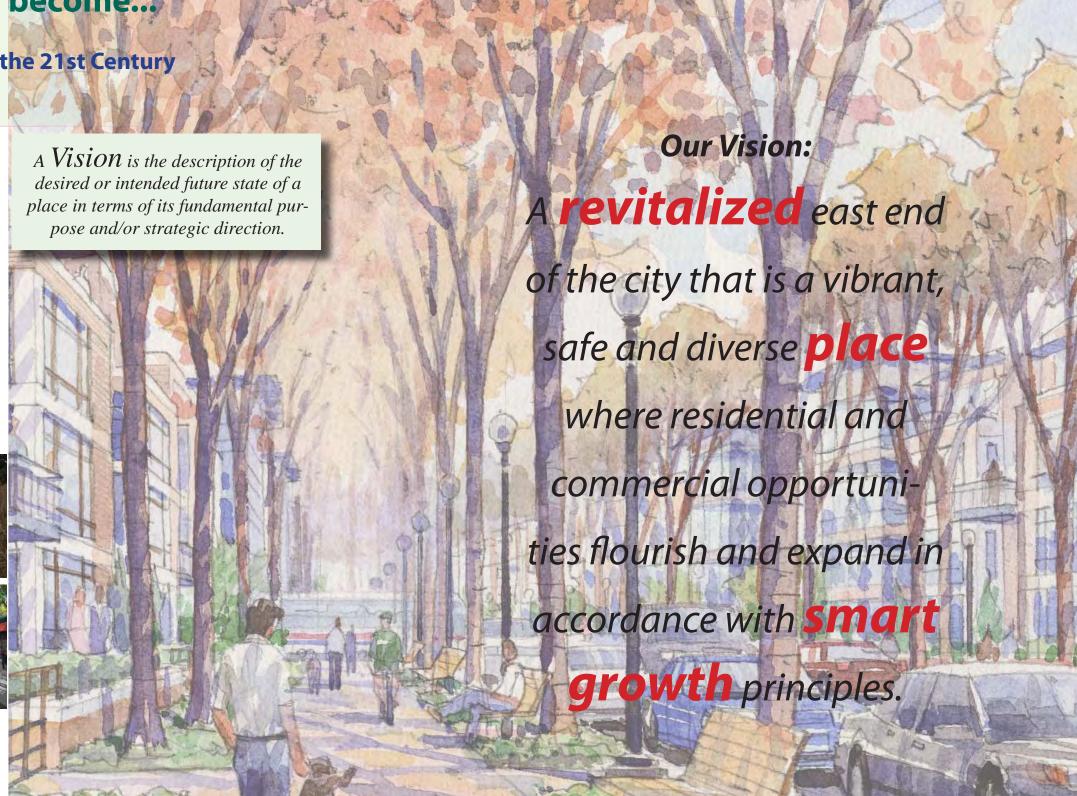
The primary principle is focused on economic growth, a second is focused on creating a great place and a third focused on the efficient use of resources. Finally, a fourth principle describes the most important element of the built environment, the street and its importance in establishing neighborhood pattern and character.

Unplanned growth without a vision.





A future for East Frederick through planned growth based on placemaking principles.



PLANNING PRINCIPLES

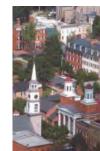


1. Regional Hub for Economic Growth

It is the primary tenet of this plan to support jobs creation in the East Frederick area and to support the light industrial base for the City. However, once those properties are ready for redevelopment and growth, they should be fully supported and incentivized to become urban, mixed-use elements within the overall fabric of the community.

Strategies:

- Retain, expand and promote existing businesses.
- Create an economic engine for Frederick that attracts a balance of large and small employers and expands the jobs base for the City.
- Design for a dynamic and diverse business community.
- Develop a regulatory and incentive framework that encourages investment.
- Provide amenities, services, restaurants, hotels and close-in residences making this new employment center attractive to business owners and employees.
- Create and promote partnerships with businesses and property owners that add value and enhance economic opportunity.
- Promote a tourism development strategy that integrates heritage, industrial and eco-tourism.
- Integrate complimentary uses in and around employment areas in order to maximize pedestrian activity.
- Develop a regional destination in East Frederick that both strengthens Frederick as a whole and links East Frederick to downtown.
- Research the viability of a Community Development Fund that will reinvest local resources into the area.







2. Creation of Place

Downtown Frederick is a national treasure and development in the East Frederick area should reinforce and strengthen the sense of place that Frederick enjoys. It should also have its own identity, evoking pride of place for its residents. East Frederick must become a place where people enjoy working, living, playing and shopping.

Strategies:

- Honor and complement the best of the existing built environment and the rich history of Frederick.
- Create a sense of place for East Frederick that gives it identity and enhances Frederick's overall sense of place.
- Maintain Frederick's small town character.
- Foster a safe, healthy and stimulating environment.
- Maintain Frederick as a cohesive and compact city with a variety of amenities that enhance livability, minimize auto dependency and promote social interaction.
- Promote development that maintains a strong, vital and dynamic downtown area.
- Establish a community structure based on neighborhoods, districts and corridors.
- Promote housing choice and variety in a rich and integrated live-work-shop-play community plan.
- Provide for the arts, learning and other institutional and civic uses.
- Identify key landmark sites and develop a strategy for landmark buildings that will protect and enhance the sense of place.
- Provide a system of integrated and connected parks, bikeways and trails that enhance the environment and provide a variety of experiences.







3. Infrastructure & Investment

East Frederick offers the opportunity to create a 21st century community that is dfferent in the way it uses limited and valuable resources. The shear size of East Frederick allows for solutions on a broad scale in the conservation of land, water and energy. These solutions will maximize the community's environmental sensitivity and long-term sustainability. Implementation will require a coordination of planned public infrastructure and complementary private development.

Strategies:

- Emphasize an efficient and coordinated use of the land, water and energy in order to maximze these resources and promote economic activity.
- Incorporate sustainable community design and environmental enhancements at the regional scale in order to allow urban densities in East Frederick.
- Promote the use of district solutions for water conservation and energy production.
- Maximize the use of cost-effective renewable sources of energy.
- Maximize the use of resource conservation technologies in building design.
- Promote and build a 21st century infrastructure that will support economic growth for East Frederick and the City well into the future.
- Integrate a state of the art matrix of information and communication infrastructure that is accessible to all employers.
- Incorporate an integrated greenway system that provides open access, recreational opportunities, environmental enhancements and natural amenities.







4. Livable Streets

The visual quality of the public realm sets the character and the impression of a place. Streets are the primary way residents and visitors see a place. They form the fabric of the community and are the public spaces in which we live. Therefore they must be designed and built to enhance one's experience. Streets should also balance all forms of transportation giving equal weight to walking, bicycling, automobiles and transit.

Strategies:

- Implement an integrated urban design strategy for the streets that promote livability.
- Use street design to provide a sense of arrival for the historic downtown and East Frederick.
- Develop an implementation framework that promotes flexibility, creativity and a sense of place.
- Maximize the opportunity for air, rail, bike and pedestrian mobility in balance with the automobile.
- Provide multi-modal links and an efficient and integrated public transit system.
- Utilize Smart Growth and transit-oriented development principles through a focus on planned centers.
- Develop an urban design strategy for the visual quality of infrastructure elements and public spaces and parks.
- Focus the development review process on the built form of the public realm, not internal uses, and move toward a system of incentive zoning and/or form-based coding.

Principles

Principle 1:

Regional Hub for Economic Growth

Mid-Maryland's Economic Engine

The East Frederick Rising area is a uniquely positioned in the City of Frederick to be an economic hub in the metro Baltimore-Washington region. Frederick – home of Fort Detrick and the National Cancer Institute is the northern anchor of the internationally recognized 270 Tech Corridor and is a major part of the Maryland biotech cluster, the 2nd largest in the US. More than 65 biotech companies are now located in and around Frederick. Downtown Frederick with Carroll Creek Park is the regional hub of commerce, culture, tourism, government, and the arts and has been recognized as one of the finest examples of historic preservation and revitalization in the country.

The new East Street/I70 connection has provided a new vibrant gateway into the City and opens up East Frederick like a spare room of the community ready for new occupants. Its location on the eastern edge of historic Downtown Frederick, access to rails, trails, airport, and highways, along with infill, brown, green, and greyfield development opportunities makes it attractive for business investment. Coupling the physical location and characteristics with Frederick's highly skilled, creative and educated workforce, East Frederick has enormous potential for double the current at-place employment of 49,000.

There are more than 8,500 businesses in Frederick County and the vast majority is situated in the Frederick region with 43% or approximately 3,500 located in the City of Frederick. 600 of those businesses are in Downtown Frederick. Approximately 60% of Frederick's workforce is employed locally while the remaining 40% commute to other metro DC/Baltimore/NoVa locations. As energy prices and uncertainties about economic climate have increased, workers are seeking employment opportunities closer to home – often choosing quality of life over salary. There is also a trend toward unique, urban locations in the last decade particularly in info-tech, dining and retail, arts and entertainment, architecture, graphic design, and other creative-class businesses.

The public and private in Frederick have begun to work on innovative initiatives like a high-tech business incubator/accelerator and entrepreneur support network. Many resources are focused on retaining and expanding existing businesses. Partnerships with academic, government and the private sector like the Frederick County Business Roundtable for Education support workforce training needs to ensure that future jobs in Frederick can be filled locally.

Current trends in business and workforce needs favor areas like East Frederick which can provide the following:

• Mixed-use live, work, play communities

- Multiple transportation options for workforce
- Short commute times
- Green, sustainable work environments
- Access to active and passive recreation during work hours
- Access to eateries, coffeehouses, pubs, music and arts venues
- Access to child-care options, neighborhood schools
- Access to high speed broadband internet in the workplace
- Access to higher education facilities
- Access to free wifi in public areas
- Creative, unique, attractively built environment not vanilla space

Many communities can offer one or more of these characteristics but East Frederick has the potential to offer all of them – thus, making the case for significant future employment opportuni-

ties. Another differentiating factor is the opportunity to plan this area for economic development in terms of inter-related systems. Green resources such as the urban parks, street trees, building material, site design, land use connectivity, and a healthy and balanced mix of housing are critical for sustainable economic growth. Valuing green infrastructure as part of economic sustainability is at the heart of the East Frederick Vision.

The following economic elements at a minimum should be included in the East Frederick Rising Small Area Plan:

1. Retain, Expand, Promote Existing Businesses

It is the intent of East Frederick Rising to support the existing businesses on the Frederick's east side. Those businesses are long-time community partners who have invested heavily in Frederick and employ several hundred persons. It is desirable to create and promote partnerships with such businesses and property owners that add value and enhance economic

opportunity. For certain businesses this could include a tourism development strategy that's integrates heritage, industrial and eco tourism.

Development and re-development of Frederick's east side must occur in phases which are harmonious with existing uses while advancing the long-term vision for a mixed-use area. Once properties are ready for redevelopment and growth, they should be fully supported and incentivized to become urban, mixed-use elements within the overall fabric of the community. This will include access to the Carroll Creek, park land, and a reconnection of old neighborhoods that are currently separated but will now come together again. While the completion of this revitalization area is many years in the making, the effects of this potential renewal can already be seen. It is important to assist businesses which voluntarily choose to relocate in favor of redevelopment.





2. Job Creation

The Vision seeks to recognize East Frederick as a primary employment hub in Frederick and the Washington/Baltimore metro area. It seeks to create an economic engine for Frederick that attracts a diversity of employers in terms of size and industry type. Focus on the following industry sectors is recommended:

- Info-tech, Advanced-tech, Green-tech
- Take advantage of BRAC Zone relationships to Fort Detrick and NCI-F
- Tech transfer
- Creative jobs in design, web, arts
- Entrepreneurs & business start-ups
- Businesses with relationships to Government (Ex. Attorney's / Court House)
- Anchor employers (large businesses, government, etc.)
- Community Institutional Uses (library, substation, etc.)

Jobs, housing, retail/service linkage is important in a mixed-use environment. Maintaining the relative ratios of each during development/redevelopment can be difficult but efforts to maintain balance for the health of the district is critical to attract the type of employers. No determination has been made as to the appropriate ratios at this time.

Retail jobs while not the primary employment focus should be in support of employees and residents of the east side and should focus primarily on



filling neighborhood needs and voids/niches in the market. Retail should be integrated into the neighborhoods so that no business or residence is isolated from retail amenities. There may also be nodes of higher density where a critical mass of retail is appropriate, but should be wholly coordinated so as to enhance downtown – not damage existing historic downtown core retail areas. Some examples of appropriate retail include:

- Neighborhood (residential and employment) Serving Uses (examples include: Pharmacy, Cleaners, Groceries, etc.)
- Restaurants, Coffee Shops, pubs
- Farmers Market

3. Diversity of Workplace Opportunities

In order to attract diverse businesses in terms of size and industry type, it is important for East Frederick to provide a wide variety of workplace opportunities. For example, in the information age, more employees work from home and need access to an in-home office with high-speed broadband internet access. Some "lifestyle" business like an attorney, architect, or retail merchant may prefer to have a live-work location. Larger employers need flexible, open, well-lit, buildings with green-sustainable design to reduce operation costs. Below is a list of some examples of business spaces with should be considered:

- Business start-up space (official & unofficial incubator/ accelerator)(Ex. Affinity Lab / DC)
- Live/work space
- Retro buildings with unique floor plans/shared space
- Fully mixed-use (residential, office. Retail)
- In Home Offices
- Flex space for office/service/product

4. Design For a Dynamic and Diverse Business Community

Long-term business development of the East Frederick area to will benefit by focusing on mixed-use and transit-oriented-design. A balanced and mutually-supportive mix of uses at appropriate densities and in association with transportation options has been shown to attract business investment and in-turn employment. East Frederick should maximize in-fill development with access to the multi-modal transit station (rail, bus, taxi), and future trail system. Such design will increase convenience and provide amenities for

employees and residents. Landmark and iconic buildings that will provide character to the area should be included. Having a wide variety of uses located in close proximity to each other is desirable for employees and residents and makes transit as well as walking and bicycling practical. A mix of uses can add variety and vitality to an area, making it a more attractive, interesting place to live and work. In addition, convenient commercial and personal services, readily accessible to work sites and residential areas, and convenient cultural or recreational amenities can enhance the attractiveness for business investors. . Infill development can fill gaps to benefit the entire neighborhood including existing residents, for instance by including a grocery store or park where none exists. Commercial centers, surplus industrial or institutional lands, transit corridors and neighborhoods that already have some mixing of uses may offer the best opportunities for mixed use developments. Performance standards and careful design will be needed to ensure that dissimilar uses can be made compatible neighbors.

Increased densities and use of transit oriented design along transit corridors and around stations can increase employment in the area along with ridership potential and the use of transit. In turn, residents located along bus routes, rail stations, and multi-use trails/sidewalks will greatly benefit from convenient access to jobs. Because transit facilities are in fixed location, infill development investors have greater assurance that transit will continue as an amenity to their project into the foreseeable future. Transit-oriented development is characterized by higher densities, a balanced mix of uses and good pedestrian linkage between uses and transit stops. A mix of uses within a transit corridor can promote more directionally-balanced transit service if riders have reasons to travel in both directions.

5. Regulatory and Incentive Framework to Encourage Investment

For East Frederick Rising area to be successful attracting large economic and business capital investment, it is important to remove impediments which create uncertainty, undue risk, and to provide appropriate regulatory and financial incentives to achieve world-class projects. Some of the key areas to consider include the following:

- Local and State Government to build key public infrastructure such as multi-use trails, transit, Carroll Creek Park, Parking Garages, major roadways.
- Use unique ala carte public/private financing tools for

- infrastructure such as Tax Increment Financing (TIF), Industrial Development Authority (IDA), Bond Authority, Property Tax Credits, Community Development Corporation (CDC), New Markets Tax Credits, etc.
- Streamline development review and permitting for compliant projects
- Provide regulatory density and/or design bonuses to developers for compliance with desirable design characteristics.

6. New Approaches

This Second Renaissance is an opportunity to rediscover the best of our past and readjust to a new future that is based on sustainable, healthy coordinated growth. Below are a few new approaches to consider.:

Community Based Real Estate Investment Trusts

There have been serious discussions about how the community can invest in itself through things like self-directed IRA retirement funds. One of the thoughts is to create something like a community based real estate investment trust, C-REIT. The REIT structure was designed to provide a similar structure for investment in real estate as mutual funds provide for investment in stocks. Based on preliminary numbers this concept could not only allow projects to proceed but also incorporate the community in a way that has not been possible in the past. By allowing community buy in and eliminating almost all of the debt we will be able to keep rent and sale prices at rates comparable to green field development.

Learners and the Creative Class in the Center

In Frederick a small organization The Temple, The Paul Mitchell Affiliate School, has had an enormous impact on the health and vitality of downtown. Another aspect of this learning in the center idea is reinventing the old Guild System with its education, mutual support and certification of master craftsmen, journeymen and apprentices.

Another model is Harrisburg University, one of Pennsylvania's most affordable private universities. It is known for small class sizes and a hands-on career-focused education. Here the academic and business worlds unite. Individuals looking to learn, grow, and achieve can connect with experts who teach, mentor, and advise. Their programs draw upon close connections to the key industries and sectors that drive the economy of Pennsylvania.

Economic Gardening

The key to a healthy city is more intricate, diversified workforce. Economic Gardening is an innovative entrepreneur-centered economic growth model of business recruitment, and was developed in 1989 by the City of Littleton, Colorado. It has emerged as a prototype for a rapidly expanding movement of like-minded economic developers looking for additional methods to generate truly sustainable economic growth for their community, region, or state. It is a portfolio approach to economic development that balances "outside-in" with "inside-out" strategies, tailored to local conditions, assets, and leadership.

Business Alliance of Local Living Economies -- (BALLE)

Baltimore, Annapolis, Wheaton, Adams Morgan and many other places have become part of the BALLE movement. It is a new model of economic development and brings together independent business leaders, economic development professionals, government officials, social innovators, and community leaders to build local living economies. Their mission is to show that independent locally owned businesses can go beyond traditional measures of success and can be accountable to stakeholders and the environment while helping these businesses flourish in their local economies. The power of local networks are leveraged to build a web of economies that are community-based, green, and fair - local living economies.

Affinity Lab

Above the Adams Morgan Diner there is loft space that has been transforming how work is done for a number of years and has proven to be amazingly successful and may be a good model for Frederick. It is an entrepreneurial launch platform serving a rich community of Washington, DC businesses, non-profits and start-ups. The Lab manages the shared operational needs of its member organizations, allowing them to better focus on mission and execution. Think of it as "shared office space meets incubator meets entrepreneurial club-house." Along with the managed business infrastructure, membership at Affinity Lab also means being a part of a community of coworkers, a culture of people, a circle of friends, who are also in the process of developing their entrepreneurial businesses and organizations. Members often partner with one another, backstopping and expanding each other's capabilities and skills or forming entirely new ventures.



Principle 2:

Creation of Place

Placemaking is the term used to describe the process of creating squares, plazas, parks, streets, waterfronts and neighborhoods that will attract people because they are pleasurable and interesting.

East Frederick can, and will be, Frederick's next great place if its planning, design and construction follow certain time-tested principles. Due to its size and composition, it has enormous potential to be a harmonious composition of multiple places consistent with the values and core principles expresessed here.

What Makes a Great Place?

But what is it that makes a place great? What do we mean when we use these terms? To some people, they just know a great place when they see it or experience it. It just seems to "feel right". However, even though every place is different and unique, all places have certain attributes or characteristics that people identify with, whether sometimes intuitively or subconsciously. These positive characteristics that attract people and provide beneficial social opportunity are universal and measurable. These

elements of placemaking are those we want to emulate and include in the planning and building of East Frederick.

These great places, places where a sense of community flourishes and people excel, have identifi-



able characteristics that:

- Provide a variety of functional attributes that contribute to a resident's day-to-day living,
- Offer choice and freedom in mobility by accentuating walking, bicycling and public transit while accommodating individual drivers,
- · Include public space and architectural features that are visually interesting,
- Facilitate human contact and social activities,
- Promote community involvement,
- Maintain a secure environment, and
- Have a memorable character.

To summarize, great places are functional, safe and memorable. They give people a sense of pride and of belonging while providing choice, freedom, human contact and social activities that promote community involvement. All of these characteristics, taken together, can and should be fostered in the design and construction of the built environment. When successful, the result is civic pride and a true "sense of place".

Fundamentally, great places are complex, organic human settlements and are difficult to define in simple terms. However, the Project for Public Spaces, a nonprofit, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities, has done extensive studies and research on the tangible and intangible qualities of places and how to create successful people places. They have concluded that there are four key attributes to a great place, each with intangible and subjective qualities but that can be measured with objective metrics. These four attributes are:

- Sociability
- Uses and Activities
- Access and Linkages, and
- Comfort and Image

Sociability can be seen when a place has a neighborly, cooperative and welcoming presence, and can be measured by its levels of street life, evening activities and volunteerism. Uses and Activities is a characteristic that reflects the vitality, uniqueness and enjoyment of a place and can be objectively measured through levels of ownership, property values, use patterns and retail sales. Access and Linkages reflects the connectedness, walkability, convenience and accessibility of a place identified by measurements in transit usage, pedestrian activity and parking usage and patterns. Finally, the Comfort and Image of a place are a reflection of the cleanliness, safety, charm and attractivness of a place. Typical metrics include crime statistics, levels of sanitation and the condition of buildings and the public realm.

Essential Elements for a Great East Frederick

Communities and places have four systemic layers: social, economic, the built environment and the natural environment. These layers or categories cover all manner of elements within the community and form the community's character. They include such things as governance, education, associations, markets, technologies, buildings, public spaces, supply systems, transportation, commerce, energy and so on. Places are complex systems of interrelated activities.

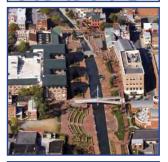
The creation of place in East Frederick is a complex and intensive exercise and beyond the scope of this document. However, many of the key elements and the structural framework of East Frederick will be put in place during the Small Area Plan process. There are town building elements that need to be properly sized and arranged as a basic structural framework for development in East Frederick. We believe it is essential to define the building blocks of this future community and to start the discussion of how these elements should be arranged.

Principles

Placemaking Components











1. Overall Form, Composition and Pattern

East Frederick should be planned as a series of identifiable neighborhoods and districts, not pre-defined land uses and single use zones. It should be knitted together with creative uses of green corridors such as the extension of Carroll Creek and the Monocacy Scenic River Greenway and the transformation of major transportation corridors such as South, East and Patrick Streets.

2. Distinct and Identifiable Neighborhoods

Each neighborhood in East Frederick must have logical boundaries and edges and clear and identifible centers. They should have discernable and unique characteristics that give them an extraordinary presence and memorable attributes. The scale or size of the neighborhood must be based on the reasonable walking distances, thus avoiding dependence on unnecessary automobile trips. To be walkable, these neighborhoods must be connected to the surrounding City fabric and not be isolated. The essential goods, services and activities of daily life should be accommodated within the neighborhood or an adjacent and walkable district. Workplaces should be in abundance and appropriately scaled and designed to fit seamlessly into the fabric of the neighborhood.

3. Districts

Districts are fundamentally neighborhoods with a predominant use, which could be a large employer, a shopping district, a university campus or other larger, more unifying use. The airport and its surrounding employers is the most obvious of these districts. Each of these districts would have a scope and scale consistent with market demand. However, we are not suggesting exclusive single-use zoning in this area but rather a recognition that this is the approximate physical environment to place the economic engines for Frederick. Additionally, other districts including arts, entertainment, shopping and education should be strongly encouraged and properly sited.

4. Economic Engines

The airport and the potential for economic growth are central to the success of the east side. The airport master plan has identified planned growth in and around the facility. Additionally, a regionally-scaled venue that anchors the east side, provides a place for multiple large-scale events should be planned at or near Carroll Creek and the existing downtown. Other opportunities should also be planned into the community.

5. Transit-Centric Centers

East Frederick should maximize the opportunities afforded by transit and provide logical sites for centers of significant development. This planned transit-centric approach can then be applied to other expansion and/or redevelopment opportunities in the City.



6. Livable Streets and Corridors

Street character and pattern are such critical elements to a successful place that we have devoted a full discussion of their treatment later in this document. However, in a general sense and as it relates to this discussion of placemaking, the street network must be multi-modal, emphasize walkability, be fully connected, provide choice and opportunity and be comfortable and visually appealing. At the detailed level, a streetscape is not just the pavement but the composition of the elements that create the public space including the buildings, the sidewalk system, street trees and landscaping, parking, amenities, signage and opportunities for social interaction.

7. Public Spaces and Third Places

Places for people to meet and greet, places for important public assemblies and for general recreation and enjoyment. There should be a complete hierarchy of places and opportunities for residents.

8. Civic & Institutional Reserves

Places for learning, places of worship, governmental offices, art showrooms, cultural establishments and entertainment venues all play a critical role in the success and prosperity of a place. East Frederick must plan these features into the fabric of the community.

9. Efficient and Shared Parking

In order to provide sufficient density, maximum value and an excellent pedestrian environment, highly visible, surface parking must be minimized, screened and de-prioritized. Parking therefore must be planned in shared arrangements and places out of sight. This will allow the ultimate value to be realized by each individual property owner and assist greatly in the urbanization of the east side.



10. Parks and an Integrated Green Infrastructure

As the east side urbanizes, a planned hierarchy of parks, greenways, greens, playgrounds and plazas must be implemented. The comprehensive plan includes the major elements, but this document suggests that the Small Area Plan include a more detailed plan integrated and connected system of parks, from small plazas to the Monocacy River Greenway. This system should be coordinated with the sustainable green infrastructure providing the most efficient infrastructure system and allocating the maximum amount of land for valuable development.

Principle 3:

Resource Conservation & Investment

Overview

How we use resources is greatly impacted by the way we plan our communities. In East Frederick we have the opportunity to plan for maximum efficiency of our invested dollar and limited resources, and therefore offer these resources to more and more businesses and residents, supporting planned growth for the City.

For purposes of this discussion, we have organized this principle into four areas of focus:

- land consumption and use,
- water allocations and efficiencies,
- the production and use of energy, and
- the wise investment of capital and community funds for infrastructure and development in East Frederick.

Land Consumption and Use

In recent times we have built at densities and in locations that maximize short-term capital at costs to the long-term health and integrity of our social and natural systems. This low density approach to the building of the city has squandered valuable resources and has forced the City to look further and further out for new land.

What this has translated into for Frederick and the region, in a word, is sprawl. Sprawl equates to long commutes, wasted resources and a diminished quality of life.

By 2030 more than one million new jobs and 1.6 million people will be added in the region. Frederick will need to absorb its share of that growth and as the County limits its growth potential, so more and more will fall on the City. East Frederick is the City's most significant land and employment resource and is perfectly positioned for development in a strategic and efficient manner.

On the other hand, if we continue to disinvest in existing and underutilized infrastructure the pattern will continue and accelerate resulting in limited support for the Downtown.

Our vision is to reverse that trend, by extending the City fabric into East Frederick and promote a systematic approach to land development and consumption that allows a reduction vehicle miles travelled through a compact, mixed-use growth model that will actually

enhance economic development for the City and conserve critical resources.

The added value of time must also be considered when making decisions on building within the City. A time horizon of 20 or more years is much more appropriate than the net present value calculations that value land on short time horizons and force short term planning and investment. Where possible, a partnership between the City and the property owner/builder/developer may be needed to facilitate a longer time horizon for decisions.

Location is the most important element for success, and by the very nature of East Frederick's proximity to downtown, in combination with access to the regional transporation network, are its greatest assets. It not only provides the opportunity to meet the 2010 Comprehensives Plan goal of balancing jobs and housing, it provides the opportunity for each to exist in close proximity to one another and limit negative impacts on the infrastructure and transportation systems.

Secondly, it is critical that East Frederick be planned on a long-term sustainable future and that strategic, compact and pedestrian-friendly development be encouraged in a managed and phased manner. Compact development will reduce land consumption, make transit more viable and allow for housing close to work, thereby reducing vehicle miles traveled. Compact development will also benefit property owners with reduced parking, close-in amenities that will attract employees and the cost savings of shared infrastructure.

Water Allocations and Efficiencies

Water in Frerderick is a finite resource. The wise use of water and energy for buildings and facilities is fundamental to a successful community and sustained economic growth.

Water purification, harvesting, usage and conservation must be considered through a holistic and integrated approach so that more can be done with less, essentially stretching our water infrastructure dollar which will make water available to more residents and employers, which will sustain growth in the community.

This integrated approach has seven basic strategies:

- Reduce the per unit demand for water,
- reduce the use on the potable water where possible,
- fundamentally rethink the wastewater systems and reuse water multiple times,
- harvest water from untapped sources such as roof-top rainwater and air conditioning condensate to be used for non-potable purposes,
- recycle stormwater and manage it for landscape and other purposes, such as bio-filtration, irrigation and general landscaping,
- provide landscapes that minimize water consumption by planting with native, dry tolerant and adaptive species, and by limiting high water use plants such as managed turf grasses, and
- strategically plan district-wide and multi-property solutions that allow one property to benefit or use excess capacity of another.

Energy Production and Use

Currently, Frederick has little direct influence over the use and rate of consumption of energy such as oil, coal and natural gas. However, East Frederick could be the start of a trend that maximizes efficiencies when using these resources and provides energy from other, currently untapped, sources.

All buildings should be sited and designed to take full advantage of passive sources of energy with energy efficient skins that will reduce demand. In conjunction with the appropriate compliment of thermal mass, the use of natural light and operable windows and high efficiency mechanical systems, these buildigs will all have significant savings in energy usage and reductions in demand.

The use of renewable energy sources (generally sun and earth) and the redundant benefits of shared and/or district heating and cooling facilities should be planned into the area so that multiple owners can receive the benefits and efficiencies of shared systems.

Trees and plantings, integrated into streets, parks and yards can limit the heat island effect in summer and provide buffering of cold winds in winter, thereby limiting energy consumption. Buildings that are designed to provide compact gardens, courtyards, terraces and green roofs will give people access to nature in an urban environment and will limit energy and water usage.

Operationally, all of these strategies will reap rewards year after year in reduced demand, higher quality living environments and higher efficiencies.

The City will benefit from the ability to efficiently spread finite resources to more and more employers and residents, thus expanding economic opportunity.

Existing Resources

East Frederick is home to significant building resources that are important to the heritage and development of the City. As the City grows, the conservation of its existing building stock will become an integral part of creating a sustainable community.

When an existing building is demolished, embodied energy is wasted and the energy needed to transport it to a landfill as well as the energy needed to construct a new building typically results in no net energy savings for three to four decades. The adaptive use of historic buildings in East Frederick will minimize energy consumption and solid waste issues for the City.

Infrastructure Investment

The Small Area Plan process will give the City the opportunity to comprehensively plan so infrastructure is "built once and efficiently utilized." It allows the City to get "ahead of the curve" and pre-plan rather than react through the development review process.

Resource Conservation and Investment Key Features



1. Strategic Land Consumption

Compact and mixed-use development will conserve land, reduce impacts on the transporation network and will maximize the efficient use of investments in infrastructure. It will also create capacity in East Frederick that will reduce the need to build on the edges of the City.



4. Energy Strategies

The ability to conserve energy resources will foster economic growth for the City and allow more users to occupy the same energy footprint. The most beneficial energy savings will come from very compact and intensive development. Vehicle dependence will be minimized by mixing uses. Passive energy sources will then minimize the dependence on mechanical means and any renewable energy sources will offset other energy sources.



2. District-wide Solutions

Shared infrastructure such as district heating and cooling and high speed fiber optic platforms will benefit all in that the excess capacity of one user is captured for use by others. The promotion and pre-planning of this approach is needed by the City. This can result in substantial energy savings.



5. Building Construction

The consumption of energy and water within buildings is significant. Proper siting and design, the use of passive sources of energy and the proper design of the building envelope can greatly reduce energy demand. Water reuse and harvesting can be incorporated into new construction and extend this value and limted infrastructure.



3. Water Strategies

Frederick's success is tied to its strategic use of water. East Frederick offers an entire area that can be planned to use this finite resource efficiently and redundantly. Strategies such as reduced consumption, limits on the potable water use, rethinking the wastewater systems, multiple reuse of water, harvesting from untapped sources such as roof-top rainwater and air conditioning condensate the strategic management of stormwater and the minimization of water consumption in the lanscape all contribute to a strategy of extending the life of this resource to allow economic development.



6. Investment in Infrastructure

The Small Area Plan process will give the City the opportunity to comprehensively plan infrastructure so it is built once and efficiently utilized. This includes the character and nature of the street system, water supply and reuse and the general efficiencies of the energy system.

Principle 4:

Livable Streets

The development and redevelopment of East Frederick presents many unique opportunities to create livable streets. The vast majority of the streets and sidewalks have not been constructed nor has transit been planned for the area.

Denver coined the term "Living Streets" in studying the functionality of their neighborhoods. We have altered the term here to "Livable Streets" with respect to the east side in that it is fitting for what we are trying to plan for that sector of the City.

The key objectives outlined here can hopefully be expanded into existing neighborhoods of Frederick and can also serve as a model for new development as the City continues to grow and expand.

The following design criteria was derived from comments at the outreach meetings and from the Comprehensive Plan:

- 1. Design a street network that includes bicycle lanes, frequent transit stops, sidewalks, buses and the possibility of light rail (trolley).
- 2. Create a pedestrian-friendly streetscape by widening sidewalks, creating public spaces, reducing curb cuts, installing public art and providing attractive bus stops.
- Relate new development to the street by locating buildings close to the street edge and facing building entrances to the street. Ample trees should be provided for shade, comfort, aesthetics and protection.





Images courtesy of Ehrenkrantz Eckstut & Kuhn Architects and

What Makes A Livable Street?

A livable street is designed to accommodate as wide a range of transportation options as possible. It should be about moving people, not just automobiles. Walking, cycling and public transit should be of equal importance, if not more important, than moving automobiles. Livable streets feature well designed, shaded, protected and comfortable sidewalks and crosswalks. In East Frederick where the street system has not yet been constructed, it should provide dedicated bike lanes, on-street parking and frequent transit stops.

Livable streets balance the needs of all forms of transportation. A special emphasis should be placed on walking which is the most basic form of transportation. The area must support pedestrian travel which is essential to every other mode of transportation. Streets should be tree lined, there should be green spaces, areas of interest, street benches, buildings, of exceptional character and design, mixed use, a mix of interesting shops and places to eat. It should be comfortable in both day and night.

Livable streets should have short blocks on a grid system. Pedestrians should be separated from traffic and there should be traffic calming so that cars are not moving at high speed. It should be an area to enjoy not one to rush through. Bump outs on corners like those on Market Street slow traffic, add pedestrian space and make street crossings safer.

Compact mixed use development supports livable streets. It also promotes public transit, whether light rail or bus. It puts housing, work and shopping all within walking distance. It promotes the concept of "live near where you work."

While density is important, it should be built in a compact manner not in towers with large parking lots around them. Density can be achieved by more land coverage. Parking can be achieved at the rear of buildings, under buildings and through shared use. Again, design standards should dictate that buildings face the street to encourage walking by creating interest and activity.

It is important that transportation options make the City more accessible for people of all ages and economic levels. The ability to walk or cycle makes it easier for people who are not able, who can not afford or who do not desire to drive. This is of particular importance to the low income, the disabled, seniors and children.

Livable streets are also important to public health and the environment. Obesity has become a major health concern in the United States, particularly to children. Promoting walking to school and to other activities would be a major aid in addressing this problem. Increased transportation options can also help in reducing air pollution which is a leading cause of asthma. In addition to obesity, lack of exercise is a leading cause of diabetes and heart disease. Livable streets promote integrating physical activity into the daily routine of life. Such activity promotes better health and a more enjoyable and less stressful life style.

Essential Features for Livable Streets



1. Well Designed Streets and Sidewalks

There should be separation between the two. Sidewalks should be tree lined with short blocks, frequent places of interest and ample places to rest. Cycling paths should be created along all streets in the area. There should be street parking and traffic calming.



Higher density promotes both walking and transit. Density can be created without buildings taller than 90 to 100 feet by creating higher lot coverage. The existing fabric and feel of Frederick can be extended into East Frederick by developing equally compact but slightly higher buildings. Compact development promotes more walking among residents and employees. This means more street life which promotes interest and security by putting more "eyes" on the street.



East Frederick is an area where residential, commercial and industrial uses can exist compatibly. There are existing special uses that are unique to Frederick and are regional draws and should be preserved. Our dairies and farm equipment suppliers are examples of uses that should be protected. Mixed use, again, promotes living closer to home and promotes walking and transit. It also creates real neighborhoods. Performance zoning or some similar concept should be considered to facilitate mixed

4. Street-Oriented Buildings

The principle of "visual enclosure" can be used to create setbacks of buildings. Buildings must be close enough to the street to foster street activity and for pedestrians to be comfortable. All buildings should face the street and other than street parking, parking should be in the rear.

5. Pedestrian Focus

Streets and street traffic should be buffered from pedestrians. Trees, other plantings and bicycle lanes can create this buffer. It makes streets more pleasant, livelier and safer. There are many other advantages of trees. They visually narrow the street, make it safer for pedestrians and they are aesthetically pleasing. In addition they provide shade, lower the temperature, improve air quality, screen unpleasant roadway elements and actually protect and extend the life of the roadway surface.

6. Comfortable Places

With wider sidewalks, street trees, green spaces and street furniture an





Parking lots and inactive places can be deadly to a livable street. Parking should be to the rear or under buildings. People tend not to walk past parking lots and other inactive places. In the few instances where parking lots might be near the sidewalk, it should be a short distance and should feature landscaping or other features designed to limit the impact. Shared parking should be promoted. The more that walking and transit is promoted, less parking will be required. Zoning should recognize and reward this.



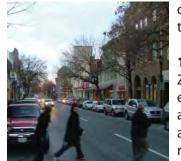
8. Parking

Good signage conveys a sense of place. Frederick has recognized this with the design of new signage throughout the City. This should be carried over into East Frederick.

10. Special Pavement and Street Markings

walk to places to recreate, shop and dine.

With minor increases in costs, special paving can be used to accent areas of special importance. It can also be used to mark off areas for cycling, to denote a gateway or street crossing, or can be of a special material to slow



11. Supportive Planning, Zoning and Subdivision Regulations

Zoning and subdivision codes often make it difficult to accomplish the elements that make livable streets work. The City should review its zoning and subdivision codes carefully for regulations that prohibit livable streets and smart growth. They should rezone living street districts for mixed use, relax density requirements, reduce front and side setback requirements, set appropriate parking requirements and promote shared parking.

12. Public Participation and Involvement

Raising awareness of livable streets is of utmost importance. Livable streets must be explained, sold and supported by the public.



Our Challenge

Frederick City must rise to

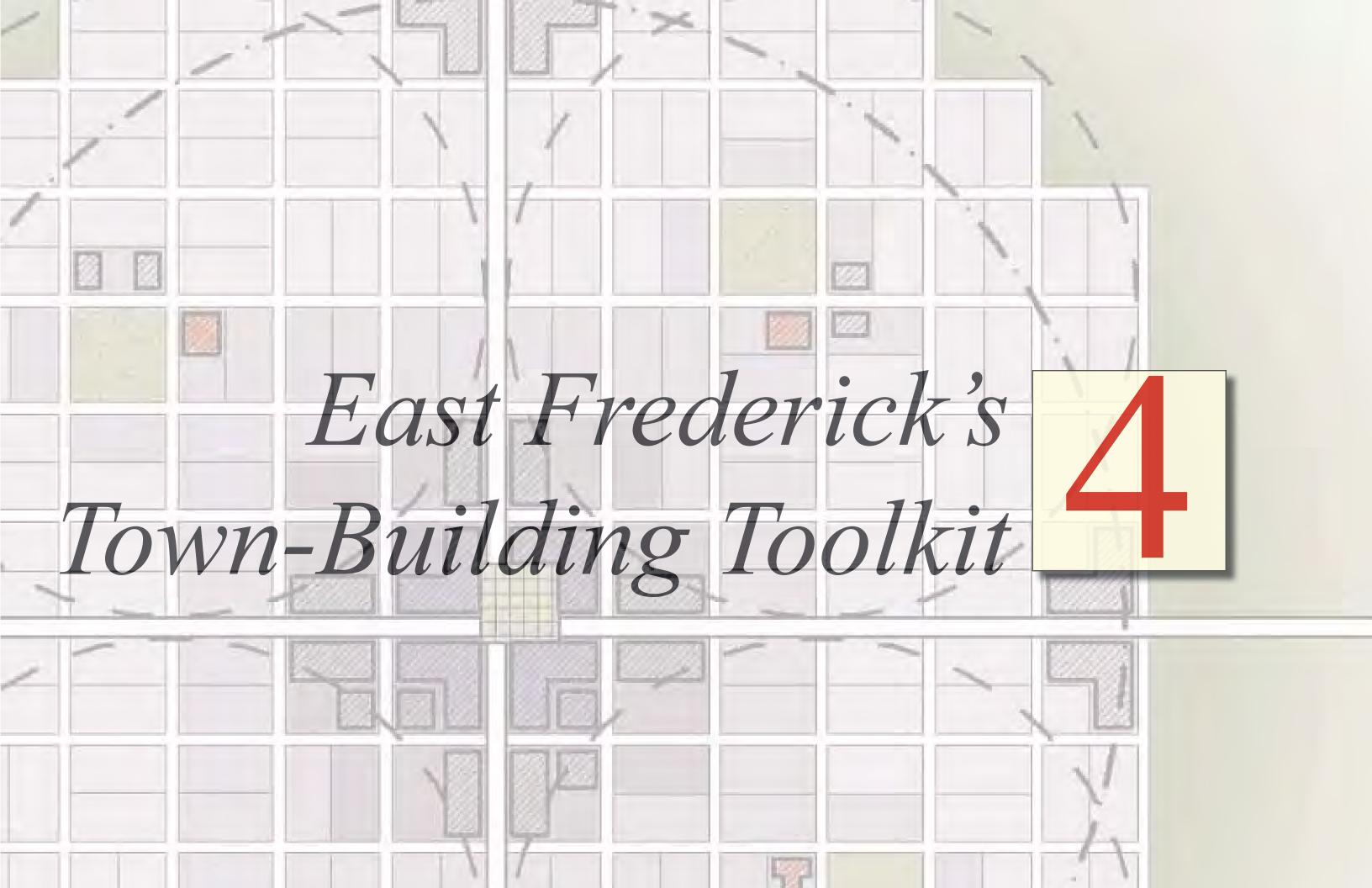
the challenge. It must engage its citizenry, business community and forward thinking leaders. We must establish a tradition of progressive planning to create the communities we desire. Sometimes the answers can be found by looking backward. We have one of the most vibrant downtowns anywhere. Incorporating the best of what is with the best of current practices and the best of what can be, will create an ideal new

community that functions

and thrives.







Policy Initiatives

Federal Initiatives

In early 2009, the Obama Administration instructed various departments to work smarter and in a more integrated fashion with respect to building and funding communities. In 2009, the U.S. Department of Housing and Urban Development (HUD), the U.S. Department of Transportation (DOT) and the Environmental Protection Agency (EPA) adopted an inter-agency partnership agreement with six principles for appropriate community design and development and are using these principles in review of community redevelopment investments. This coordinated effort is known as the Partnership for Sustainable Communities.

The Partnership for Sustainable Communities Livability Principles:

- 1. Provide more transportation choices. Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions and promote public health.
- 2. Promote equitable, affordable housing. Expand location- and energy-efficient housing choices for people of all ages, incomes, races and ethnicities to increase mobility and lower the combined cost of housing and transportation.
- 3. Enhance economic competitiveness. Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers, as well as expanded business access to markets.
- 4. Support existing communities. Target federal funding toward existing communities—through strategies like transit oriented, mixed-use development and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.
- 5. Coordinate and leverage federal policies and investment. Align federal policies and funding to remove barriers to collaboration, leverage funding and increase the accountability and effectiveness of all levels of government to plan for future growth,

- including making smart energy choices such as locally generated renewable energy.
- 6. Value communities and neighborhoods. Enhance the unique characteristics of all communities by investing in healthy, safe and walkable neighborhoods—rural, urban or suburban.

East Frederick's proposal is very closely aligned with the principles expressed here.

Maryland's Initiative

The State of Maryland has reinforced their commitment to Smart Growth and strategic investments in existing communities by adopting the Sustainable Communities Act of 2010 (HB 475), which, in combination with other land use laws governing growth, is summarized in the Smart, Green and Growing initiatives. This "new law promotes equitable, affordable housing by expanding energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation. Because the law favors transit-oriented development, Maryland citizens are afforded more transportation choices, which will decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health."

Maryland adopted a series of Principles of Sustainable Communities that exactly mirror the federal Livability Principles and are working toward statewide implementation at this time. Again, East Frederick is the perfect candidate for meeting these key principles.

Much of the East Frederick area has been identified as a special economic zone under the Federal Base Realignment and Closure process headed by the Lt. Governor.

Region Forward

On January 15, 2010, the Greator Washington Council of Governments, of which Frederick is a member, recently released Region Forward, A Comprehensive Guide for Regional Planning and Measuring Progress in the 21st

Century, prepared by the Greater Washington 2050 Coalition. This document summarizes the past ten years of regional planning initiatives, develops a common planning framework for the area and proposes several measurable targets.

Region Forward identifies Ten Big Moves or strategies for local development that will help in achieving a bet-

- 1. Pursue transit oriented development,
- 2. Leverage emerging sustainable technologies,
- 3. Emphasize green economic development,
- 4. Develop greater Washington as a knowledge hub,
- 5. Strengthen regionalism,
- 6. Use financial innovations,
- 7. Ensure availability of moderate and low-cost housing,
- 8. Focus on quality of life,
- 9. Improve public education, and
- 10. Promote health.

It takes both this regional framework, its common goals and its targets for success and discusses them in a coordinated and interconnected way in four general categories:

- 1. Accessibility
- 2. Sustainability
- 3. Prosperity, and
- 4. Livability

For example, in the Accessiblity category, the basic strategy is to create 'walkable, mixed-use communities with housing and transportation choices. The goals for achieving this strategy include:

- Transit-oriented mixed-use communities emerging in Regional Activity Centers that will capture new employment and household growth.
- A transportation system that maximizes community connectivity and walkability, while minimizing ecological harm to the region and world beyond.
- A variety of housing types and choices in diverse, vibrant, safe, healthy and sustainable neighborhoods that are, affordable to persons at all income levels.

• A broad range of public and private transportation choices for our Region which maximizes accessibility and affordability to everyone and minimizes reliance upon single occupancy use of the automobile.

This report establishes a regional framework for growth over the next 40 years that will include more than 2 million new residents. The framework includes a new 21st century regional growth model that builds on the earlier visions for the region including the 'Grid' of the L'Enfant Plan and the 'Wedges and Corridors' of the 1964 Policy Plan . This new planning framework is known as the Polycentric Washington region, or 'Web'. The Web is a series of connected Regional Activity Centers.

East Frederick is identified as a Regional Activity Center in this document and the City's recently adopted comprehensive plan.

Frederick's Comprehensive Plans

The County has updated its comprehensive plan which supports redevelopment within municipalities consistent with Priority Funding Area policies.

The City's recently adopted comprehensive plan outlines a general vision for the City and identifies East Frederick as a unique area and a strategic opporutnity for redevelopment and growth, requiring further and detailed study within the context of a Small Area Plan.

East Frederick Rising

This document is intended to be a bridge between the recently adopted Comprehensive Plan and the soon to be initiated Small Area Plan for East Frederick. It is intended to establish a common vision for the area and a logicial framework for its development.

This document builds on all of the research, initiatives, policy recommendations and strategies of these other contextual programs mentioned here.

Town Planning Models

Frederick embodies its history. It reflects some of the best in town building. East Frederick must build on "the Best of Frederick".

Livable cities and great places are built on time-tested town building principles. Our proposal honors these principles while at the same time combining traditional town planning with the best technologies of the 21st century .

This section, in combination with the historic settlement patterns described earlier, gives an overview of these 'best practices' in town building and their importance for East Frederick. Our proposal is to take the best of these state of the art practices and 'the Best of Frederick' and develop a truly great plan for East Frederick.

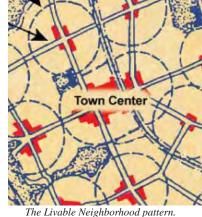
Traditional Neighborhood Design

New Urbanism has emerged over the past two decades as a response to the sprawling placelessness of conventional development. It is based on time-tested community design principles used in this country from the 1600's to the Second World War. New Urbanism reinterprets the old patterns, places and buildings and applies them to suit modern living requirements. Rather than building subdivisions, shopping centers and office parks, New Urbanists attempt to build mixed use places, taking the form of hamlets, neighborhoods, villages, towns and cities.

There are seven basic principles of design that are detailed in the Charter of New Urbanism which are briefly

listed here and are proposed to be utilized in East Frederick's revitalization.

- 1. The basic building block of a community is the neighborhood.
- 2. The neighborhood is limited in physical size, with a well-defined edge and center. It



is based on the notion that all aspects of the neighborhood should be conveniently reached by the pedestrian during a short walk. From center to edge, a neighborhood should be walkable in about five minutes, which equates to about one-quarter of a mile. Neighborhoods offer a wide variety of housing choices.

- 3. Corridors, whether open space or transportation, form the edges to neighborhoods.
- 4. Districts are another building block of communities
- and are similar to neighborhoods but have a predominant land use such as shopping districts or entertainment districts.
- 5. Human scale sets the proportion in buildings and the public realm.
- 6. Transportation elements of the community give equal weight to all modes of transportation,

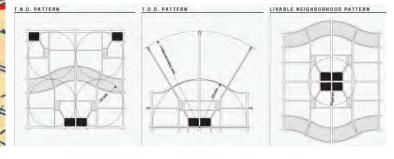


Multiple neighborhoods with walkable downtown in a Traditional Neighborhood pattern with greenbelt edge.

including the pedestrian.

7. Civic buildings are important landmarks and are essential in creating a sense of place and are therefore given places of importance in the plan such as high points, terminated vistas and formal squares.

New Urbanism can be applied to any scale of develop-



ment, from the design of a street to the planning of an entire region. At the neighborhood scale, it is typically referred to as traditional neighborhood design.

Downtown Frederick evokes a strong sense of place because it has been built based upon these classic planning principles. People have a sense of attachment to the place and take pride in their community as a result.

There are many variations on the basic form, but the arrangement of neighborhoods, districts and corridors to form a town, or in the case of East Frederick, the extension of a town, fall into three general patterns the Traditional Neighborhood Development (TND), Transitoriented Development (TOD) and the Livable Neighborhood.

Smart Growth

Since the mid-1990's, Maryland established ten basic principles for land development and coined the phase 'Smart Growth' which has been adopted nationally and internationally to describe development proposals that move toward sustainability and avoid regional sprawl.



The Traditional Neighborhood Unit, originally developed by Clarence Perry in 1929 and as updated by Duany-Plater Zyberg.

Maryland's 10 Smart Growth Principles are:

- 1. Mix land uses:
- 2. Take advantage of compact building design;
- 3. Create housing opportunities and choices;
- 4. Create walkable communities;
- 5. Foster distinctive, attractive communities with a strong sense of place;
- 6. Preserve open space, farmland, natural beauty, and critical environmental areas;
- 7. Provide a variety of transportation options;
- 8. Strengthen and direct development to existing

- communities;
- 9. Make development decisions predictable, fair, and cost effective; and
- 10. Encourage community and stakeholder collaboration in development decisions.

Sustainable Urbanism

The recently adopted LEED for Neighborhood Development is particularly appropriate for East Frederick in that it focuses at the neighborhood or large parcel scale. The rating system utilizes three primary areas: Smart Location and Linkage (SLL), Neighborhood Pattern and Design (NPD) and Green Infrastructure and Buildings (GIB). Additional discretionary elements focus on Innovation and Design Process (IDP) and Regional Priority Credit (RPC). These systems can direct and assist in implementing appropriate infill and redevelopment for the east side.

When you drill down to the site and building scale, sustainable design begins with the initial site design process, incorporating minimum disturbance/minimum maintenance into the concept plan, reducing earthwork, minimizing vegetation removal, protecting environmentally sensitive areas and providing for water resource systems that sustain the natural hydrology. The Sustainable Sites criteria for new construction and redevelopment has four primary aspects to consider:

transportation, site selection, site design and management, and stormwater management. These elements emcompass the interaction between a project and its site and regional circumstances.

East Frederick Rising supports the City's policy of pursuing LEED certification for new and redeveloped properties and buildings.



The Sustainable Neighborhood by Farr Associates.

Efficiency

Creating a Pedestrian Environment:

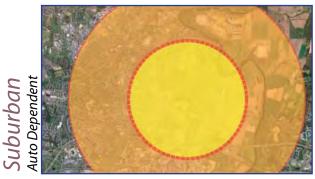
This series of diagrams expresses the relationship between pedestrian density, transit, walkability, land usage, auto trips, building proximity, mixing of uses and floor area ratio.

The first diagram has to do with the efficient use of land. Each imprint is the identical amount of jobs and housing. The yellow circles represent the aggregate building footprints and the orange represent the lot areas. Jobs and housing can be delivered efficiently in East Frederick or can waste a valuable and limited resource.

Note that as development spreads, the land consumption increases at a faster rate than population, and vehicles miles traveled increase at a rate more than five times faster than the growth in population.

The goal of providing a pedestrian environment requires compact development, with average building heights at or above 3, a mix of uses, pedestrian scaled streets and walk-to open spaces. This minimum density will greatly reduce vehicle miles traveled, decrease parking demand and provide sufficient pedestrian density to support local services and transit.

Land



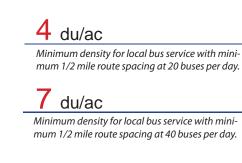






Pedestrian Density & Transit Viability

A desireable pedestrian environment requires a reasonable distance between services and residences. Additionally, transit requires a minimum level of pedestrian density in order to be viable. Minimal local bus service becomes viable at a pedestrian density of approximately four dwellings per net acre. Urban circulators such as streetcars and trolleys become viable at a pedestrian density of between 15 and 20 dwelling units per net acre. Downtown Frederick is approximately 14 dwelling units per acre.



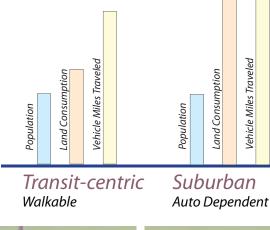
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Minimum density necessary for ubran circulator system, i.e. streetcar or trolley.

A compact, phased development approach as suggested by the diagram to the left will allow sufficient density for transit, will maximize the efficiency and use of public infrastructure, and will give sufficient pedestrian density to allow the successful integration of other uses, making the place mixed, walkable and complete.

Vehicle Miles Traveled

VMT is five times the population rate if densities are not sufficient to provide walkable services. VMT are in balance with mixed and compact development, which will produce the maximum efficiency from the public infrastructure. Residents of compact developments also have access to transportation choices and the added benefit of owning less vehicles per household, increasing disposable income.





average 2story ht.

average 3story ht

Walk

average 4story ht.

Local Bus



Transit-centric model.

Auto-dependent model.

Land efficiency provides long-term stable growth.

The auto-dependent model provides limited growth and pressure to expand, increasing sprawl. The transit-centric model allows stable, planned and phased growth for the City in East Frederick, providing continual infill opportunity as the area and market mature toward transit viability.

Phasing

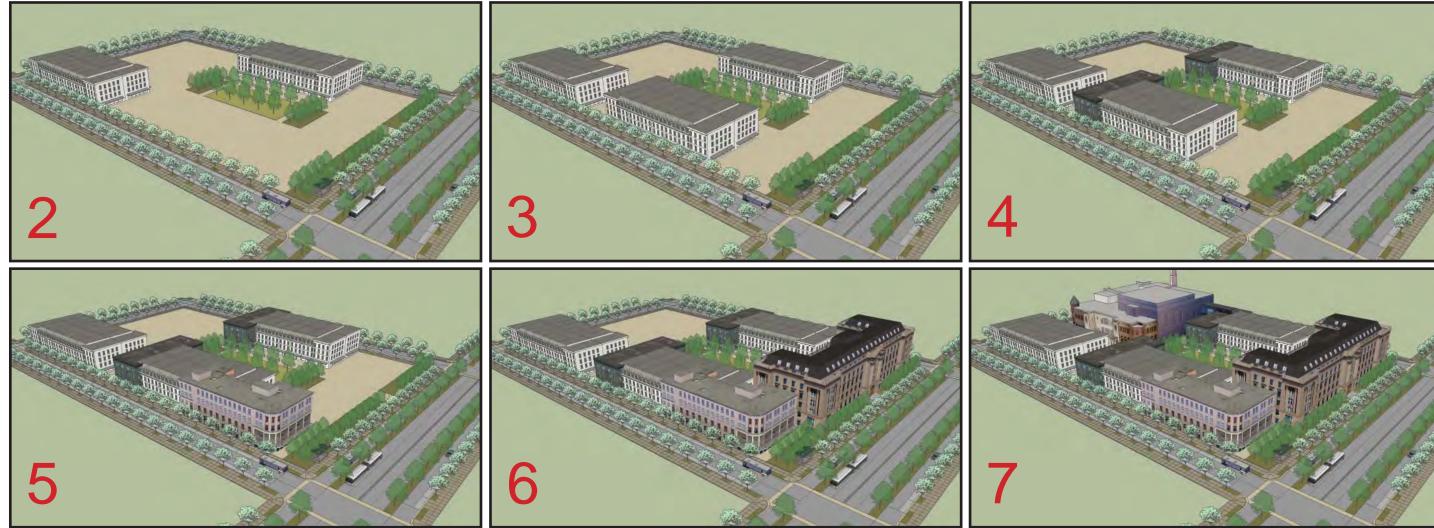
Employment Districts should be planned to grow over time into intensive resources for the City.

East Frederick will take many years, if not decades, to develop and will be an ever evolving growth area. In order to systematically reach its potential, phasing of properties and the location for infrastructure must not preclude enhanced growth over time. The street system should be pre-planned, and to the extent possible, utilities should follow those paths, avoiding 'cut-throughs' of future blocks. Additionally, the network of streets should have a high level of connectivity to avoid over emphasis or potential congestion on any single road or intersection. Blocks should generally be rectangular in shape to accept future buildings while the open spaces and public amenities can be more flexible in shape.





Planned transit alignment with temporary landscaping, planned and built 20 years before transit construction.



The Anatomy of a Town

1. Livable City Pattern

1.1 10 Minute Pedestrian Catchment (approx. 1/2 mile)

1.2 Pattern and Structure

- a. Neighborhood as the Basic Building Block of the City
- b. Up to 4 Neighborhoods Around Centralized District, Corridor or Main Street

1.3 Size: Approximately 1 Square Mile (640 acres)

1.4 Characteristics

- a. Avenues and Boulevards Convey Traffic Through District and Around Neighborhoods
- b. Can be Combined in Multiple Formats and in 2-Neighborhood Formats
- c. Transit-Centric Center or Corridor
- d. Development and Intensity Oriented Toward Transit Stop (TOD)

2. Neighborhoods

2.1 5 Minute Pedestrian Catchment (approx. 1/4 mile)

2.2 Neighborhood Structure

- a. Neighborhood Edge
- b. Neigbhorhood Center
- c. Neigbhorhood General

2.3 Size: Approximately 120-160 Acres

2.4 Characteristics

- a. Streets and Drives Convey Traffic Through a Neighborhood
- b. Block Perimeters 1000-2000 LF for Walkability
- c. Neighborhood Center has Corner Store, Neighborhood Services and Public Space
- d. Buildings are Arranged Based on Type, not Use or Zone

3. Transit

3.1 Focus on the Pedestrian

- a. Transit Trips Should Start and End with Walking
- b. People Will Walk 1/2 Mile for Rail and 1/4 Mile for Bus
- c. People want to travel in straight lines, not loops
- d. Combine Stops with Other Amenities and at High Density Areas

3.2 Plan Directional Corridors

- a. Avoid two-way corridors, use cuplets
- b. Combine with Higest Order Corridors, 'Avenues and Boulevards'
- c. Connect Employment and Activity Centers

3.3 Combine to Form Routable Network Grid

a. 'A' Grid with 1 to 3 mile sides at Edge of Neighborhoods (Rail)



- c. Density of Grid Based on Demand
- d. Plan on the '3rd' Arterial to Allow Trisect Expansion

3.4 Idealized Stop Frequency

a. Heavy Rail: 2 Mile Minimum
b. Light Fixed Rail: Every 1 Mile
c. Tram: Every 1/2 Mile
d. Bus: Every 1/8 to 1/4 Mile

4. Employment Districts

- **4.1 Character:** Similar to Neighborhoods With a Predominant Use
- 4.2 Size: Varies

4.3 Types

Approximately One Mile

- a. University Campus
- b. Shopping & Food
- c. Cultural, Arts & Entertainment
- d. Regional Focus
- e. Employment Centers
- f. Single-Use Such as Industrial District and Airport

4.4 Characteristics

- a. Daily Services Provided
- b. Major Workplace Opportunities
- c. Block Perimeters Must Accommodate Larger Formats
- d. Transit-centric Node (s)

5. Streets and Parking

5.1 Thoroughfare Network

- Connected. Maximize connectivity and facilitate walkability.
- b. Balanced. Don't let one mobility type dominate.
- c. Context-Responsive. The network matches the urban context within which it is located.

5.2 Types

Multiple neighborhoods ad-

jacent to walkable downtown

corridor edge or additional

patterns.

with greenbelt edge, sustainable

adjacent livable neighborhood

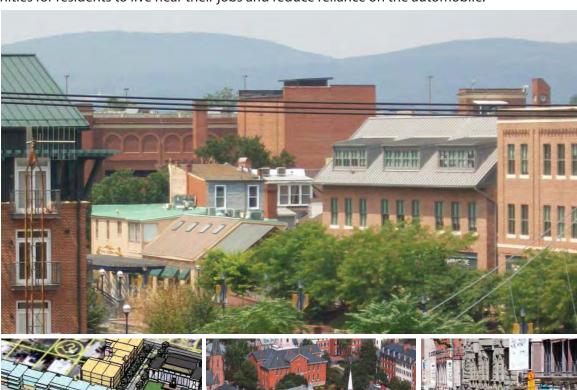
- a. Avenues and Boulevards are the urban thoroughfares, possibly with planted medians that handle regional traffic at the edges of neighborhoods. Avenues terminate on important elements and civic buildings and Boulevards allow continuous through movement. Avenues and Boulevards are urban-context highways that accommodate multiple modes: autos, trucks, transit, bicycles and pedestrians.
- b. The balance of the street system should be a combination of free-flow street, slow-flow streets, queuing streets and alleys. These streets should be designed in concert with the newly adopted Context Sensitive Street Manual by ITE.

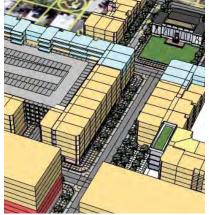
Employment Districts

Employment Districts should be planned to grow over time into intensive, mixed-use economic engines and resources for the City.

East Frederick is set to be the region's hub for econoic growth and its ability to provide future jobs is critical to the City and the region. Employment centers should have all the resources, services and amenities that neighborhoods and the downtown have to make them a place desired by employers.

To the extent possible, housing and jobs should be in close proximity and employment centers should be serviced by public transit. This will provide opportunities for residents to live near their jobs and reduce reliance on the automobile.









Transit-Centric Centers

Focus growth and density where it can be served by transporation infrastructure.

Employment districts and neighborhoods that coincide with planned transit should receive the most intensive development and tallest buildings. These centers should also offer general services, restaurants and community amenities. Pedestrian focus and public space should relate the transit stop/station. Buildings should be four to seven stories in this area. Transit-centric nodes should be planned on corridors that are spaced about 1 to 2 miles apart.

Location

Centers should be located at the intersection of transit corridors and should include urban plazas, food and services and transit information centers.





Transit

Transit grid of directional corridors spaced 1 to 2 miles apart.



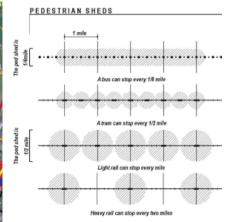




Walkability

Intensive development should be planned within a 10 minute walk of planned transit centers, with the tallest buildings and variety of uses occuring nearest the station/stop.





Streets

Thoroughfare Network

- Connected. Maximize connectivity and facilitate walkability.
- Balanced. Don't let one mobility type dominate.
- Context-Responsive. The network matches the urban context within which it is located.

Types

- Avenues and Boulevards are the urban thoroughfares, possibly with planted medians that handle regional traffic at the edges of neighborhoods. Avenues terminate on important elements and civic buildings and Boulevards allow continuous through movement. Avenues and Boulevards are urban-context highways that accommodate multiple modes: autos, trucks, transit, bicycles and pedestrians.
- Free-flow Streets and Roads are neighborhood scaled thoroughfares that are in denser areas and that carry enough traffic to warrant full size travel lanes. 10' striped travel lanes in each direction with 8' parking bays allow 28' and 36' designs
- Slow-flow Streets and Roads are neighborhood scaled thoroughfares that have more limited through traffic and provide access to moderately dense areas. These streets can be designed with 8-9' unstriped travel lanes and 7' parking lanes. The composite section would be 24' or 30' respectively. Fire lane designations must be closely coordinated with life safety officials when utilzing these smaller sections.
- Yield-flow Streets or Queuing Streets contain a single 12' travel lane and random unmarked parking and can be used in areas of lower density.
 Again, fire lane coordination is critical.
- Rear Alleys and Lanes. Maximize rear alleys to allow walkable frontages and uninterrupted street walls and tree plantings.
- Passages and Paths are pedestrian and bicycle only and relatively narrow, about 10-20' wide.

Anatomy of a Street

- Complete: Bicycle, pedestrians and transit networks
- Safe: Narrower travel lanes with design speeds below 30 mph
- On-street parking
- · Attractions, destinations and gathering places
- Continuous tree cover and greening
- Ample sidewalks
- Corners that minimize pedestrian crossing times
- Appropriate street furniture and amenities
- Consistent and appropriate
- Lighting and signage
- Supportive building frontages
- Active edge uses
- Management
- Seasonal strategies
- Context Responsive: Corridor design changes based on Its urban context

Parking

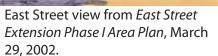
- Minimize parking demand through proper design, walkability and a mixing of uses.
- Then maximize on-street parking.
- Avoid single-use, single-owner parking facilities that destroy urban fabric and maximize shared parking opportunities.
- Provide on-lot parking via the alley system.
- Require parking management plans that maximize use.
- Finally, limit parking lots to very select areas and require that they are designed consistent with the street system and surrounding neighborhood character.



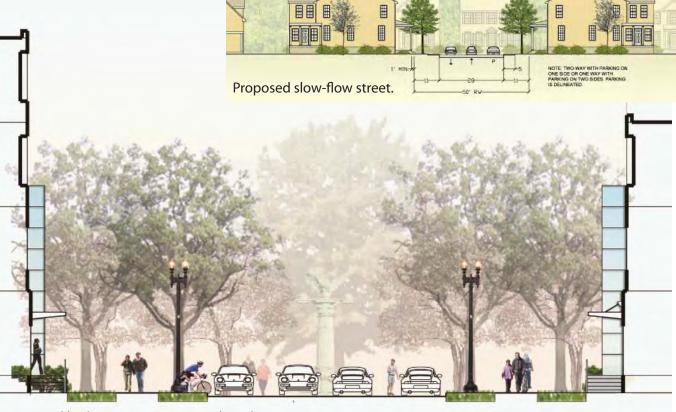
Green Streets











Proposed high capacity avenue with parking.

Public Amenity Space

Public spaces and parkland come in a variety of forms and types and should be designed and organized to be contextual to their location.

The transect and the proximity to other elements of the neighborhood will justify the design and detailing of public spaces.

In addition to well defined street edges, as discussed earlier, there are several basic typologies that should be identified for future development when the Small Area Plan is developed.













1. Parks and Promenades

Includes the green corridors as well as play fields and school yards. Carroll Creek Linear Park and the Monocacy Scenic Greenway are two examples within the study area.

2. Greens and Squares

These are generally located at neighborhood centers and market places as well as other important sites. Their design is a function of their context and programmed use. Amenities, services and small commercial venues should be planned near these sites.

3. Market Places

Integrated into retail and employment districts, these intimate spaces offer opportunities for food venues, informal meeting and programmed activities.

4. Plazas

Plazas are smaller, more urban public spaces, typically hardscaped and generally associated with transit locations, entertainment venues and other focal points.

5. Pocket Parks and Playgrounds

A variety of small gathering areas and play lots should be distributed throughout the neighborhood so that no resident is more than a 2 minute walk to open space.

6. Green Corridors

Green corridors provide continuous opportunities for bikeways, trails, integrated environmental systems and recreation.

Parking

Parking is critical to the economic success of the area but can also destroy the character if not properly planned.

Parking can be provided in several ways that enhance the environment, provide necessary service to employers and benefit the overall community.

Early phases of development will provide surface parking at relatively higher rates. As East Frederick matures and develops, the mixing of uses and the infilling with new developement will allow lower parking ratios. As the area reaches buildout, structured parking, both public and private will be provided.

1. On Street Parking

All streets must include onstreet parking in order to provide the opportunity for parking at the front of buildings. An interconnected street system will provide multiple options for access and create overlapping opportunities for guest parking.



3. Alleys-Service Lanes

All parking should be placed mid-block and accessed from allevs and service lanes. This will remove the parking from public view and allow buildings to be brought to the street line.



5. Structured Parking

Entrances to parking should be located after the inbound vehicle drives by retail establishments and should be simple right-in movements. Decks should be mid-block and wrapped with buildings in order to diminish the impact on the public realm.



2. Parking Lots

Lots should be minimized and considered temporary and arranged on sites of future buildings and taken out of service as the area matures and expands. Permenant lots should always be located to the side or rear of buildings.



4. Park Streets

Low volume roads can provide additional on-street parking through angled parking solutions.



6. Plaza Parking

Plazas can serve double duty as parking fields that serve retail sites that need high turnover parking. The parking can be turned over to pedestrians when events are planned.



Mapping and Plan Development.

Putting it all together.

Small Area Plan Framework.

This document is not intended to be a plan, but rather to establish a framework for discussions and plan development during the upcoming Small Area Plan process. The mapping provided here is for illustrative purposes only so to provide a graphic representation of the planning concepts presented in this document. It is our hope that the tools we suggest here will allow the City to develop an excellent master plan for East Frederick.

Mapping Strategy

- Outline and map major fixed features such as the airport, flight paths, floodplain, the Monocacy Scenic Greenway and Carroll Creek Park extended.
- 2. Map airport-oriented employment districts that will have a predominance of workplace uses.
- 3. Plan and map other major districts and/or uses such as a potential 'East Anchor' to Carroll Creek.
- Map existing street network. Classify the street network and map major boulevards and avenues to coordinate with transit corridors and grid.
- 5. Provide connectivity to the existing City fabric.
- 6. Identify key crossings of Carroll Creek for connectivity.
- 7. Map a logicial 'A' Grid for transit; pre-plan beyond East Frederick.
- 8. Locate transit-centric nodes at key grid intersections.
- 9. Map neighborhoods and locate neighborhood centers.
- 10. Overlay key infrastructure and amenities.
 - 10.1 Bicycle network.
 - 10.2 Transit network.
 - 10.3 Greenways and Pedestrian networks.
 - 10.4 Neighborhood-scaled cultural, service and shopping venues.
 - 10.5 Communication network.
 - 10.6 Educational facilities.
 - 10.7 District and/or shared energy infrastructure.
- 11. Detail the streets and the street character. Focus on gateway streets such as East and Patrick Streets and Monocacy Boulevard.
- 12. Detail the blocks and maintain proper block perimeters and intersection densities for maximum walkability.
- 13. Provide properly designed and sufficiently scaled buildings at densities.

East Side Basics

In order to build the East Side, there are some very basic framework elements that were discussed earlier that need to be coordinated and utilized.

After identifing, outlining and mapping the existing fixed features of the East Side, we suggest a classic approach to the extension of the existing town grid, utilizing the "Livable Neighborhood" town pattern.

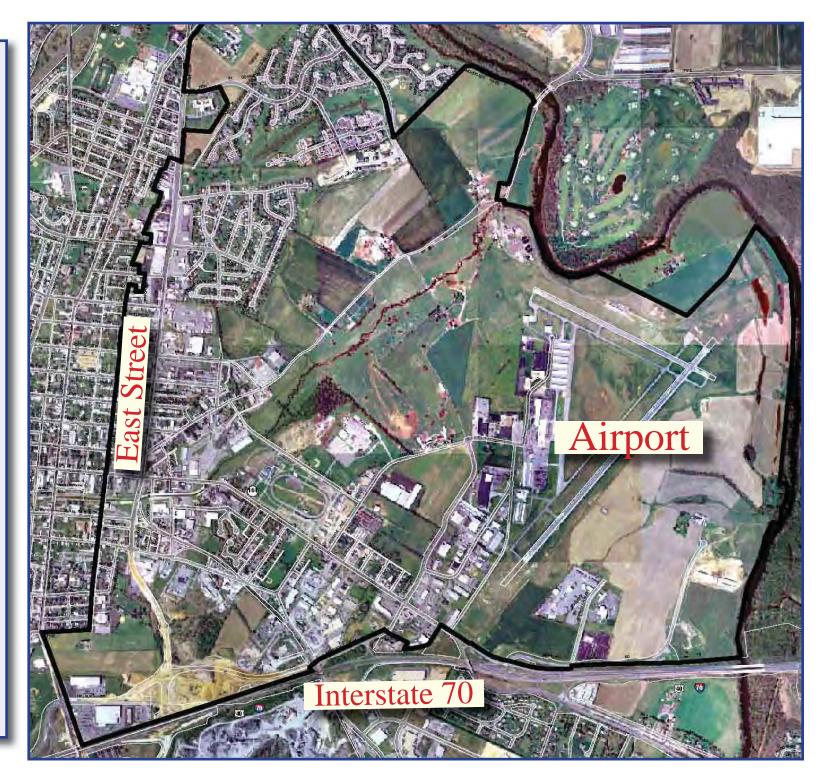
Existing and proposed districts and corridors should be identified and mapped. Major uses such as Carroll Creek, the airport, and any employment, shopping or entertainment districts must be mapped as well. Education and institutional sites should be identified.

Secondly, the street system should be classified (streets-avenues-boulevards) and neighborhoods should be mapped. Neighborhood design should follow the fundamentals mentioned here

Transit alignments should be established and transit-centric nodes mapped.

This basic model should then be overlayed with the various infrastructure networks including: bicycles, green and sustainable corridors, district energy solutions and communications.

This will then form the basic structure of the place, its framework. These 'building blocks' for a successful town expansion to East Frederick are briefly decribed in the following diagrams.



Framework

Identify a logical and interconnected network of main streets, boulevards and avenues.

A secondary network of local streets will be interwoven with this network. The character and fabric of the street network will be in concert with the established

Recognize the unifying elements

but also allow for their future en-

hancement and increased value.

These features include the airport, the fairgrounds

and Carroll Creek's final section. The creek and its en-

hancement can give the East Side an emblem of civic

pride and centralized recreation, much like Baker Park

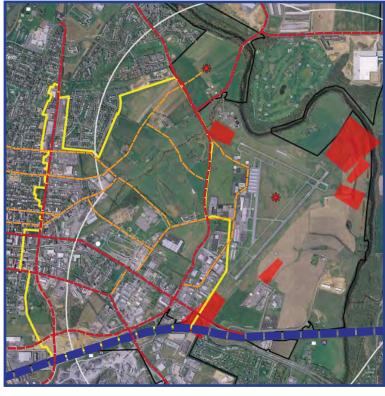
To the extent practical, the historic and older structures of East Frederick should be identified and knit-

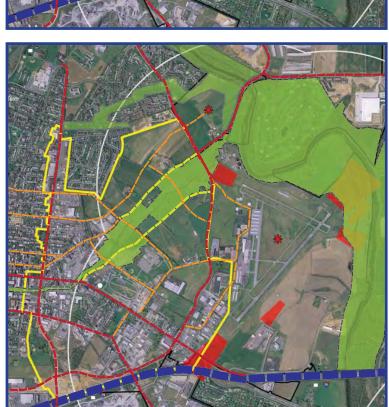
ted into the fabric of the new development.

on the west side of Downtown.

that will make East Frederick

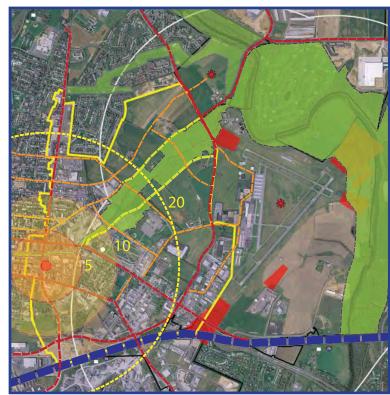
great. Honor the existing uses





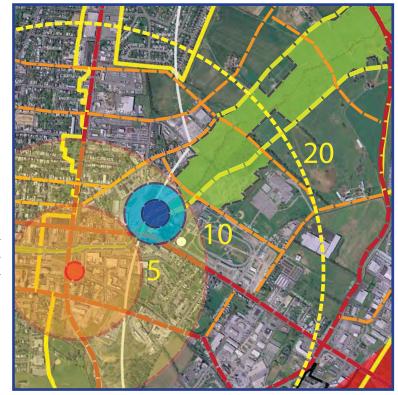
Enhance and increase the ridership of the MARC and bus systems by providing accessibility to, and compact development near, the transit center.

As we discussed earlier, this compact development is already under way. Early phases of the East Side should continue this development.

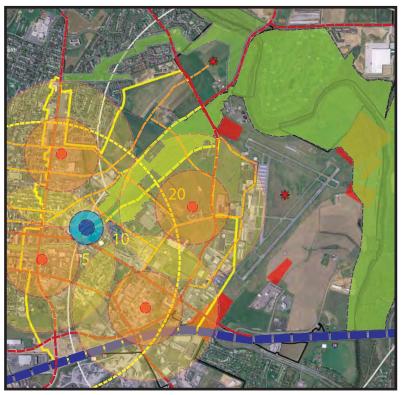


Provide a major regional use to anchor the east side of Carroll Creek and to provide entertainment, shopping and social opportunities for East Frederick.

This proposed site would not only anchor the park but also provide a critical anchor use in the Patrick Street corridor and in close proximity to the Frederick Fairgrounds.



Framework

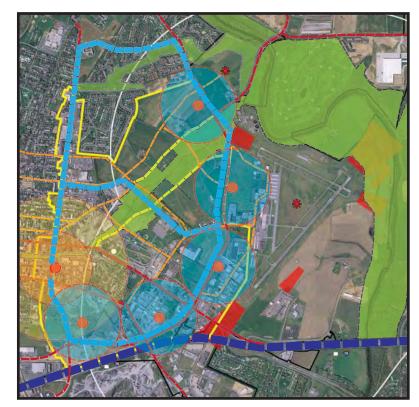


5.

Extend the concept of transitcentric centers for the east side.

Provide new centers of high density mixed-uses 'at the four corners'.

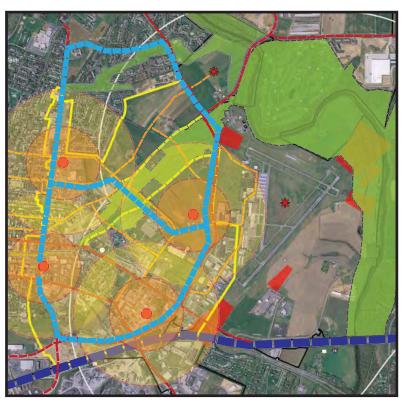
With a proper framework. development can occur simulataneously in several sectors of East Frederick, all working toward the overall vision. Having said that, it seems logical that development would most likely start in the East Street and Carroll Creek corridors, building on the existing infrastructure and the fabric of the existing City.



7.

Identify high density employment-focused neighborhoods and districts on or near transit system.

This will maximize the opportunity to live close to one's job and also provide employers with a transit system to feed their businesses.



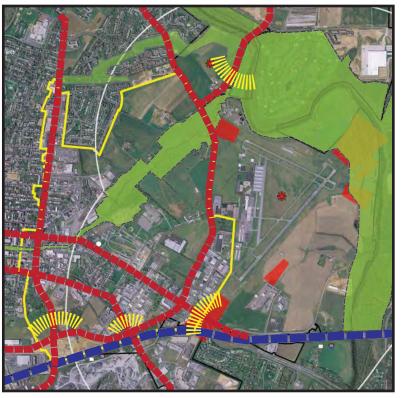
6.

Connect the centers with transit.

An East Side transit network should provide continuous and short headways. Early phases may be restricted to bus transit, however, alternative and higher capacity transit options should be considered and reserved for the future.

The major network must be coordinated with existing City Transit, and should be have a properly scaled grid to allow trisecting in very dense areas of high service.

The transit network should be planned and connected beyond the limits of East Frederick.



8.

Focus on the details and character of the prominent corridors and gateways to the City.

These entryways to the City are key to establishing a sense of character for the entire community. Monocacy Boulevard, Patrick Street, South Street, East Street and the Seventh Street extension should be planned as Urban Boulevards that allow for future transit and provide safe pedestrain walkability.

Framework



A Vision for the Revitalization of East Frederick

The following is a summary of the strategies, ideas and tools expressed in this document.

East Frederick Rising looks forward to working with the City and property owners during the upcoming Small Area Plan process and will use these tools during that process.

A. Policy Specific

1. Incentivize Smart Growth

- 1.1 Make compact development the path of least resistance.
- 1.2 Encourage the implementation of new technologies and district-wide solutions.
- 1.3 Recognize the up-front cost of redevelopment, infill and life-cycle investments.

2. Economic Success

- 2.1 Retain, expand and promote existing businesses.
- 2.2 Job creation as a primary employment hub for the region.
- 2.3 Maintain a diversity of workplace opportunities.
- 2.4 Design for a dynamic and diverse business community.
- 2.5 Investigate innovative models to enhance economic development

3. Investments

- 3.1 Support a 21st Century infrastructure that will enhance businesses.
- 3.2 Create an incentive based framework to encourage investment
- 3.3 Investment in East Frederick should include a coordinated public-private relationship.

B. Plan Specific

1. Adopt a framework early in the Small Area Plan process.

- 1.1 Plan the area as a series of small area plans after an overall framework is established.
- 1.2 Use the framework to pre-plan the area following the four guiding principles of economic growth, placemaking, efficient infrastructure & investment, and livable streets.
- 1.3 Utilize an integrated approach to planning and design, understanding the interrelationships of infrastructure, energy, natural resource utilization, transportation and land use.

2. Utilize fundamental town planning principles.

- 2.1 Focus development in transit-centric areas.
- 2.2 Use employment districts and neighborhoods as the building blocks for East Frederick.
- 2.3 Develop distinct, walkable and pedestrian-scaled neighborhoods.



3. Integrate a comprehensive green network.

- 3.1 Provide access to the Monocacy Scenic River Greenway.
- 3.2 Develop Carroll Creek as a brilliant central park for East Frederick
- 3.3 Provide a functional, interconnected and comprehensive system of open spaces.

4. Transportation Network

- 4.1 Create a system of interconnected Livable Streets.
- 4.2 Include an integrated bikeway, trail and pedestrian system.
- 4.3 Allow for growth and pre-plan for future transit.

5. Regional Draws and Destinations

- 5.1 Plan a substantial regional or large scale use to anchor to the east end of Carroll Creek.
- 5.2 Include opportunites for education, entertainment, shopping, cultural and/or other unique uses and districts.

6. Parking

- 6.1 Pre-plan the street and parking network.
- 6.2 Pre-plan locations for multi-purpose parking in key locations.
- 6.3 Consider reduced parking standards as the area matures and develops.

C. Code & Regulatory Specific

1. Adopt a Smart Growth performance-based and/or form-based code.

1.1 Redirect the Land Development Code to focusmore on results

(performance based) and the proper design of the public realm (form-based) development.

1.2 Coordinate energy, transportation, land use and building design into a fundamentally new integrated approach to planning.

2. Amend the Entitlement Process

THE RESTRICTION OF THE PERSON AND PARTY.

Today

- 2.1 Create an implementation framework that rewards and promotes compact development, flexibility, creativity and placemaking.
- 2.2 Focus the process on placemaking for people and less on arbitrary statistical calculations and standards.

3. Develop a set of specific design and development standards for East Frederick.

- 3.1 Provide development guidance in the Small Area Plans, including massing, height, bulk and building orientation and placement.
- 3.2 Limit single story buildings and no buildings over 100 feet in height.



3.3 Adopt a Toolkit of best practices in order to provide developers and builders with predictable models for construction.

Auto Dependent



Summary





Community Outreach

Before developing this document, East Frederick Rising solicited public comment and input and held community meetings, summarized the results and posted the information to the web at www.eastfrederickrising.org. This document and our vision, principles and recommendations reflect the strong input and participation we received.

Essentially, the strongest comments from respondents indicated that the current system of codes is not working and does not provide results that enhance Frederick's heritage. There was also strong support for programs, policies and incentives that would ensure significant job and economic growth in East Frederick within the framework of 'Smart Growth Principles'. There was also fairly strong demand for pedestrian-friendly roads and transportation choices and for sufficient and varied environmental and recreation opportunities. There were other comments about protecting the environment and requiring architectural control but not of the type used by the Historic Preservation Commission. These comments were generally consistent in other outreach meetings.

As an example, at the June 11, 2009 public meeting, we had 64 attendees. There was a brief presentation by EFR and then we broke into 5 working groups, each facilitated by a member of EFR. Flip charts and note taking was used to document comments and feedback. There were 289 individual comment entries. After the meeting, the comments were condensed and summarized into general functional categories. For purposes of this analysis, the group used the following general categories:

Problems with Current Process: 68 Comments
Economic Growth: 54 Comments
Smart Growth Principles: 50 Comments
Transportation Specific Comments: 43 Comments
Parks and Recreation: 30 Comments
Green and Environmental: 25 Comments
Architecture: 19 Comments

There were some general themes within these functional categories as summarized below:

Problems with Current Process/Codes: 68 Comments

- Review and update building codes and permit costs
- Improve coordination between agencies
- Improve flexibility in the Land Management Code
- Simplify the process
- Provide additional police presence
- Provide tax credits for small businesses and those willing to build green
- Include a 'Smart Grid' in future planning
- Provide for and accommodate major attractions

Economic Growth: 54 Comments

- Work with the existing businesses
- Provide grocery stores and other commercial 'destinations'
- Hotels and conference centers
- Explore the opportunity for Industrial Tourism and Heritage Tourism
- Recognize and capitalize on the expansion of the air-



port, provide hospitality on the east side

- More jobs, less commuting
- Provide for business incubators as well as large employers
- Recruit a learning institution that is complementary to existing for the east side
- Capitalize on the Monocacy bypass and East Street extension

Smart Growth Principles: 50 Comments

- Keep vision of East Frederick consistent with Smart Growth principles
- Locate a 'center' or 'centers' in East Frederick
- Provide a portion of East Frederick with 'off-grid' energy
- Use flexible zoning and small area plans
- Optimize mixed uses
- Offer a broad mix of housing options



Transportation Specific Comments: 43 Comments

- Provide a rail connection to Baltimore
- Increase MARC frequency and ridership
- Add parking for MARC trains
- Add weekend service for MARC trains
- Better buses, routes and bus stops
- Trolley/transit in East Frederick, integrate and expand into downtown

Parks and Recreation: 30 Comments

- Bikes
- Provide fountains and public art
- Maximize the creek development
- Provide sustainable environmental development
- Look at what folks are doing in other cities
- •

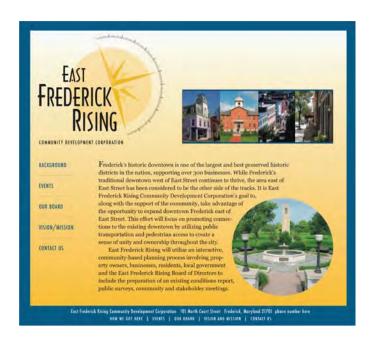
Green and Environmental: 25 Comments

- Reclamation and brown field development
- Bury power lines
- Provide smart grid and co-generation opportunities
- Plant trees now, benefits future residents
- Preserve wetlands

Promote green buildings, green technologies and green businesses

Architecture: 19 Comments

- Height, context and appearance controls
- Avoid cookie-cutter results
- No desire for HPC or similar agency
- Complement and continue historic Frederick 'feel'







East Frederick Statistics

Vacant Properties (under \$5,000 improved va	lue)
(under \$5,000 improved va	ruc)
Downtown Business	33
Downtown Residential	18
General Commercial	23
Institutional	24
Light Industrial	51
Heavy Industrial	16
Mixed Use	1
Neighborhood Commercial	0
Professional Business	0
Park	8
R12	0
R4	0
RC – County	0
Total	150

Zoning	Acres	Per.
Downtown Business	56.8	3%
Downtown Residential	51.9	2%
General Commercial	130.2	6%
Institutional	799.2	36%
Light Industrial	747.9	33%
Heavy Industrial	103.6	5%
Mixed Use	85.3	4%
Neighborhood Comm.	1.1	0%
Professional Business	47.0	2%
Park	44.6	2%
R12	63.8	3%
R4	.8	0%
RC – County	103.1	5%
Total	2,235.4	100%

Zoning	Ac.	
Downtown Business	56.8	3%
Downtown Residential	51.9	2%
General Commercial	130.2	6%
Institutional	799.2	36%
Light Industrial	747.9	33%
Heavy Industrial	103.6	5%
Mixed Use	85.3	4%
Neighborhood Comm.	1.1	0%
Professional Business	47.0	2%
Park	44.6	2%
R12	63.8	3%
R4	.8	0%
RC – County	103.1	5%
Total	2,235.4	100%





Property Value

Land Value \$351,688,840

Improved Value \$217,405,870

Total Value \$569,094,710

East Frederick Rising Mission Statement:

It is the mission of East Frederick Rising, through community involvement, to revitalize and develop the east end of the City by creating a vibrant, safe and diverse environment where residential and commercial growth expands in accordance with smart growth principles. Membership includes current and former mayors, city leaders, prominent developers of award winning adaptive reuse projects, land use and legal professionals, real estate experts, local economic development professionals, historic preservationists. planners and urban designers.

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Authors:

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