

XI. Opportunity and Revitalization Sites

With the assistance of the design firm of Rhodeside & Harwell, Inc. of Alexandria Virginia, six potential areas were identified as possible locations where plans for revitalization and design guidelines would potentially strengthen the community.

The Small Area Planning Committee narrowed the sites to three, and recommended that Deale, Churchton, and Shady Side be studied more intensely by the consultants. With available funding the consultants were limited to two areas Deale and Churchton, and staff from Long Range Planning prepared a more detailed study for the last area Shady Side.

During the beginning of the process the consultants and staff from PACE met several times with the Small Area Planning Committee and in separate meeting with the landowners and business owners in the affected areas. The purpose of the study was explained, and then assets, issues, and problems that needed to be addressed were listed and discussed.

The consultants and PACE staff then worked to develop a plan for each area that when implemented would strengthen the community image and enhance the area through a series of public and private improvements.

Topics addressed in the plans include; traffic, pedestrian access, community facilities, design guidelines, zoning and residential issues, and infill and renovation of commercial and business opportunities.

The attached plans are intended as a guideline for redevelopment and improvement of the areas. However, there are many approaches to improving the areas besides for the one that is presented in this document. This plan is intended to act as a catalyst and is to be used as an example of how it could happen, but not a mandate.

(Staff Comment: The Department of Planning & Zoning has proposed to the SAP Committee that the Deale Revitalization Plan be amended to include the property between Gates Marina and the junction of MD 258 and 256 (to include all of the C-3 zoned land). The area from Rockhold Creek to the MD 258 & 256 intersection is approximately 1.3 miles and represents approximately 80% of the existing commercial and industrial properties (built and vacant) in the entire Small Area.

Staff believes that the entire area should be planned comprehensively and included in plans which would qualify the area for state funding to meet the revitalization goals as set forth by the SAP Committee.

If funding can be secured for the project it is the intent of the Department of Planning & Zoning to include members of the original SAP Committee as well as landowners and business owners in the expanded plan process.)

A. DEALE VILLAGE CENTER - DESIGN CONCEPT PLAN

General Intent of the Plan

The Deale/Shady Side Small Area Planning Committee identified the Village of Deale as a major opportunity site. It was felt that the town would likely be faced with significant development pressures in the future, and that guidelines for that development need to be established. These guidelines must, it was felt, retain the small-scale, “rustic” quality of the town while, at the same time, allowing for increased activity as both a community asset and visitor attraction. The Plan for Deale is, therefore, based on the following goals:

- Improve access and ease of circulation for both cars and pedestrians by maximizing linkages and connections.
- Strengthen the appeal of the Deale Village Center as both a community attraction and visitor destination. Provide opportunities and incentives for new, small-scale businesses to locate in the area.
- Encourage the creation of community facilities in the Deale Village Center in order to provide opportunities for increased community-wide activity in this area.
- Consider the addition of new residential uses within the Village Center area in order to encourage a more continuous flow of activity and greater community use of the area.

1. Improve access and ease of circulation for cars and pedestrians by maximizing linkages and connections.

The Committee felt it was important to address the ease of access to Deale, the encouragement of multi-modal transportation options, and the establishment of strong linkages and connections to encourage people to come to the Deale Village Center. The Plan addresses access for both pedestrians and vehicles within Deale, between Deale and Churchton, between Deale and the Herrington Harbor North Marina and from Deale Village Center to Rockhold Creek by establishing the following design guidelines:

- \$ The creation of pedestrian amenities that fit in with the rustic/waterfront character of Deale: sidewalks, stairs, boardwalk, ramps, and shade structures.
- \$ Provision for discrete opportunities for signs that will help orient pedestrians and direct traffic.
- \$ The establishment of clear, safe pedestrian and bike paths along roadways, with coordinated road-scaping to visually and functionally connect Deale with Churchton and Herrington Harbor North.

2. Strengthen the appeal of the Deale Village Center as both a community attraction and visitor destination. Provide opportunities and incentives for new, small-scale businesses to locate in the area.

The Plan proposes a balance between retaining the small-scale, rustic qualities that characterize Deale while, at the same time, visually improving and tying together the streetscape, roadscape, and parking elements. This is accomplished through the following proposed actions:

- \$ Provision of sidewalks/curbs, street trees, signs, benches, and trash receptacles that will pull together the village center image. These must be appropriate to the low-key, rustic quality of Deale in design, scale, and location.
- \$ Widened sidewalks at key intersections and other appropriate locations to allow for comfortable pedestrian circulation and landscaping.
- \$ Consolidated and limited automobile entrances (curb cuts); provision of on-street/parallel parking where appropriate.
- \$ Location of parking behind commercial structures where feasible, as well as the provision of design standards to visually improve parking lots (these include surface, curb, and landscape recommendations).

3. Encourage the creation of community facilities in the Deale Village Center in order to provide opportunities for increased community-wide activity in this area.

One element of change that the Committee wanted to enact in the Deale Village Center was the provision of facilities that would serve to attract a larger and more active community presence there. The Plan, therefore, suggests a number of ways to accomplish this:

- \$ Creation of a new public park north of the library. Restoration of the existing barn to accommodate concerts gatherings, conferences, and other community events.
- \$ Construction of a community center on the northeast corner of the Deale-Churchton/ Cabana Road intersection. Siting of the community center so that it forms a unified community complex with the existing library and new park facility.
- \$ Provision of pedestrian connections between the new community center and the town center core.
- \$ Creation of a small public park adjacent to Rockhold Creek, south of existing public pier, as a central focus for the Deale waterfront area. This would include parking, paths/sidewalks, seating, and restroom facilities.
- \$ Creation of a small open space area at the western extension of Cabana Road, to further connect the town center with the waterfront area of Rockhold Creek.

4. Consider the addition of new residential uses within the Deale Village Center in order to encourage a more continuous flow of activity and greater community use of the area.

It was felt that, by encouraging additional residential uses within the Village Center area, the County would promote a greater use of Deale both around-the-clock and throughout the year. Several sites were considered for such residential use, with the small-scale, “village” quality of the area retained:

- \$ Extension of Cabana Road east of Deale-Churchton Road into future developable areas.
- \$ Maximized use of alleys in a new residential cluster to minimize visual impacts of cars and parking lots, and to retain the “village” scale and quality of the development.
- \$ Dedication of Palustrine wetlands in proposed developments as a protected passive public open space, with pedestrian access connecting to the Town Center.
- \$ Creation of a site for residential/senior housing north of the proposed community park.

5. Land Use Recommendations

In order to achieve the Plan described above, and to ensure that the Deale Village Center retains the smaller scale qualities that have been the focus of the Small Area Committee, the following land uses are recommended:

- Consider uses for Deale Village Center that are more compatible with Community Retail District. (As indicated on attached proposed land use plan).
- Extend uses compatible with the existing Deale waterfront area westward to 175 feet from the Deale Road right-of-way provided that property owners in this area agree to develop their land in accordance with the Small Area Plan recommendations for this area.
- Encourage use of existing Maritime Business Zone along Rockhold Creek immediately north and south of Deale Road as an area for development of small-scale waterfront Bed and Breakfast facilities.
- Encourage a mix of residential and commercial development on the 10-acre tract east of Deale-Churchton Road, including an eastward extension of Cabana Road into the mixed-use area. Allow small specialty retail and single family homes in this area.
- Allow a mix of residential and commercial development on the tract east of Deale-Churchton Road, across from the proposed Public Park. Development should be of a

design and scale appropriate to the rural village concept.

- Allow for residential/senior citizen housing north of the proposed community park site.
- Provide 50-foot landscape setback for both sides of Deale-Churchton Road, from the Village Center north to Churchton. Setback should include bike/walking lane/path, stormwater management facilities, any landscaped vehicle entrances, and signs. Buffer plantings should be required for all new development adjacent to landscape buffer.
- Provide 50-foot landscape setback on both sides of Deale Road west of Tracy's Creek.

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Deale North Plan Extension

An addendum to the earlier plan for Deale was developed that would extend the conceptual and thematic ideas established in the earlier plan beyond the immediate Deale boundaries. The new, extended plan --- called the Deale North Plan Extension --- looks at the area north of Deale up to the area surrounding the intersection of Bay Front and Deale-Churchton Roads. In this way, residents and visitors entering Deale from the North will begin to recognize that they are in a special and significant area even before they enter Deale itself. Specific plan recommendations include:

Roads

1. Upgrading the intersection of Bay Front and Deale-Churchton Roads to a traffic circle from the proposed traffic light. The proposed 190-foot diameter traffic circle would have a central planted island and four two-way roads accessing it at 90 degrees.
2. Upgrading the 200-foot wide Bay Front Road right-of-way to a parkway landscape with multi-use trail on the south side of road. The landscape proposed is characterized by re-grading of road edges, multi-use trail connections around the traffic circle, ponds and bridges, extensive native plantings, planted buffers to hide surface parking, coordinated public and private signage and appropriate lighting at the traffic circle.
3. Upgrading Deale-Churchton Road from Deale Central Park north to Deale Beach Road to consolidate curb cuts and provide for multi-use trails on both sides of the road. Two alternative implementation concepts were developed:
 - a. Providing a 5-foot wide sidewalk at road grade (i.e., without ramps) separated by 3-foot wide curbed and planted islands. Ultimate right of way width would be approximately 40-feet.
 - b. Providing 10-foot wide bike lanes within the curbed road section with 5-foot wide sidewalks directly adjacent to curbs on each side of road. Sidewalk ramps would be provided at each curb cut and intersection. Ultimate right of way width would be approximately 60-feet.
4. Upgrading entrances into the North Deale residential area at Whippoorwill and Kingfisher Roads with sidewalk connections, identification signage, and central planted traffic-calming islands.

Parks/ Open space

1. Designation of a Resource Conservation Area Forest Preserve to be used for re-forestation set aside purposes.
2. Creating a multi-use trail connection through the Resource Conservation Area Forest Preserve connecting downtown Deale with the residential areas east of Deale Beach Road.

3. Creating a mini-park with play area within the Resource Conservation Zone north of and adjacent to Swamp Circle Road on the proposed Safeway property. Sidewalks will provide access to this mini park along both sides of Swamp Circle Road, up to Whippoorwill Road.

Residential In-fill

1. Constructing cottage style, single-family detached homes as in-fill on the residentially zone property between Deale-Churchton Road, Swamp Circle Road and the proposed Safeway store. This residential in-fill would be characterized by a traditional front porch-sidewalk relationship with Deale-Churchton Road and rear automobile access through public or private easement to parking areas and garages. Auto access would be via Swamp Circle Road only.

Commercial In-fill

1. Redeveloping existing commercial zones and uses east of the proposed traffic circle at the intersection of Bay Front and Deale-Churchton Roads. This commercial infill would have the following characteristics:
 - a. Curb cuts consolidated along Deale-Churchton Road to approximately one access point for each property.
 - b. Cross-lot auto and pedestrian access easements provided between properties.
 - c. Parking to be divided between the front and rear areas of the site with clearly evident looped access between both sides.
 - d. Upgrade of the underutilized existing road right-of-way (between Deale-Churchton and Deale Beach Roads) to provide clear access from Deale-Churchton Road to the back of the commercial in-fill property in order to encourage two easily accessible (front and back) conditions for commercial ventures on this site.
 - e. Commercial in-fill designed as intimate clusters of retail and professional office with entrances facing both east and west to create a commercial area with two "front" faces.
 - f. One of the four two-way access points to the traffic circle would provide access directly into the commercial in-fill site, with appropriate entry design to provide safe stacking and turning movements at project entry.
 - g. Inclusion of a 36-inch high evergreen hedge or planted buffer at edges of all parking areas facing public rights-of-way.
 - h. Inclusion of a 50-foot minimum depth undisturbed forest buffer between Deale Beach Road and any commercial parking or buildings.
2. Redeveloping existing commercial zones and uses north and west of the Bay Front and Deale-Churchton Roads proposed traffic circle as follows:
 - a. Consolidate curb cuts along Bay Front and Deale-Churchton Roads to move access away from proposed traffic circle, and to increase parking efficiency on commercial property.

- b. Create cross-lot auto and pedestrian access easements between properties.
- c. Provide 36-inch high evergreen hedge or planted buffer at edges of all parking areas facing public rights-of-way.

Industrial Areas

- 1. No changes have been proposed for existing industrial zones and uses. Provide a 25-foot deep, heavily planted buffer where all industrial uses face Deale-Churchton Road and Mimosa Cove Road.
- 2. Consolidate industrial entrances from Deale-Churchton Road and Mimosa Cove Roads.

Insert Overall Deale Village Center Map

Insert North Deal Map

Insert Map of cross section of round about

B. CHURCHTON VILLAGE CENTER - DESIGN CONCEPT

General Intent of Plan

The Concept Plan developed for the Churchton area was guided by several goals for this area:

- Improve the flow of vehicular traffic through the area in order to ensure safe and easy access.
- Improve the overall appearance of the Churchton area at the intersection of Muddy Creek and Shady Side Roads with Deale-Churchton Road, in order to provide a more attractive and appropriate gateway to Deale.
- Provide a plan for any future potential development in this area that is compatible with the vision of the Deale/Shady Side Small Area Committee.
- Provide means to accommodate bicycle and pedestrian access to, within, and through the area.

1. Improve the flow of vehicular traffic through the area in order to ensure safe and easy access.

Churchton serves as a busy vehicular route both for through traffic and those stopping at the areas several commercial establishments. The Committee expressed concern about the flow of traffic through the area if the Smith Lumber site were to be further developed. In addition, the entrance to and egress from the area's various parking lots were also viewed both as a traffic impediment and safety concern. The Plan addresses these issues as follows:

- Provision of a new traffic circle at the intersection of Muddy Creek/Shady Side Roads and Deale-Churchton Road, to allow for a better, and safer, traffic flow through the area. This will require some realignment of Muddy Creek/Shady Side Road as it enters the traffic circle.
- A clear definition of parking lot entrance and egress points to eliminate vehicular back-ups on the road or in the lots, and to reduce merge points – thereby increasing the safe flow of traffic -- along both roads.

2. Improve the overall appearance of the area in order to provide a more attractive and appropriate gateway to Deale.

The Concept Plan accomplishes this goal as follows:

- It visually organizes the roads leading up to the intersection by establishing a 50-foot setback buffer along each road. This buffer will accommodate plantings, storm water management facilities, and a bikeway along Deale-Churchton Road. This buffer also screens all parking areas from the road.
- A planted median is created along Muddy Creek Road to enhance the parkway-like quality of that area, and to reflect the open, rural character of the area in general.
- A planted traffic circle is created as an attractive focal point for the Muddy Creek/Shady Side Roads and Deale-Churchton Road intersection.

3. Provide a plan for future potential development in the area that is compatible with the vision established by the Deale/Shady Side Small Area Planning Committee.

The retention of the small-scale rural quality of the community was seen as a priority by the Small Area Planning Committee in establishing its vision and goals for the Deale/Shady Side Area. It was important, therefore, to reinforce this vision in the design concept for Churchton. These objectives have been accomplished through the following proposed design features:

- Retention of the small-scale, neighborhood commercial pattern on the north side of Muddy Creek Road, similar in use and scale to a Neighborhood Commercial District.
- Guidelines for two development possibilities for the existing Smith Lumber site, on the east side of Deale-Churchton Road: a pattern that would allow for small-scale retail around a central landscaped core (Retail Option #1) and accommodation of a larger retail store (Retail Option #2).

4. Provide means to accommodate bicycle and pedestrian access to, within, and through the area.

The Committee felt strongly about encouraging multi-modal transportation options throughout the Deale/Shady Side area. In this way not only will traffic be reduced, but better connections can be made between residential communities and commercial areas for those who cannot drive (e.g., school-age children). Therefore, it was important to include safe, convenient alternative means of transportation in the Plan:

- Provision of sidewalks within the 50-foot buffer areas, as well as along

Chalk Point Road, leading from the residential areas to the Churchton commercial area, and into Deale.

- Provision of a bikeway path along the Deale-Churchton Road, connecting Deale to Churchton.

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