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Preliminary Draft of the Odenton Town Center Master Plan Meeting: April 6, 2022





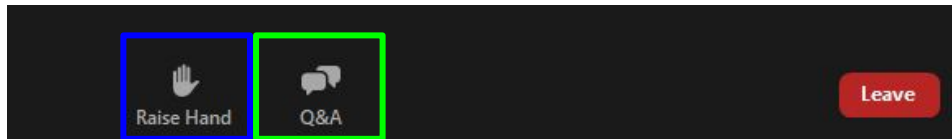
2022 Odenton Town Center Master Plan and Code Revisions



Agenda

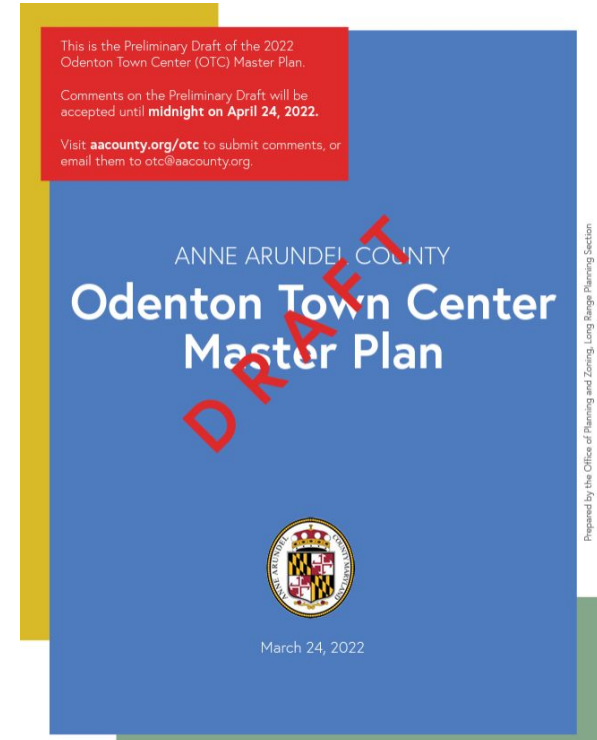
1. Planning process
2. Context and history
3. Plan overview
4. Next steps
5. Public comment

Attendee Toolbar



Use this to ask a question during the public comment period

Use this to ask a question throughout the meeting



This is the Preliminary Draft of the 2022 Odenton Town Center (OTC) Master Plan.

Comments on the Preliminary Draft will be accepted until **midnight on April 24, 2022.**

Visit aacounty.org/otc to submit comments, or email them to otc@aacounty.org.

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Odenton Town Center Master Plan



March 24, 2022

Prepared by the Office of Planning and Zoning, Long Range Planning Section



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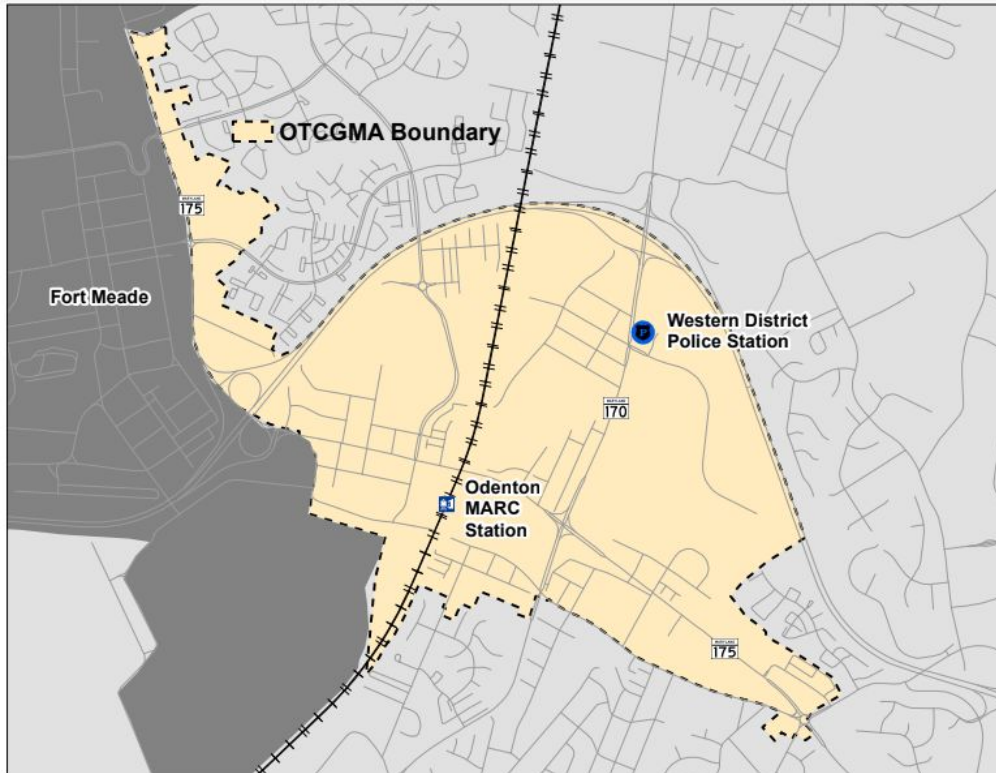


2021 January - February	2021 March - May	2021 - 2022 June - January	2022 February - April	2022 May - September	2022+
Project Kickoff	Visioning and Analysis	Plan Development	Refine Plan	Review and Adopt	Implementation
Background research Community needs assessment Demographic and site analyses	Stakeholder interviews Public meeting and survey Topics Analysis survey Develop a Vision Statement	Review goals, policies, strategies with the OTCAC Write draft Code and regulatory documents Stakeholder interviews (as necessary)	Develop Preliminary Draft Plan Finalize draft Code and regulatory documents Virtual public forum Draft Plan comment period	Planning Advisory Board County Council	Progress tracking and reporting Regulatory revisions Supporting studies Other private and capital investments

↓
Current phase



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Odenton Town Center at a glance



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Development/redevelopment projects

- New housing types and levels of affordability
- New restaurants

Capital projects

- Odenton Community Park
- Grid Streets
- Odenton MARC Station garage





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- Piecemeal development due to small parcels owned by numerous individuals
- Limited connectivity (bicycle, pedestrian, transit, road capacity) around the train station
- National headwinds facing retail and office market
- Regulatory complexity for development



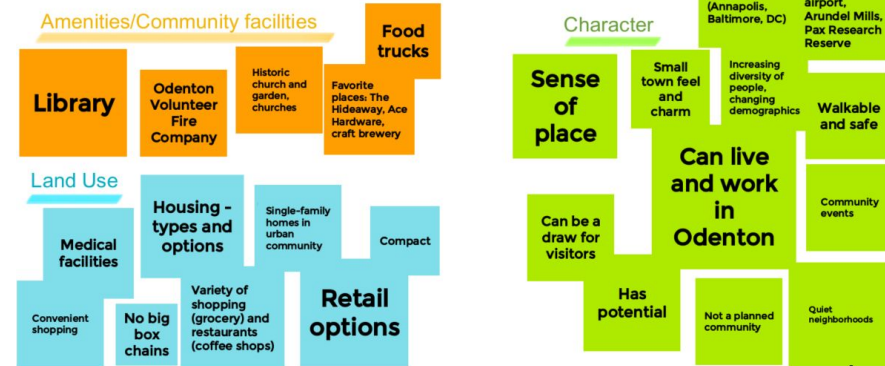


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- Dedicated website (aacounty.org/otc) and email address (otc@aacounty.org)
- E-blasts from the Office of Planning and Zoning and Office of Community Engagement and Constituent Services
- Stakeholder meetings (ex. Central Maryland Chamber), including County departments
- Odenton Town Center Advisory Committee meetings
- Visioning session (public meeting and survey)
- Topics survey
- Preliminary draft review (public forum and feedback form)
- Planning Advisory Board (TBD)
- County Council (TBD)

What do you like about Odenton?



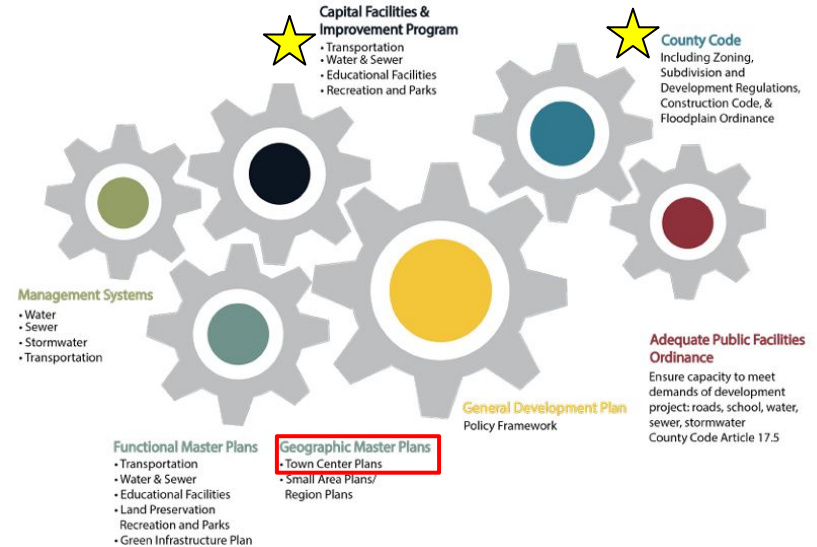


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The Master Plan provides a policy framework for development and redevelopment within the OTC and establishes a basis for planning the public expenditures needed to support future growth.

The County Code is one tool that implements the Master Plan by regulating how a property can be developed/redeveloped.





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The Odenton Town Center inspires innovation. The community is vibrant, walkable, and connected by public spaces and a strong sense of place. Sustainability, ease of mobility, thoughtful design, and historic heritage create an environment where citizens are proud to live, play, and explore.

Challenges in the Built Environment

- **Weak commercial market.** There is a strong residential market in the OTC given the proximity to Fort Meade and the regional transit network. However, demand for retail and commercial uses lags, challenging the OTC vision of becoming a mixed-used community.
- **Vehicular traffic still dominates.** The distance between housing, community amenities, and jobs leads many residents to rely on cars to get around in the OTC, even for short distances. Further, challenges getting to and from the MARC station and gaps in service lead many potential rail-users to opt for driving.

Opportunities in the Built Environment

- **Housing diversity.** Recent growth in Odenton has improved housing options by providing new apartment buildings, housing for low- and moderate-income households, townhomes, and single-family infill.
- **Architectural design.** Requirements for new development will facilitate a more urban environment with interesting and human-scale architectural elements.
- **Improved community design.** Redevelopment can improve on the OTC's existing suburban development patterns, supporting a built environment that is more environmentally friendly,

Built Environment	Responsible Departments (lead listed first)	Timeframe (short: 0-5 years, mid: 6-10 years, long: 10+)	Performance Measures
Land Use, Zoning, and Community Development			
Goal BE 1: Ensure that the Odenton Town Center becomes a vibrant community with a strong sense of place, community identity, and a cohesive development pattern through consistent and harmonious site design, building scale, architecture, and landscaping.			
Policy BE 1.1: Land use policies, development regulations, zoning, programs and incentives are aligned to support high-density development at and near the Odenton MARC train station. Redevelopment opportunities throughout the Town Center respect the historic character and promote a healthy mix of uses that creates a more urban, community-oriented, and pedestrian friendly environment.			
(a) Refine zoning districts to better reflect the vision of the Master Plan and changes in the area.	OPZ	Short	Status of Code updates.
(b) Maintain the current Development Policy Area of Transit-Oriented Development as 0.5 miles from the Odenton MARC train station.	OPZ	Short	Status of Transit-Oriented Development Policy Area during Region 5 planning process.
(c) Conduct a land use market analysis prior to the next update of the Odenton Town Center Master Plan to help inform needed uses, mix of use ratios, and general locations for uses.	OPZ	Short	Status of land use market analysis.
(d) Building size and bulk should strive to be compatible with neighboring uses and developments in adjoining and less intense zoning districts. Good massing techniques can improve solar exposure in pedestrian spaces, make a large building appear to be a series of smaller buildings, and create visually interesting architectural features.	OPZ	Short	Status of Code updates.



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Master Plan:

- Restructured the Plan to follow the format of Plan2040
- Migrated requirements to the Code
- Added emphasis on the role of transit-oriented development in furthering the community's vision
- Added emphasis on safe and connected streets and sidewalks that support a walkable, bikeable OTC
- Stronger recommendations to support economic development in the OTC, specifically the attraction and retention of new businesses

Code:

- Simplified the zoning districts
- Relaxed the required mixed-use ratios to improve flexibility given market conditions
- Included "Workforce Housing" as an option for meeting the Civic/Institutional mixed-use ratio requirement
- Distinguished the West Core from the East Core
- Added an electric vehicle charging station requirement
- Included a Community Amenity in a Public Activity Area to facilitate a sense of place and help reduce redundant amenities



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Next Steps:

- March 24 - April 25:
 - Public review of the Preliminary Draft
- May 25 - June 8 (anticipated)
 - Planning Advisory Board briefing, public hearing, deliberation
- July 18 (anticipated)
 - County Council introduction

Visit aacounty.org/otc for more information, sign up to be on the mailing list, or email otc@aacounty.org with any questions and/or comments.



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Thank you and we look forward to your comments.

Public comment period:

- Please limit comments to the OTC Master Plan and Code revisions.
- Please limit comments to two minutes. Time permitting, additional comments may be made at the conclusion of the public comment period.

Additional ways to participate:

- Visit aacounty.org/otc to view the Draft Plan and Code Revisions online and submit comments
- Send your comments via email to otc@aacounty.org
- Visit the Odenton Library for a hardcopy of the Draft Plan, Code Revisions, and comment form