

6/16/11 Public Meeting

“What We Heard”

Common Themes – Issues Identified US 340 Corridor – East Gateway Plan

Attendees were organized into four focus groups and were asked three questions. This document captures attendees responses provided at the **June 16, 2011 Public Meeting**.

A. Focus Group Questions

1. What are some features of the US 340 Planning Area that should be preserved?
2. Are there aspects of the planning area you feel should change?
3. Looking ahead 25 years, how do you envision the US 340 planning area? What kinds of land uses do you see along this corridor in the year 2030?

Common Themes

Q1. What are some features of the US 340 Planning area that should be preserved?

Natural topography/open spaces/greenery
Viewshed
Historical elements
Flea market

Common Themes

Q2. Are there aspects of the planning area you feel should change?

Road safety
Pedestrian/bike corridor
Mixed use/cluster development
Create Design Review Board and standards
Create Architectural Review Board and standards
Systematic planning process
Rigorous zoning enforcement
Service roads
Vegetative buffers
Satellite and commuter parking for Harper’s Ferry, MARC, commuters
Plan with Chesapeake Bay Watershed requirements

Common Themes

Q3. Looking ahead 25 years, how do you envision the US 340 planning area? What kinds of land uses do you see along this corridor in the year 2030?

Integrated planning
Protect Flea market/Farmers Market/Local artisans
Pedestrian/bike corridor
Vegetative buffers
Density requirements; concentrated development/down-zoning
Public transportation
Well-draining parking lots/Chesapeake Bay Watershed requirements

Specific Focus Group Responses (color coded)

Focus Group 1: black text

Focus Group 2: orange text

Focus Group 3: red text

Focus Group 4: (see map commentary)

Q1. What are some features of the US 340 planning area that should be preserved?

- Viewshed/Scenic Vistas without neon signs and billboards
- Farms/farmland
- Open space
- Cultural Resources
- Viewshed
- Greenery
- Natural topography
- Historic elements/structures and sites
- Open fields/rural landscapes
- Flea market/farm market
- Economic activities
- Access roads
- National Park
- Stores and shops
- Green space (especially near Harper's Ferry)
- Design standards – i.e., old preserved commercial house at Bakerton Road
- Open/flea market (improve appearance)

Q2. Are there aspects of the planning area you feel should change?

- Zoning needs to be vigorous and enforced
- Promote cluster development
- Promote design standards with vegetative buffers
- Encourage architectural pleasing design
- Create architectural review board
- Create design review board
- Institute a systematic planning process
- Enhance and enforce road safety (speed limits)
- Create pedestrian and bicycle corridor
- Extend train service to Charles Town with connections to Casino
- Designate/create satellite parking for cars/commuter lot/buses near Casino

- Identify additional parking for MARC train
- Create commuter lots
- Create overpass to Casino
- Road signage/merge signs/safety near Harper's Ferry
- Do not create mixed uses
- De-zone (rezoning?) areas from residential to mixed
- Plan with Karst Geology in mind
- Be sensitive to and incorporate Chesapeake Bay Watershed requirements
- Traffic safety/congestion (timed lights)
- Limited access/grade separation
- Create roundabouts
- Create additional service roads
- Create bike lanes on service roads
- Encourage neo-traditional design in new developments
- Cluster new development/high density
- Design standards for all development that align with local culture/history
- Architecture design standards that align with history
- Interconnected streets; few cul-de-sacs (neo-traditional street design); completed streets; trails along streets
- Vegetative buffers
- Design standards for new development
- Buffers
- Mixed use development
- Village Shops
- Reduce commercial signs & apply sign standards; install "your speed" sign at bridge
- Retain connections to towns
- Entrance/exit ramps at Bakerton
- Provide financial incentives to retain farmland

Q3. Looking ahead twenty years, how do you envision the US 340 planning area? What kinds of land uses do you see along this corridor in the year 2030?

- Big-box stores buffered from view with vegetative buffers
- No big-box
- Integrated planning techniques
- Encourage residential within walking distance of commercial
- Aesthetically-pleasing design (vegetative buffers) with trees, shrubs, grasses, etc.
- Schools
- Pedestrian traffic w/interconnected bike and walking trails between Charles Town, Harper's Ferry and Shepherdstown

- Place for local artisans to thrive
- Create land use map
- Modify/create density requirements
- More B&Bs (bed & breakfast)
- Robust visitor/educational center
- Farmers markets –opportunities for farmers
- Wide thoroughfare
- Downzoning
- Vegetative buffers
- Office/medical parks (need for tax revenue to fund; improvements attract DC metro area clientele)
- Concentrate development at major intersections
- Pervious materials for parking areas, etc.
- Public transportation
- Movies (drive-in at Flea Market)
- Grocery near Harper’s Ferry/Bolivar
- Teen/youth activities-roller rink
- No auto bottlenecks
- No billboards
- More emphasis on equine /equine races; less emphasis on Casino
- Smart economic growth meshing w/landscape w/out overwhelming dual access road
- Renovate/repurpose unused vacant commercial lots
- Enhanced historical tourism
- Extension of NPS-type educational and historical commerce (tourism) that involves NPS & private business (like in Harper’s Ferry)

A. Map Commentary (provided by Focus Groups 3 and 4 only)

- a. Provide incentives to keep active farmland
- b. Commercial sign standards
- c. No more traffic
- d. More village style commercial and residential similar to professional bldg.
- e. Keep flea market but improve appearance
- f. Bike lane along freeway
- g. Acceleration lane at Halltown
- h. Vegetative buffers
- i. Zoning - Noise/odor Halltown Paper Mill
- j. Additional public park (especially near Golf Course)
- k. Connect C&O bike/hike trail to Rte. 9 bike/hike trail
- l. Need walking path along Flowing Springs Rd.
- m. Sensorred traffic lights

- n. Longer light at Walmart and Aldi (with right on red option at Aldi)
- o. Speed limit to 50 mph
- p. Indoor pool at Samuel Michael Park
- q. Add light at Shipley School and sync with light at Rte. 230
- r. Make Shipley School turning lane longer
- s. Extension of NPS type educational and historical commerce (tourism) that involves NPS and private business like in lower town
- t. Provide incentives to keep active farmland
- u. Commercial sign standards
- v. No more traffic
- w. More village style commercial and residential similar to professional bldg.
- x. Keep flea market but improve appearance
- y. Bike lane along freeway
- z. Acceleration lane at Halltown

B. Attachments and Maps

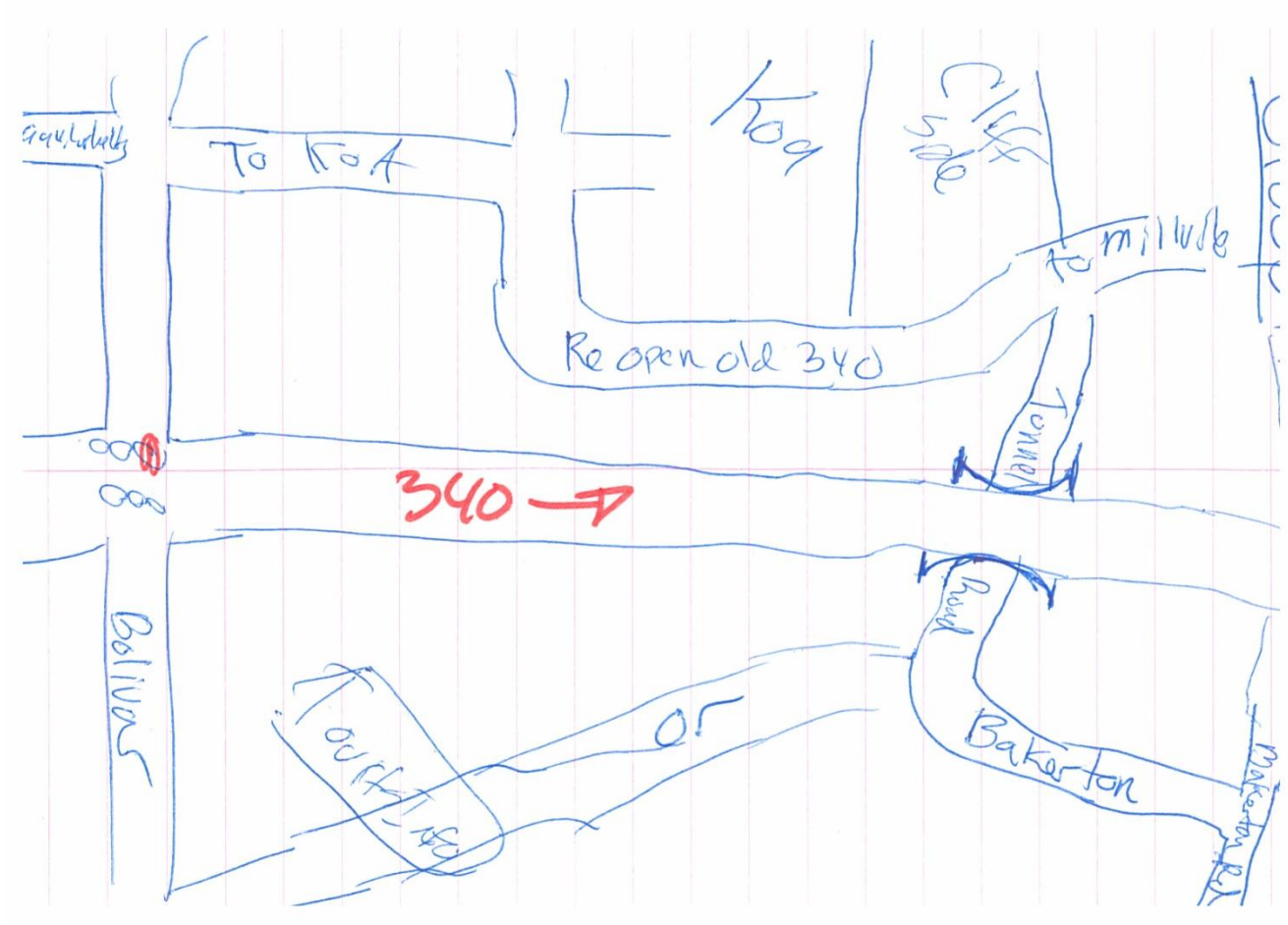


Figure 1 Focus Group 1 (Black Group)

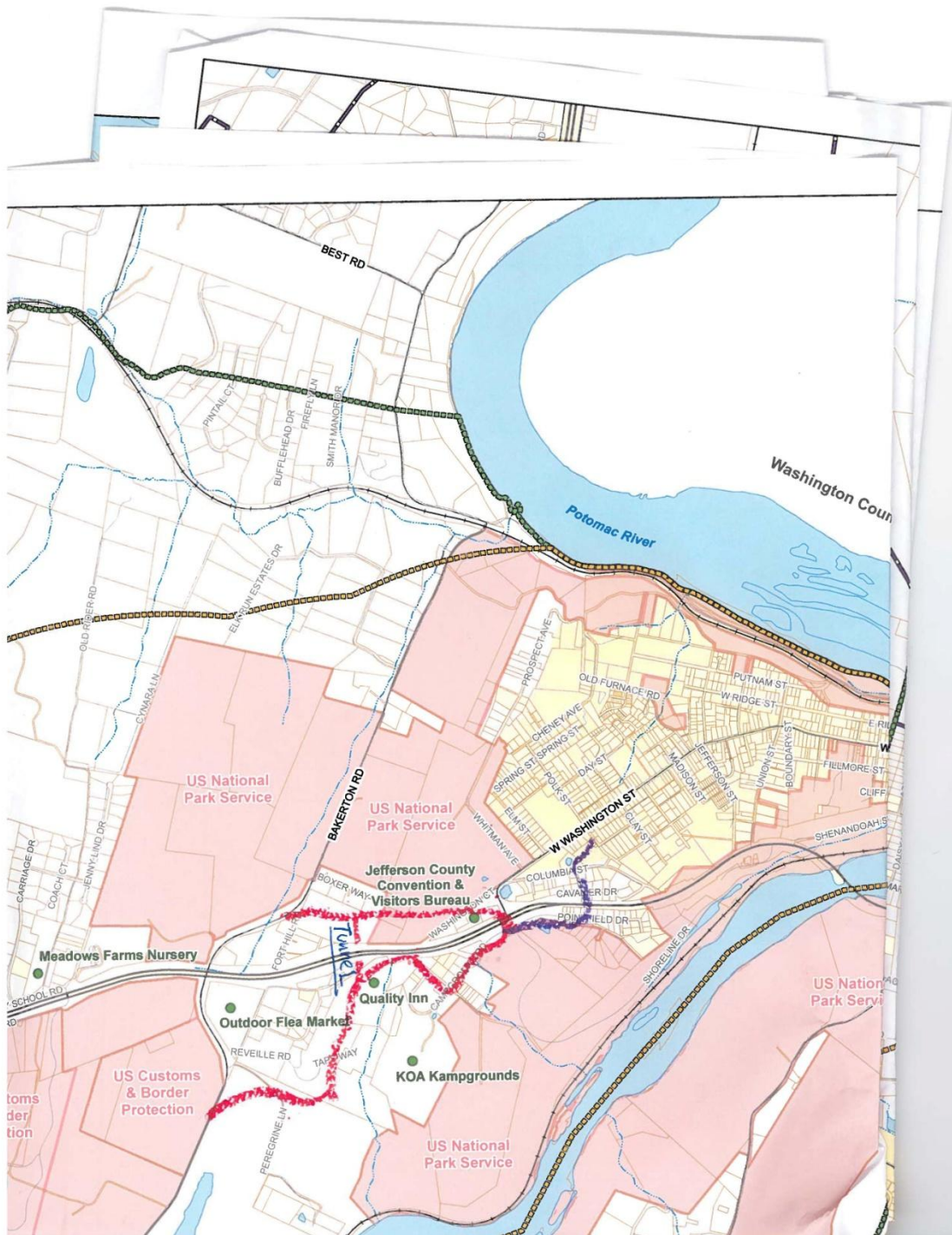


Figure 2 Focus Group 2 (Orange Text)

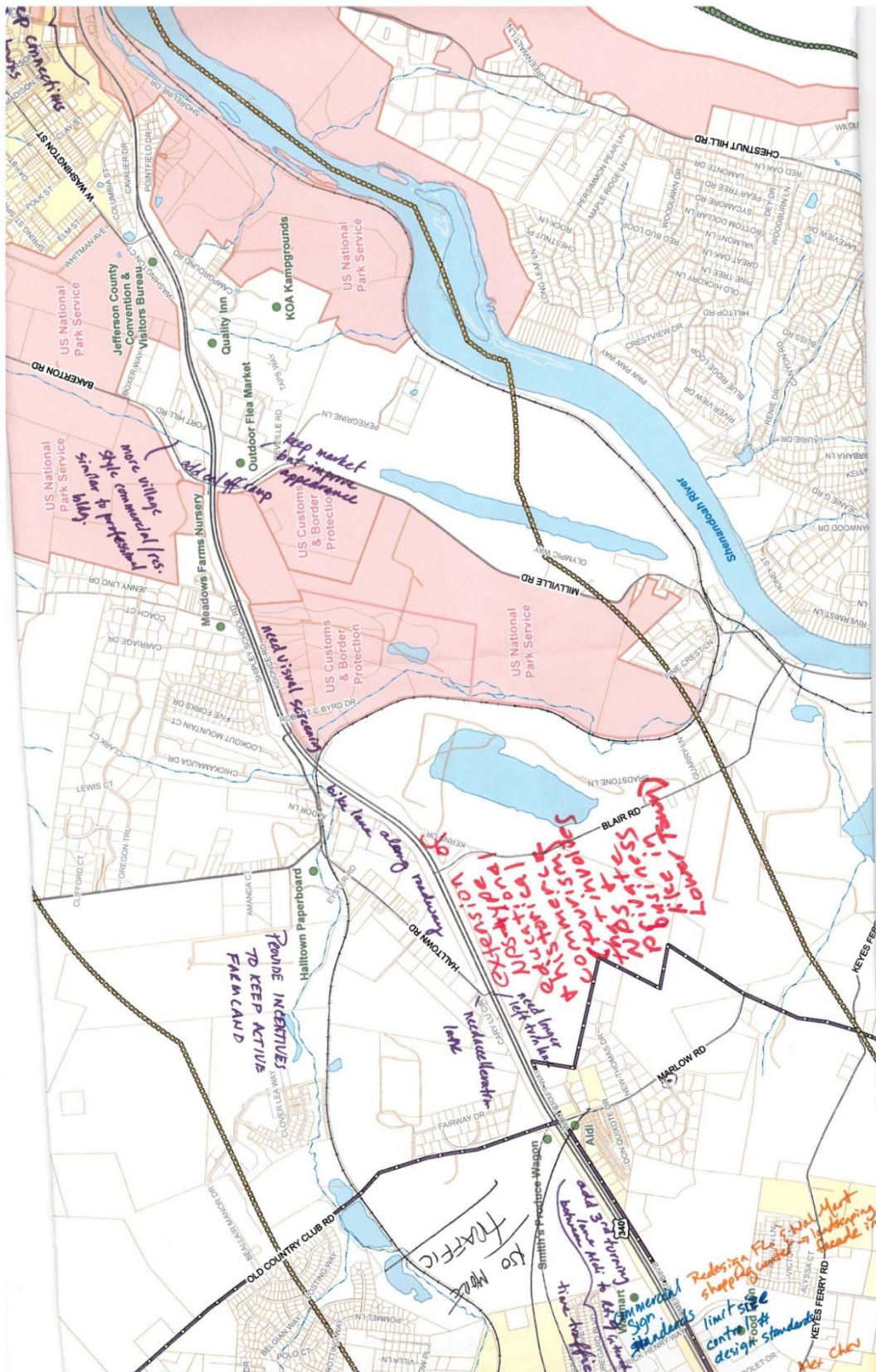


Figure 3: Focus Group 3 (Red Text)

