



U.S. 340 Corridor -  
East Gateway Plan  
Joint CC/PC Workshop  
March 8, 2012



# Introductions

- **County Commission and Planning Commission**
- **Departments of Planning and Zoning Staff**
- **Michael Baker Corporation**
- **Hagerstown/Eastern Panhandle Metropolitan Planning Organization (HEPMPO)**
- **Technical Advisory Committee (TAC)**
- **Citizens Advisory Committee (CAC)**

# Purpose of Workshop

- **Provide an opportunity for the Departments of Planning and Zoning to brief the County Commission and Planning Commission regarding recommendations of the US 340 Plan**
- **No action is being taken on the plan tonight**
- **Public comment on this plan will occur after the Planning Commission provides their feedback to staff**
- **Discussion of the next steps**

# 2004 Comprehensive Plan Recommendations

<b>RECOMMENDATION</b>	<b>IMPLEMENTATION</b>	<b>MEASUREMENT</b>
The County should study the US 340 corridor, including land use, viewscape, economic development and traffic design and management in order to create an effective strategy for the long term management of this important mixed-use corridor.	Initiate a cooperative planning effort with the WV DOT to improve the US 340 corridor.	Improved traffic flow, appearance and land use coordination in the US 340 corridor east of Charles Town.

## US 340 Corridor – East Gateway Plan

**340 Corridor Kick-Off Meeting**  
Saturday, March 26<sup>th</sup>, 2011

- Overview of Existing Conditions
- Identification of strengths and weaknesses
- Issues identification and analysis
- Planning Process and Next Steps

TAC/Citizens Committee:

1. Analyze issues and information gathered at 3/26 Meeting
  2. Analyze Existing Conditions and Data
  3. Draft Goals and Objectives for Corridor
- 2 meetings*

**Public Meeting**  
Thursday, June 16, 2011

- Summary of Data and Issues
- Review and Finalization of Draft Goals and Objectives

**Public Meeting**  
Saturday, Sept. 17, 2011

CommunityViz Workshop to consider transportation/ environmental impacts of alternative land use scenarios

**Public Meeting**  
Tuesday, Dec. 6, 2011

Discussion of preferred alternative and potential implementation steps

**Public Meeting**  
Thursday, January 19, 2012

Final public meeting to discuss preferred land use scenario, transportation implications, goals and objectives, and recommended action items.

TAC/Citizens Committee:  
Development of Alternative Land Use Scenarios (including data) potentially using CommunityViz

TAC/Citizens Committee:  
Review & feedback on ...

1. September meeting input
2. Develop a preferred land use alternative

TAC/Citizens Committee:  
Finalize recommendations for Joint meeting

1. Finalize recommendations for Joint Meeting
2. Transportation
3. Goals & Objectives
4. Potential ordinance amendments that would be required

**Joint PC/CC Meeting**

Date: March 8, 2011

**Presentation of Goals and Objectives, Preferred Land Use Scenario and Recommended Implementation Action Items**

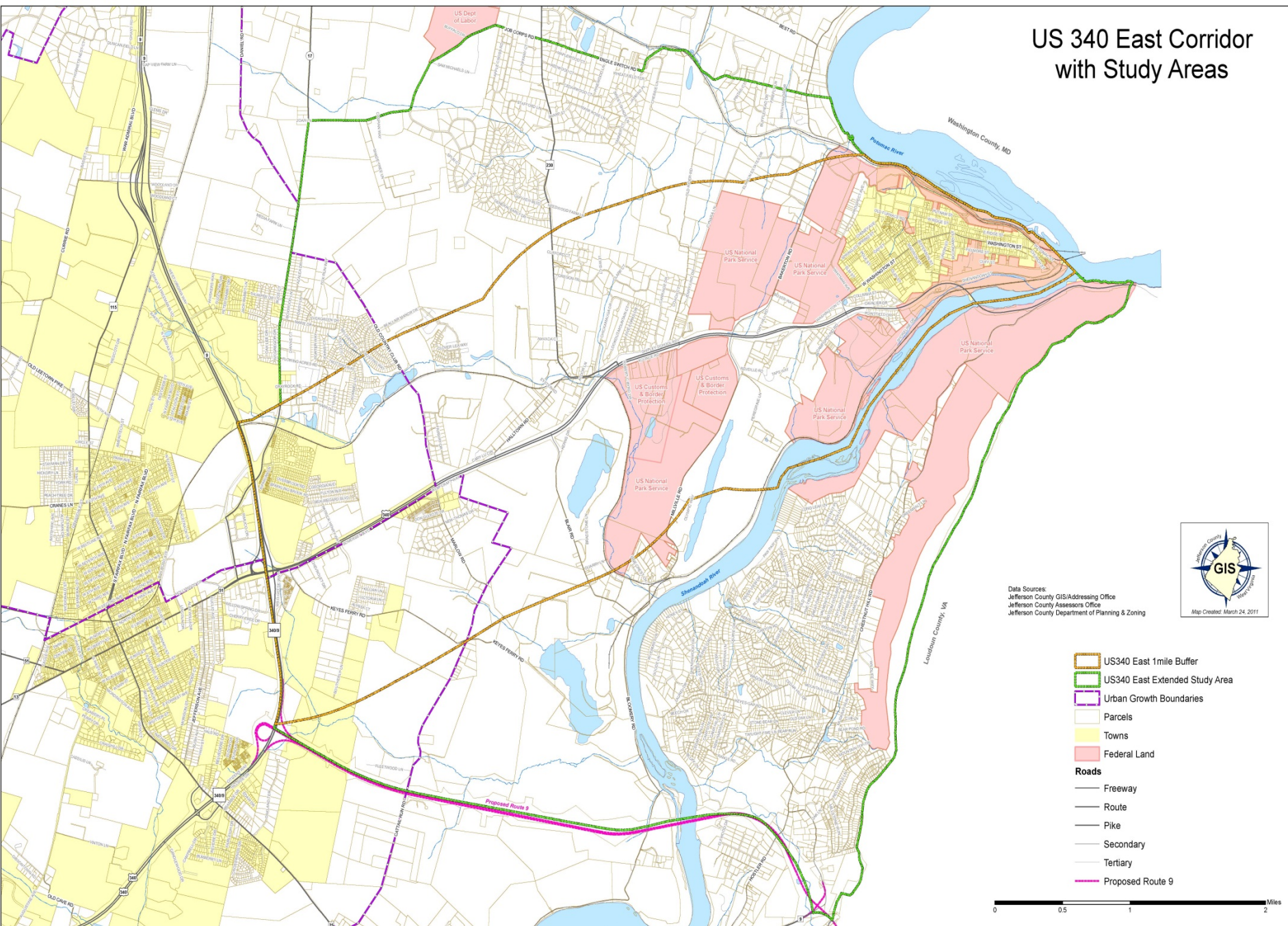
# Purpose of Plan

In 2010, the Jefferson County Commission authorized the US 340 Corridor East Gateway Plan. The purpose the plan is to:

- create an effective strategy for the long term management of the corridor
- promote business opportunities
- improve the quality of life for lifelong residents, newcomers, visitors, and tourists

The plan contains a vision for the future and supporting goals, objectives, and recommendations that honor Jefferson County's multifaceted character.

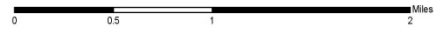
# US 340 East Corridor with Study Areas



Data Sources:  
 Jefferson County GIS/Addressing Office  
 Jefferson County Assessors Office  
 Jefferson County Department of Planning & Zoning



- US340 East 1mile Buffer
  - US340 East Extended Study Area
  - Urban Growth Boundaries
  - Parcels
  - Towns
  - Federal Land
- Roads**
- Freeway
  - Route
  - Pike
  - Secondary
  - Tertiary
  - Proposed Route 9



# Public Outreach Data

Meeting Date	Number of Attendees
March 26, 2011	130
June 16, 2011	50
September 17, 2011	34
December 6, 2011	43
January 19, 2012	50
MetroQuest Phase I & II	459
<b>Total</b>	<b>766</b>



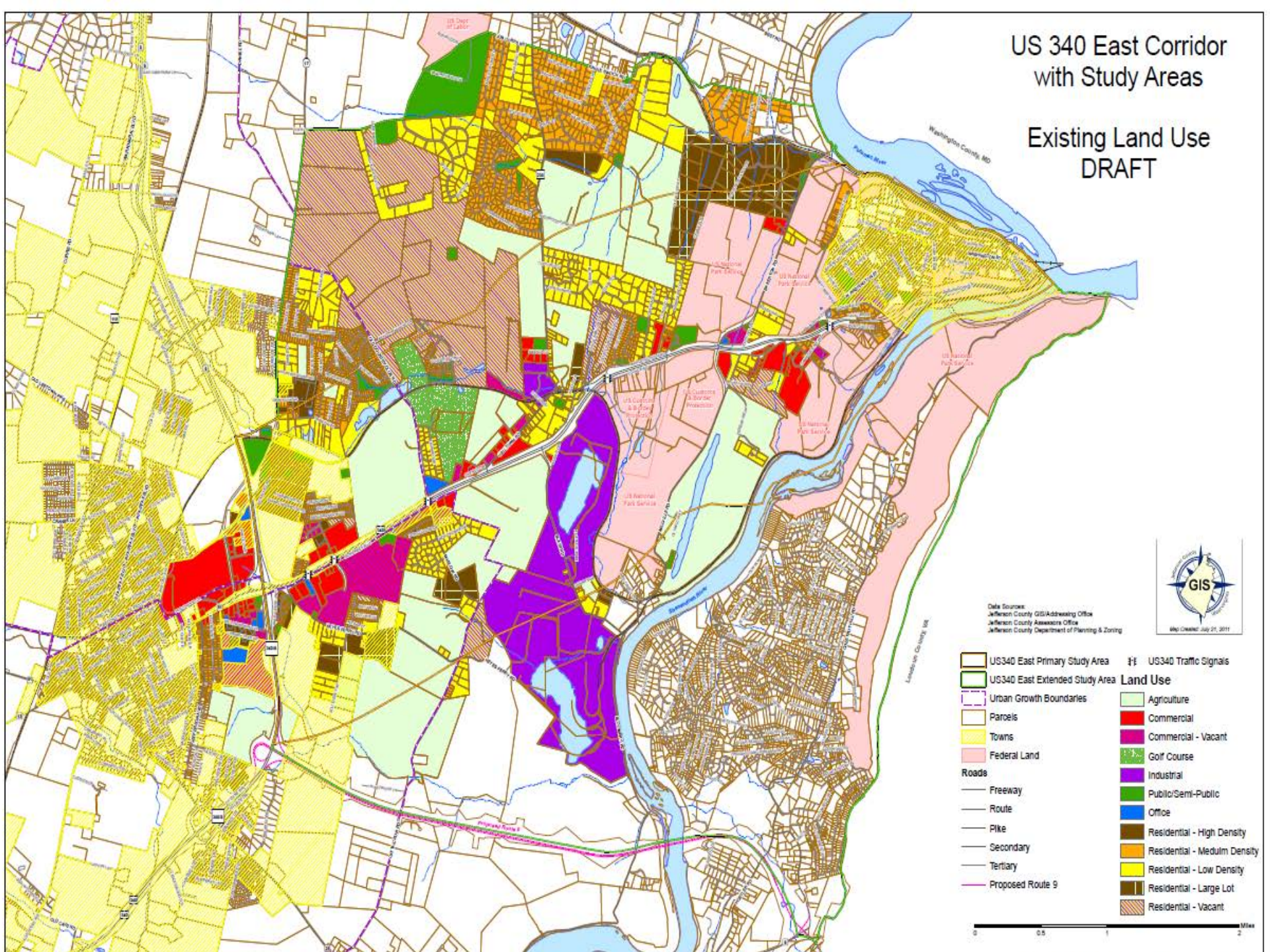


# Components of Small Area Plan



# US 340 East Corridor with Study Areas

## Existing Land Use DRAFT



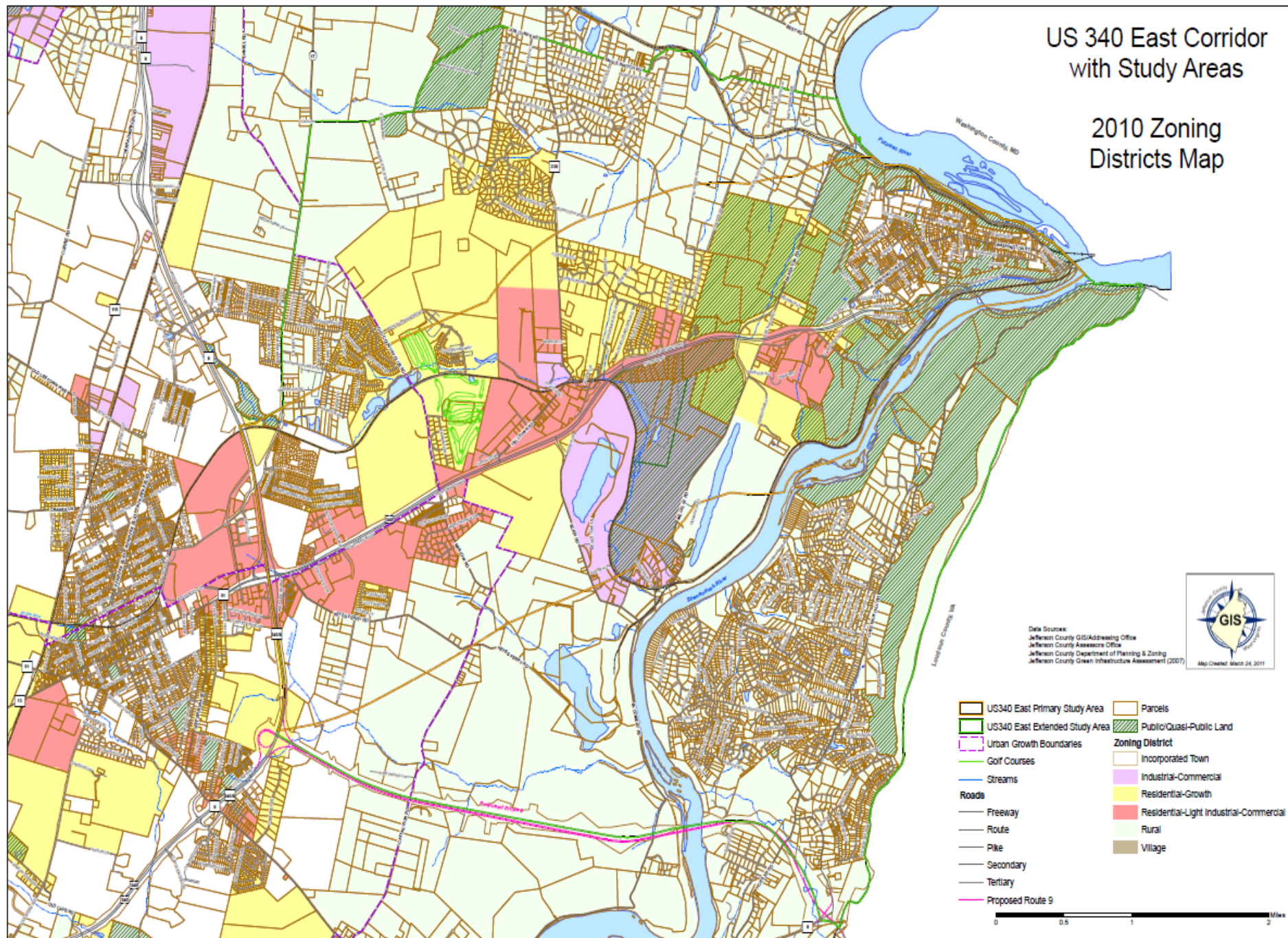
Data Sources:  
 Jefferson County GIS/Addressing Office  
 Jefferson County Assessors Office  
 Jefferson County Department of Planning & Zoning

- |                                |                              |
|--------------------------------|------------------------------|
| US340 East Primary Study Area  | US340 Traffic Signals        |
| US340 East Extended Study Area | <b>Land Use</b>              |
| Urban Growth Boundaries        | Agriculture                  |
| Parcels                        | Commercial                   |
| Towns                          | Commercial - Vacant          |
| Federal Land                   | Golf Course                  |
| <b>Roads</b>                   | Industrial                   |
| Freeway                        | Public/Semi-Public           |
| Route                          | Office                       |
| Pike                           | Residential - High Density   |
| Secondary                      | Residential - Medium Density |
| Tertiary                       | Residential - Low Density    |
| Proposed Route 9               | Residential - Large Lot      |
|                                | Residential - Vacant         |

0 0.5 1 2 Miles

# US 340 East Corridor with Study Areas

## 2010 Zoning Districts Map



Data Sources:  
 Jefferson County GIS/Addressing Office  
 Jefferson County Assessors Office  
 Jefferson County Department of Planning & Zoning  
 Jefferson County Green Infrastructure Assessment (2007)

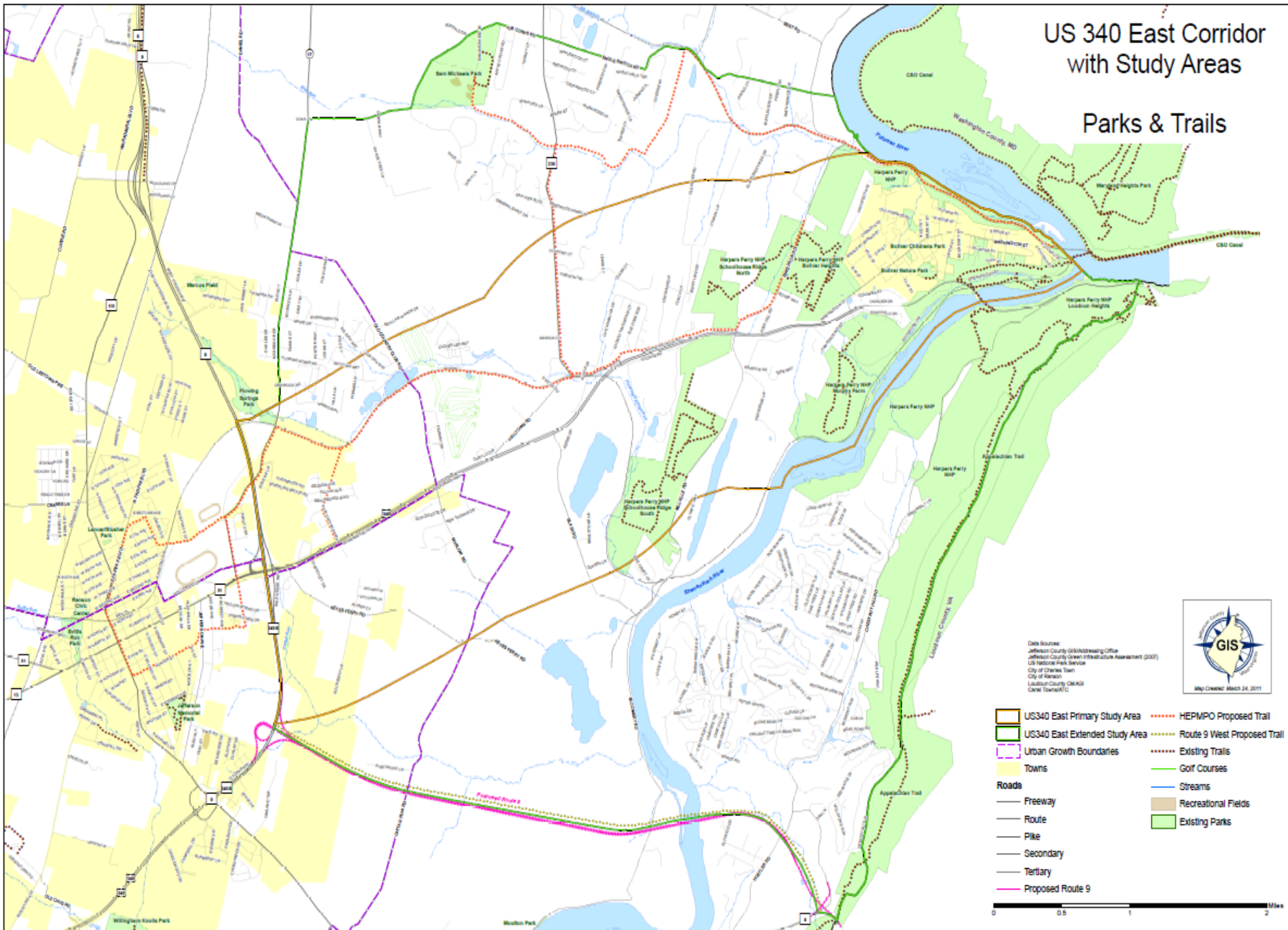


- |                                |   |
|--------------------------------|---|
| US340 East Primary Study Area  | Parcels                                 |
| US340 East Extended Study Area | Public/Quasi-Public Land                |
| Urban Growth Boundaries        | Zoning District                         |
| Golf Courses                   | Incorporated Town                       |
| Streams                        | Industrial-Commercial                   |
| <b>Roads</b>                   | Residential-Growth                      |
| Freeway                        | Residential-Light Industrial-Commercial |
| Route                          | Rural                                   |
| Pike                           | Village                                 |
| Secondary                      |   |
| Tertiary                       |   |
| Proposed Route 9               |   |



# US 340 East Corridor with Study Areas

## Parks & Trails



Data Sources:  
 Jefferson County GIS/Addressing Office  
 Jefferson County Green Infrastructure Assessment (2007)  
 US National Park Service  
 City of Charles Town  
 City of Reman  
 Loudoun County O&M&I  
 Carol TowneAFC

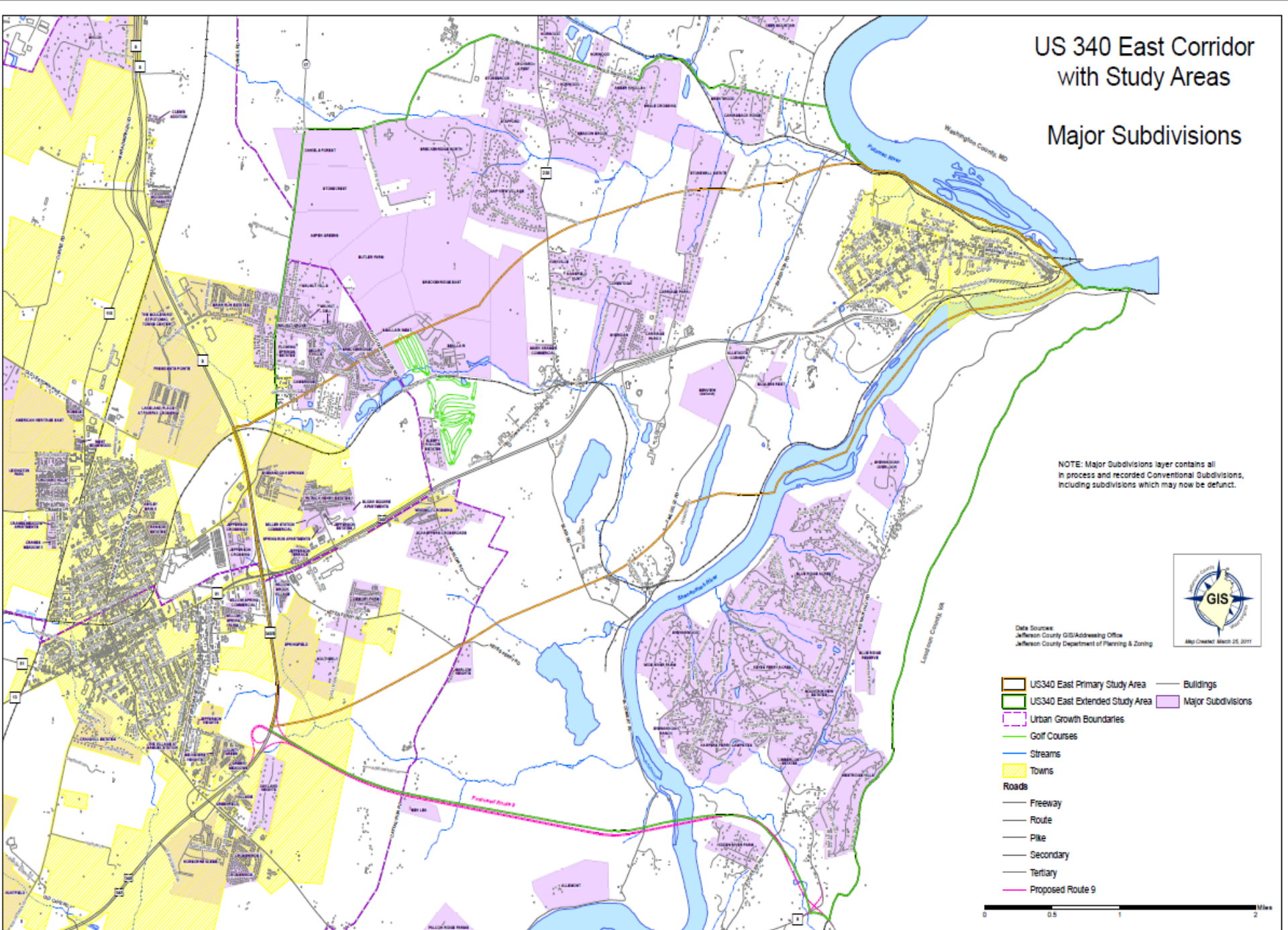


- US340 East Primary Study Area
- US340 East Extended Study Area
- Urban Growth Boundaries
- Towns
- Freeway
- Route
- Pike
- Secondary
- Tertiary
- Proposed Route 9
- HEPMO Proposed Trail
- Route 9 West Proposed Trail
- Existing Trails
- Golf Courses
- Streams
- Recreational Fields
- Existing Parks



# US 340 East Corridor with Study Areas

## Major Subdivisions



# Goals and Objectives

- Key element of any land use planning document
- Lay the groundwork for the implementation strategies of the vision
- Land Use Plan generally covers a 20 year planning horizon
- Intended to reach beyond current physical, political, and institutional constraints
- Focused on 7 topic areas:
  - Community Services/Infrastructure
  - Economic Opportunities
  - Environmental and Natural Resources
  - Historic Resources and Viewshed
  - Land Use and Zoning
  - Parks, Trails, Greenways
  - Transportation

Note: Present constraints such as existing right-of-ways, funding, and agency/department policy were considered but were not the overriding factors when developing the goals and objectives.

# Goals and Objectives

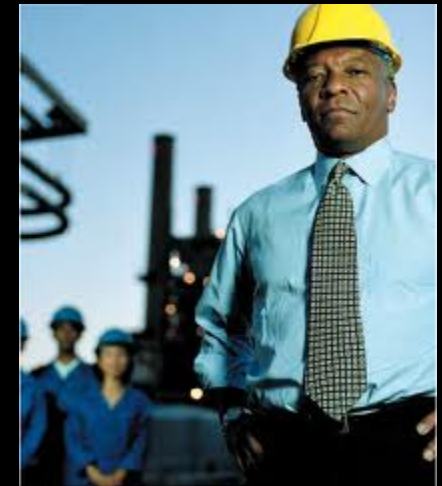
## *Community Services/Infrastructure*

- A. Enhance Emergency Services
- B. Enhance Area Schools and Libraries
- C. Utilize and Enhance Existing Water/Sewer Service
- D. Promote Expanded Health Services
- E. Improve Wireless Service in the 340 Corridor



## *Economic Opportunities*

- A. Promote Economic Development along the  
US 340 Corridor
- A. Promote Business Development and Retention



# Goals and Objectives

## *Environmental/Natural Resources*

- A. Preserve Sensitive Natural Resources from the Negative Impacts of Development
- B. Preserve and Improve the Scenic Quality Along the Corridor including Rural/Agricultural and Scenic/Natural Areas

## *Historic Resources and Viewshed*

- A. Protect Historic Structures/Resources
- B. Enhance Cultural/Heritage Activities
- C. Protect the Rural and Historic Viewshed/Landscape
- D. Create Gateway/Entrance



# Goals and Objectives

## *Land Use and Zoning*

- A. Retain Open Space and Land in Agricultural Use
- B. Encourage Development Within Existing Urbanized Areas and at Specific Commercial Nodes
- A. Permit Mixed-Use Development in Targeted Areas
- B. Encourage Appropriate Development Opportunities in Rural Areas
- C. Improve Planning Coordination with Other Agencies



## *Parks, Trail and Greenways*

- A. Improve Existing Trail Network
- B. Beautify the US 340 East Corridor
- C. Develop Additional Parks and Enhance Existing Parks
- D. Improve Signage and Mapping
- E. Identify Financial Resources for Passive and Active Recreational Opportunities



# Goals and Objectives

## *Transportation:*

- A. Maintain and Enhance the Efficiency and Capacity of the Developed and Underdeveloped Segments of the Corridor
- B. Promote Traffic Safety
- C. Improve Traffic Flow
- D. Promote Transportation Alternatives
- E. Develop an Access Management Strategy in Conformance with State Law
- F. Improve Mobility for Pedestrians, Hikers, and Bicyclists
- G. Provide Safe and Convenient Transportation Opportunities



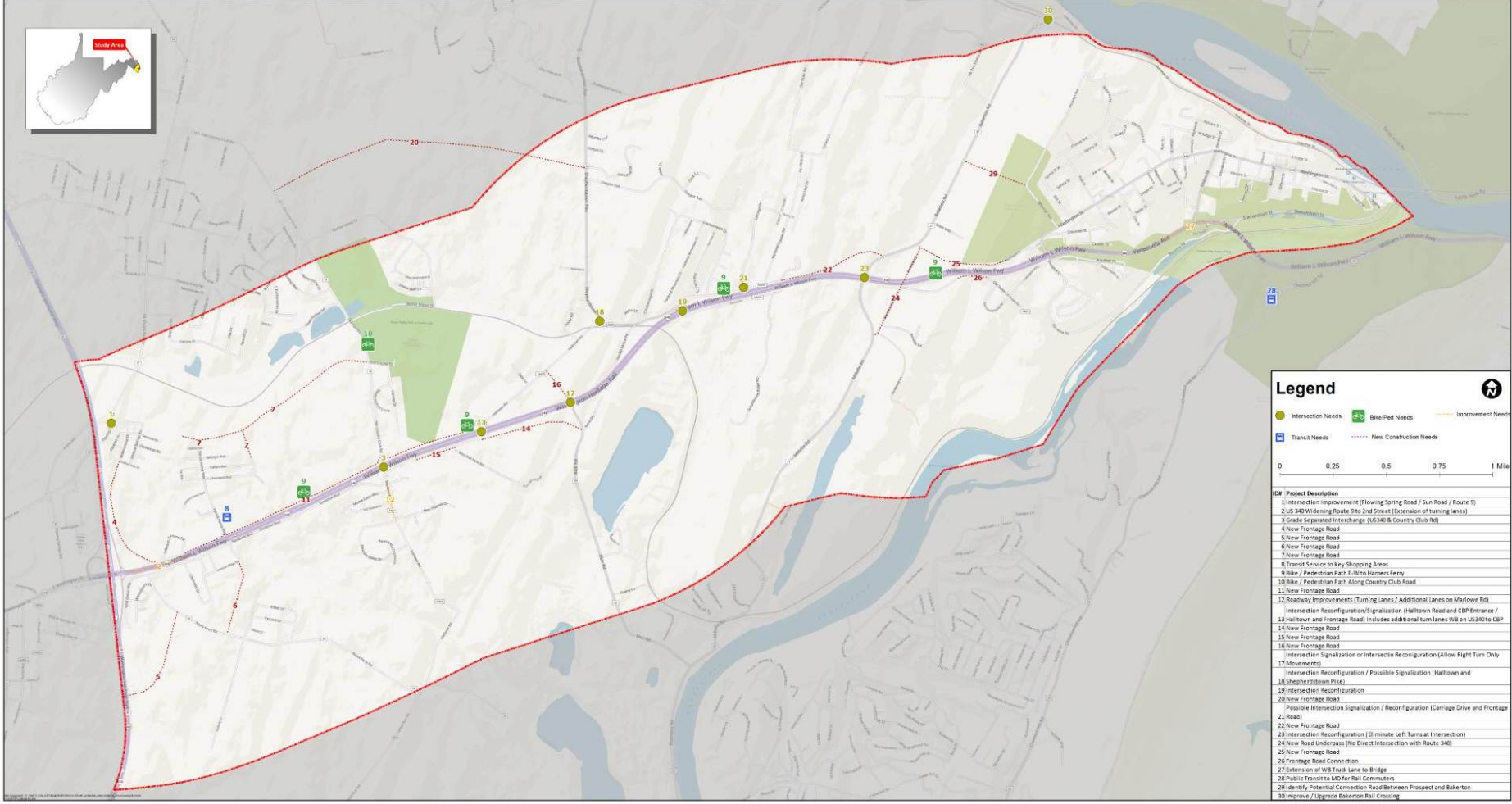
# A Focus on Transportation

# Identified Project Needs

## From Public Input

340

### US340 Corridor East Gateway Plan: Identified Project Needs From Public Input



**Legend**

- Intersection Needs
- Bike/Ped Needs
- Improvement Needs
- Transit Needs
- - - New Construction Needs

0 0.25 0.5 0.75 1 Mile

**IDM Project Description**

- 1 Intersection Improvement (Flowing Spring Road / Sun Road / Route 9)
- 2 US 340 Wearing Surface 2nd Street (Extension of turning lanes)
- 3 Grade Separated Interchange (US340 & Country Club Rd)
- 4 New Frontage Road
- 5 New Frontage Road
- 6 New Frontage Road
- 7 New Frontage Road
- 8 Transit Service to Key Shopping Areas
- 9 Bike / Pedestrian Path E/W to Harpers Ferry
- 10 Bike / Pedestrian Path Along Country Club Road
- 11 New Frontage Road
- 12 Roadway Improvements (Turning Lanes / Additional Lanes on Marlowe Rd)
- 13 Intersection Reconfiguration/Signalization (Haltown Road and CBP Entrance / Haltown and Frontage Road) includes additional turn lanes WB on US340 to CBP
- 14 New Frontage Road
- 15 New Frontage Road
- 16 New Frontage Road
- 17 Intersection Signalization or Intersection Reconfiguration (Allow Right Turn Only Movements)
- 18 Intersection Reconfiguration / Possible Signalization (Haltown and Shepherdstown Pike)
- 19 Intersection Reconfiguration
- 20 New Frontage Road
- 21 Possible Intersection Signalization / Reconfiguration (Carnegie Drive and Frontage Road)
- 22 New Frontage Road
- 23 Intersection Reconfiguration (Eliminate Left Turns at Intersection)
- 24 New Road Underpass (No Direct Intersection with Route 340)
- 25 New Frontage Road
- 26 Frontage Road Conversion
- 27 Extension of WB Truck Lane to Bridge
- 28 Public Transit to MD for Rail Commuters
- 29 Identify Potential Connection Road Between Prospect and Bakerton
- 30 Improve / Upgrade Baltimore Rail Crossing

# Top 10 Transportation Projects Selected by the Public

Ranking	Category	Description	Project ID
1	Road	New North-South Road Under US 340 from Millville to Bakerton Road (Underpass)	24
2	Intersection	Intersection reconfiguration at US 340 and Millville Road	23
3	Road	New East-West Frontage Road from Shipley School Road to Bakerton Road	22
4	Road	New East-West Frontage Road from Bakerton Road to Washington Street	25
5	Other	Bike – Pedestrian East-West Path from Charles Town to Harpers Ferry	9
6	Other	Improve/Upgrade Bakerton Road Rail Crossing	30
7	Other	Public Transit Service to Other County Commuter Services in Maryland and/or Virginia	28
8	Other	Transit Service to Key Shopping Areas along US 340	8
9	Other	Bike – Pedestrian North-South Path Along Country Club Rd.	10
10	Interchange	Grade Separated Interchange at US 340 & Country Club Rd.	3

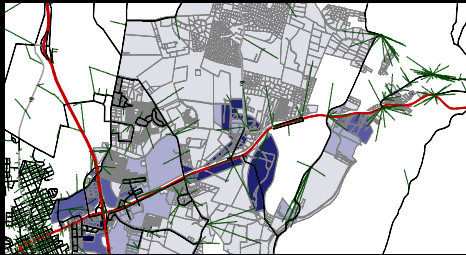
# MetroQuest Phase I Tool

## Public Comment Priorities

Priority Name	Overall Rank
EASY CAR TRAVEL	1
TRAFFIC SAFETY	2
HISTORIC RESOURCES	3
PATHS FOR WALKING, BIKING, AND HIKING	4
OPEN SPACES, FARMLAND AND RURAL	5
EMPLOYMENT OPPORTUNITIES	6
CORRIDOR BEAUTIFICATION	7
DESIGN STANDARDS FOR NEW DEVELOPMENT	8
RETAIL/COMMERICAL DEVELOPMENT	9
RESIDENTIAL DEVELOPMENT	10

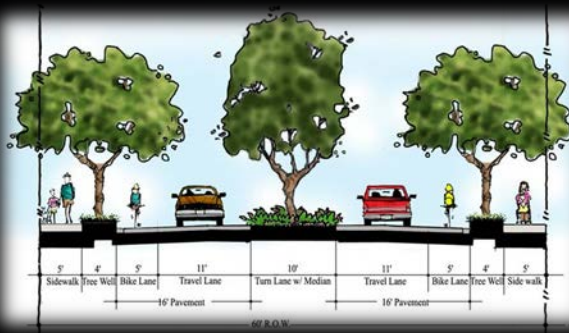
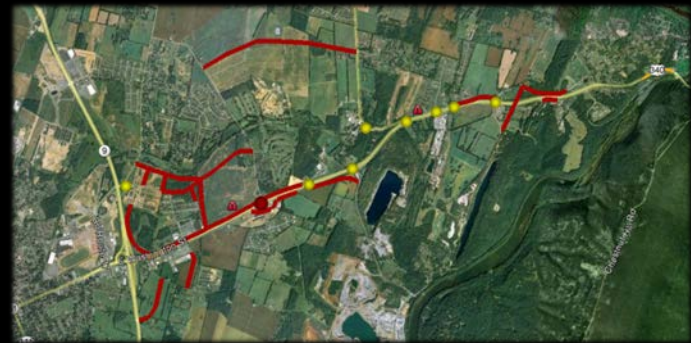
MetroQuest Phase I Total Respondents 263

# Transportation Component Goals



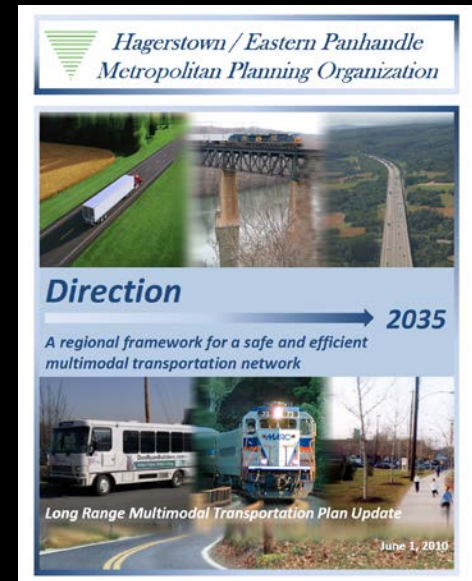
- Identify existing & future corridor needs

- Identify & evaluate transportation strategy options and ideas



- Provide a corridor vision

- Provide key input to regional & state planning efforts



# Transportation Issues and Concerns



- **Safety**
  - Un-signalized intersection approaches to US340
  - Speeds on US340

- **Traffic Congestion**

- Bridge Crossings (future study)
- US340 / Patrick Henry Way Intersection
- Future development in corridor will degrade operations and safety during peak periods



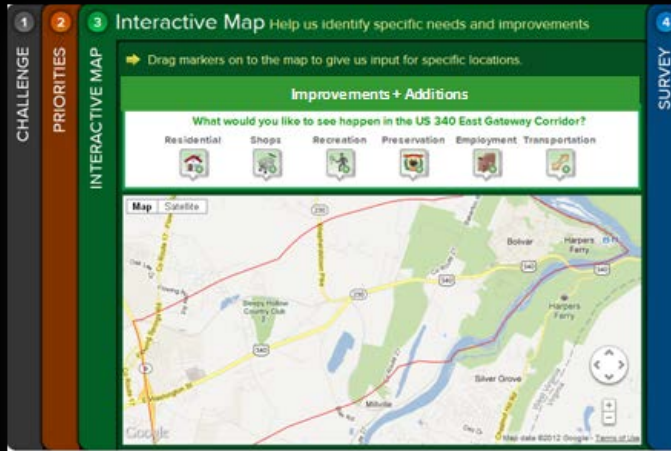
- **Limited Transportation Options**

- Bike/pedestrian trails needed
- Increase transit service options

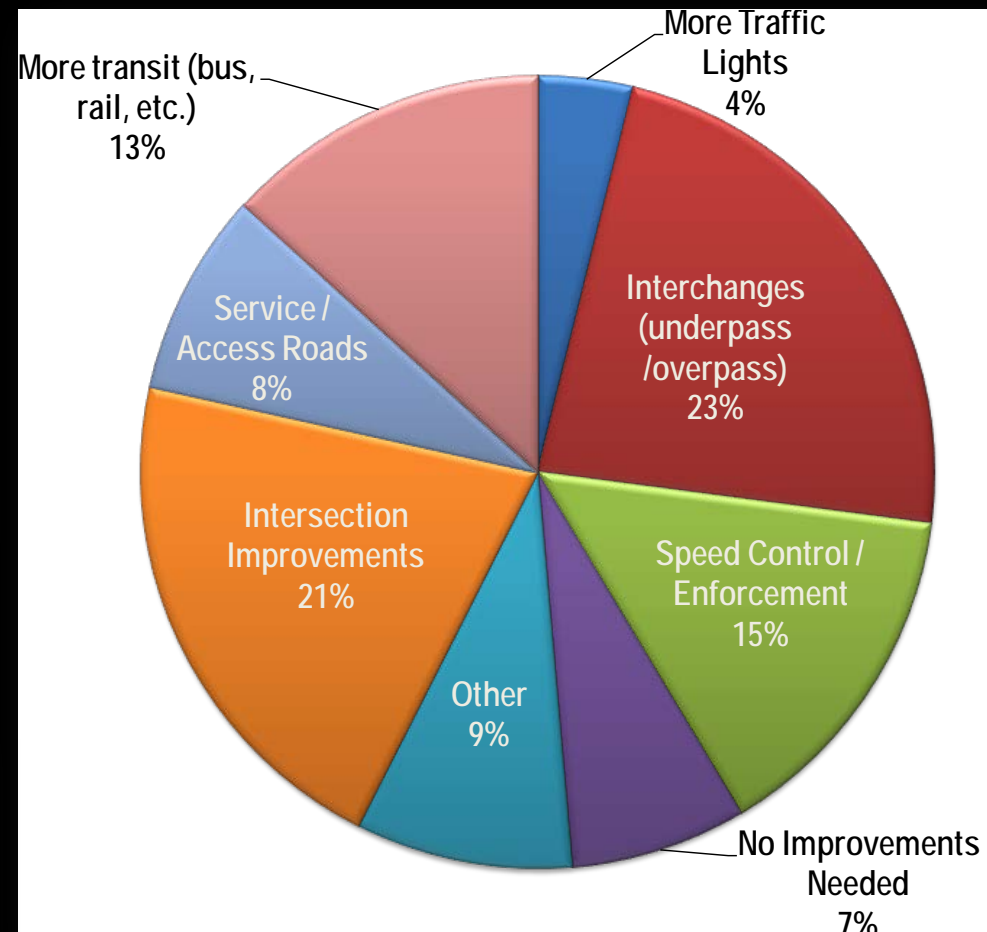
- **Need to Preserve Nature of Corridor**

# Transportation Recommendations – (Public Input)

- Public meetings
- Interactive website outreach



- January 19<sup>th</sup> transportation public work session



# Transportation Recommendations

- **Short term recommendations focused on safety issues**

- Warning signs
- Intersection reconfiguration
- Signalization



- **Additional lanes**

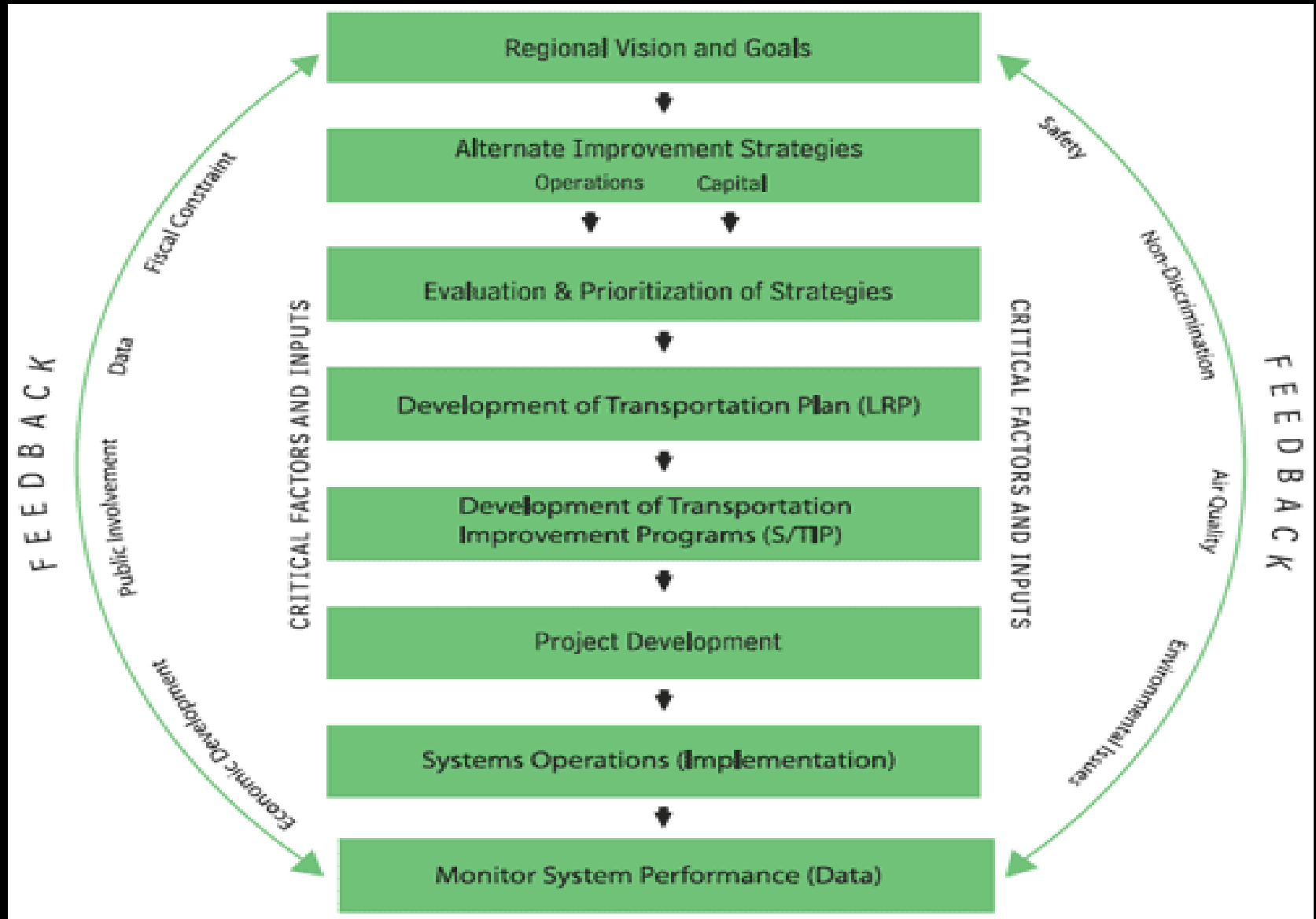
- US 340 from Route 9 to Jefferson Terrace
- US 340 truck climbing Lane extension

- **Integrated roadway system**

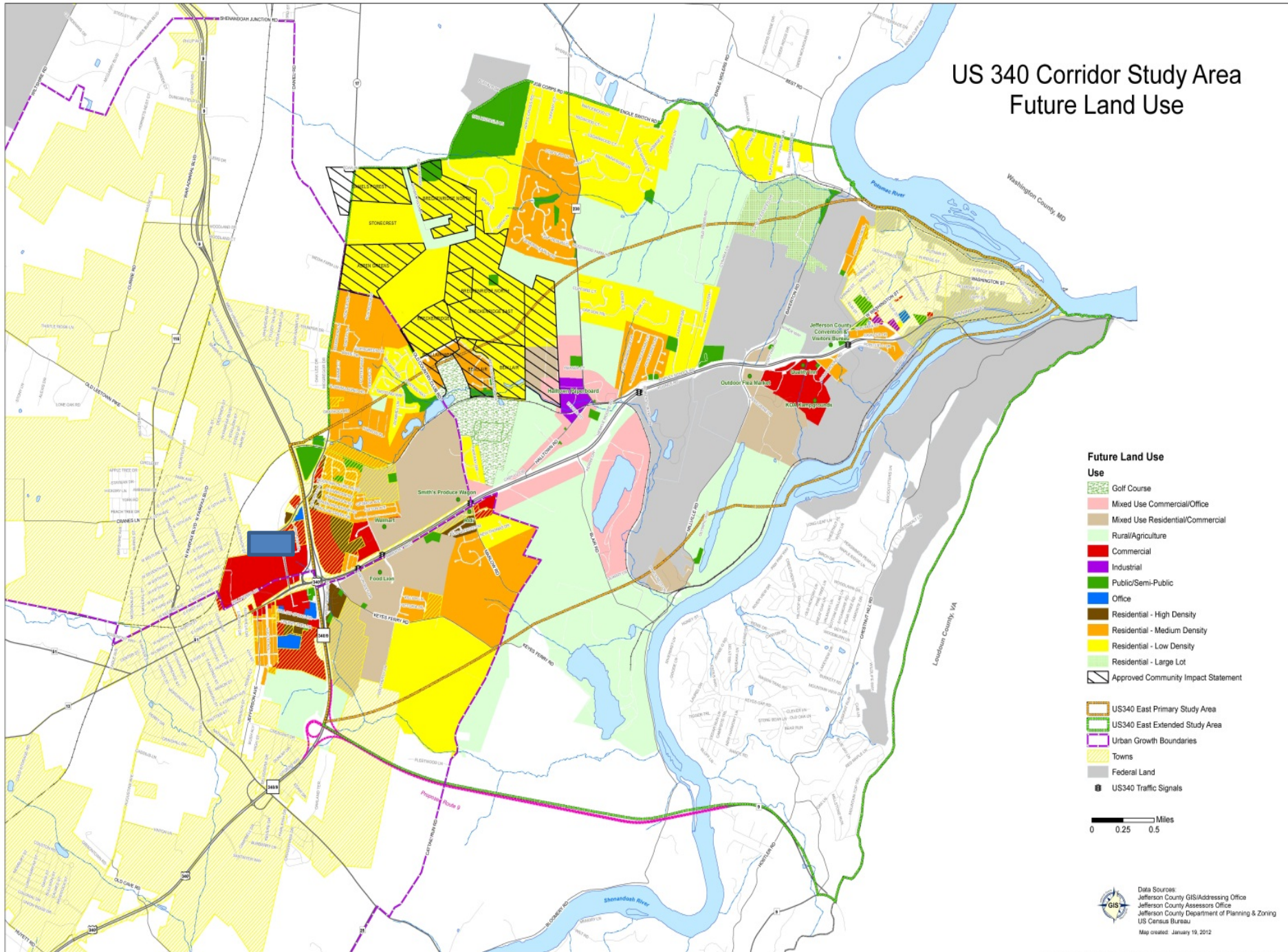
- East-West US 340 frontage roads
- Millville Road underpass
- Connections from Shenandoah Springs development



# Transportation Planning Process



# US 340 Corridor Study Area Future Land Use



- Future Land Use**
- Golf Course
  - Mixed Use Commercial/Office
  - Mixed Use Residential/Commercial
  - Rural/Agriculture
  - Commercial
  - Industrial
  - Public/Semi-Public
  - Office
  - Residential - High Density
  - Residential - Medium Density
  - Residential - Low Density
  - Residential - Large Lot
  - Approved Community Impact Statement

- US340 East Primary Study Area
- US340 East Extended Study Area
- Urban Growth Boundaries
- Towns
- Federal Land
- US340 Traffic Signals

0 0.25 0.5  
Miles

Data Sources:  
 Jefferson County GIS/Addressing Office  
 Jefferson County Assessors Office  
 Jefferson County Department of Planning & Zoning  
 US Census Bureau  
 Map created: January 19, 2012

# Plan Recommendation Categories

Land Use  
and Planning

Historic  
Resources  
and  
Viewshed

Natural  
Resources  
and  
Environment

Transportation

Economic  
Opportunities

Parks, Trails, and  
Greenways

Community  
Services/  
Infrastructure

# Implementation Strategies

- **Amendment to Comprehensive Plan**
- **Zoning Ordinance Amendment(s)**
- **Subdivision Regulations Amendment(s)**
- **Overlay Districts**
- **Design Guidelines**

# Next Steps

- **Plan Document Review**
- **Planning Commission Public Hearing**
- **County Commission Public Hearing**
- **Plan Document Finalization**
- **County Commission Adoption**

# Contact Information

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Planning and Zoning

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Website:

[www.jeffersoncountywv.org/Rt340.html](http://www.jeffersoncountywv.org/Rt340.html)