

## **DRAFT US 340 Goals and Objectives** **Related to Alternative Growth Scenarios**

### **Scenario #1: Rural Landscape with Growth in the Urban Growth Boundary**

**In this scenario, development is concentrated inside the Charles Town and Ranson Urban Growth Boundaries (UGBs), where growth can be served by existing utilities and transportation infrastructure. Much of the area outside of these boundaries is retained in agricultural land, open space, or low-density residential uses.**

- A. Retain open space and land in agricultural use
  - 1) Rezone properties with commercial or residential zoning and large tracts of industrial zoning located east of Country Club Road to Rural District
  - 2) Provide financial incentives to landowners to pursue downzoning (?)
  - 3) Establish a Transfer of Development Rights program
  - 4) Work with National Parks Service and residents to prioritize areas for land acquisition
- B. Encourage development within existing urbanized areas
  - 1) Provide development incentives for properties within the UGBs
  - 2) Identify opportunities for mixed-use development at major intersections or along arterial roads within UGBs
  - 3) Identify areas for low- to high-density residential development within UGBs
  - 4) Establish design standards for new development (layout, facades, signage, lighting) that reflect a town center character to create a sense of place
  - 5) Require mixed use developments to result in dense walkable communities based on New Urbanist/Smart Growth design principles
- C. Encourage appropriate development opportunities in rural areas
  - 1) Promote cluster development to preserve open space
  - 2) Identify additional agriculture-related land uses appropriate for Rural District
  - 3) Allow flexible standards (such as gravel driveways and Low Impact Stormwater Design) for Rural land uses
  - 4) Promote heritage and recreational tourism and agritourism
  - 5) Establish design standards for any new development in the Rural District (layout, facades, signage, lighting) that replicates the architectural and contextual features found in rural settings
- D. Utilize existing infrastructure for development
  - 1) Coordinate with the West Virginia Division of Highways to establish a master plan for the approval of new entrances onto US 340 and intersecting state roads

- 2) Coordinate with local utility providers to establish standards for approval of water line and sewer line extensions
  - 3) Plan for urban level of service for police, fire, and school resources within the UGBs
- E. Preserve historic resources
- 1) Identify existing historic resources within the US 340 corridor
  - 2) Retain historic resources within the context of their original setting
  - 3) Educate land owners about the benefits of historic properties and the process for seeking listing on the National Register of Historic Places
  - 4) Educate and assist landowners with structures on the National Register of Historic Places of funding mechanisms available to them to restore and/or maintain historic resources
  - 5) Update current Zoning Ordinance requirements regarding development adjacent to historic resources
- F. Protect environmental resources
- 1) Preserve natural features, such as scenic beauty, rural viewsheds, significant tree stands, green infrastructure, Shenandoah River and other water resources.
  - 2) Protect Karst geology
  - 3) Incorporate Chesapeake Bay Watershed standards into development requirements
  - 4) Require vegetative buffers along US 340 in key areas
  - 5) Promote a parkway-like character along US 340
- G. Provide for Active and Passive Recreation Opportunities
- 1) Identify public and private funding sources for trails, bike paths, parks and greenways
- H. Provide Safe and Convenient Transportation Opportunities
- 1) Coordinate improvements to US 340 within the UGB to accommodate additional traffic volumes associated with new development
  - 2) Provide interconnectivity within developments and between existing streets and roads
  - 3) Coordinate improvements to US 340 outside the UGB to handle existing traffic and expected incremental increases in traffic volumes

## **Scenario #2: Planned Mixed Use**

**In this scenario, mixed-use development is permitted in a broader section of the corridor, while respecting the area's rural character, environment, and history.**

- A. Promote Mixed-Use Development in Targeted Areas
  - 1. Develop a new mixed use zoning district that promotes a quality mixed employment development (light industrial, wholesale, retail, office) with design standards
  - 2. Amend the current mixed use zoning district to eliminate industrial uses and to create a true mixture of uses based on New Urbanist/Smart Growth principles
  - 3. Allow properties to rezone to mixed-use development west of State Route 230
  - 4. Encourage mixed-use zoning to properties within the Urban Growth Boundaries
  - 5. Require commercial development to be blended within mixed use context to achieve a balance between retail and residential uses
  - 6. Plan for a limited section of the Old Standard Quarry property to develop as a mixed use development
- B. Allow Additional Low- to Medium-Density Residential Development
  - 1. Specify areas which are appropriate to rezone to low- and medium-density residential uses
  - 2. Apply appropriate residential zoning to subdivisions with approved Conditional Use Permits
- C. Allow for continuation of existing industrial uses
  - 1. Retain existing industrial zoning
  - 2. Expand the area of industrial zoning to cover the areas currently being used as industrial
  - 3. Encourage the redevelopment of old industrial uses for a variety of employment opportunities
- D. Retain targeted open space areas and land in agricultural use
  - 1. Rezone key properties with commercial or residential zoning located east of Marlowe Road to Rural District
  - 2. Provide financial incentives to landowners
  - 3. Establish a Transfer of Development Rights program
  - 4. Work with National Parks Service and residents to prioritize areas for land acquisition
- E. Encourage high-quality design for new development and redevelopment in the US 340 corridor
  - 1. Establish design standards for new development (including layout, façades, signage, lighting)

2. Create an architectural board to review the design of new commercial development
  3. Enhance requirements for buffers between commercial and residential uses
  4. Establish standards for “pedestrian-oriented” development
  5. Allow for high density only in developments where New Urbanist/Smart Growth design principles are utilized
- F. Protect Environmental Resources
1. Establish tree plantings in the right-of-way
  2. Establish tree planting requirements for subdivisions, new development and redevelopment
  3. Develop regulations that provide for the retention of existing natural features (waterbodies, slopes, rivers/creeks/runs, significant tree stands)
  4. Incorporate Chesapeake Bay Watershed standards into development requirements
  5. Require vegetative buffers along US 340 in key areas
  6. Promote a parkway-like character along Us 340
- G. Preserve Historic Resources
1. Provide incentives to protect historic resources
  2. Promote historic resources as community amenities
  3. Promote nomination of historic structures for financial incentives
- H. Provide for Active and Passive Recreation Opportunities
1. Require sidewalks, trails, and bike paths in new developments
  2. Create active and passive parks in new development
  3. Promote connectivity of existing sidewalks, paths and trails
- I. Utilize Existing Infrastructure for Development
- 1) Coordinate with the West Virginia Division of Highways to establish a master plan for new entrances onto US 340 and intersecting state roads
  - 2) Work with local utility providers to establish standards for approval of water line and sewer line extensions within and outside the UGBs
  - 3) Coordinate with police, fire, schools for the increase in community infrastructure to serve the new and existing developments within the US 340 corridor
- J. Provide Safe and Convenient Transportation Opportunities
- 1) Coordinate with Federal and State agencies and developers to provide needed improvements to US 340 to accommodate additional traffic volumes associated with new development
  - 2) Provide interconnectivity within developments and existing streets and roads

- I. Provide Opportunities for Intergovernmental Cooperation
  1. Coordinate land use planning and development review with Ranson, Charles Town, Harpers Ferry and Bolivar as development occurs near or within their boundaries or UGBs within the US 340 corridor
  2. Synchronize long range planning growth patterns along the US 340 corridor with the appropriate municipality

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### **Scenario #3 Full Build-out**

**This scenario provides maximum flexibility in land use, allowing for a larger area of retail, office, manufacturing, and other types of commercial and industrial land uses. Additionally, this scenario envisions an expanded area for residential development, at higher densities. This scenario will result in high intensity use of the land.**

- A. Allow Higher-intensity Mixed-Use Development Throughout the US 340 Corridor
  - 1. Develop a new mixed use zoning district that promotes a quality mixed employment development (light industrial, wholesale, retail, office) with design standards
  - 2. Amend the current mixed use zoning district to eliminate industrial uses and to create a true mixture of uses based on New Urbanist/Smart Growth principles
  - 3. Encourage expanded mixed-use development (residential/commercial) on numerous properties throughout the US 340 corridor
  - 2. Allow mixed-use development (commercial/office) on Old Standard Quarry property
- B. Allow Additional Medium and High Density Residential Development
  - 1. Allow properties to rezone to permit medium to high density residential development where identified
  - 2. Identify additional opportunities for high-density residential along secondary roads and within Urban Growth Boundary areas.
  - 3. Apply appropriate residential zoning to subdivisions with approved Conditional Use Permits
- C. Maintain and expand area available for commercial land uses
  - 1. Retain existing commercial developments and undeveloped land currently zoned for commercial
  - 2. Permit rezoning to a commercial zoning category to accurately reflect existing commercial uses in conformance with the US 340 Plan
  - 3. Expand and provide for full commercial areas, including appropriately sited and designed highway commercial, neighborhood commercial, and office uses
  - 4. Permit properties on the north side of US 340, west of Country Club Road, to rezone to allow commercial development along a parallel frontage road
- D. Maintain and expand area available for industrial land uses
  - 1. Retain existing industrial zoning and encourage full development of these uses
  - 2. Permit rezoning to industrial zoning to accurately reflect existing industrial land uses
  - 3. Expand industrial zoning in Halltown area
- E. Encourage high-quality design for new development and redevelopment in the US 340 corridor
  - 1. Establish design standards for new development (including layout, façades, signage, lighting)

2. Create an architectural board to review the design of new commercial development
  3. Enhance requirements for buffers between commercial and residential uses
  4. Establish standards for “pedestrian-oriented” development
  5. Allow for high density only in development where New Urbanist/Smart Growth design principles are utilized
- F. Protect Environmental Resources
1. Establish tree plantings in the right-of-way
  2. Establish tree planting requirements for subdivisions, new development and redevelopment
  3. Develop regulations that provide for the retention of existing natural features (waterbodies, slopes, rivers/creeks/runs, significant tree stands)
  4. Incorporate Chesapeake Bay Watershed standards into development requirements
  5. Require vegetative buffers along US 340 in key areas
  6. Promote a parkway-like character along US 340
- G. Preserve Historic Resources
1. Provide incentives to protect historic resources
  2. Promote historic resources as community amenities
  3. Promote nomination of historic structures for financial incentives
- H. Provide for Active and Passive Recreation Opportunities
1. Require sidewalks, trails, and bike paths in new developments
  2. Create active and passive parks in new development
  3. Promote connectivity to existing sidewalks, trails and paths
- I. Promote Diverse Economic Development
1. Create and promote suitable, well designed areas for office and other non-retail employment development
  2. Promote a wide mixture of commercial and retail opportunities, including highway and neighborhood commercial developments that are appropriately designed and located to allow traffic movement and compatibility with surrounding uses
  3. Promote medium to high density housing options in developments where New Urbanist/Smart Growth design principles are utilized
- K. Utilize existing infrastructure for development
1. Work with the West Virginia Division of Highways to establish a master plan for the new entrances onto US 340 and intersecting state roads

2. Work with local utility providers to establish standards for approval of water line and sewer line extensions within and outside the UGB
  3. Coordinate with police, fire, schools for the significant increase in community infrastructure required to serve the new and existing developments within the US 340 corridor
- L. Provide Safe and Convenient Transportation Opportunities
1. Coordinate with Federal and State agencies and developers to provide the substantial improvements to US 340 to accommodate additional traffic volumes associated with new development
  2. Require interconnectivity within developments and existing streets and roads
- J. Provide Opportunities for Intergovernmental Cooperation
1. Coordinate land use planning and development review with Ranson, Charles Town, Harpers Ferry and Bolivar as development occurs near or within their boundaries or UGBs within the US 340 corridor
  2. Synchronize long range planning growth patterns along the US 340 corridor with the appropriate municipality