



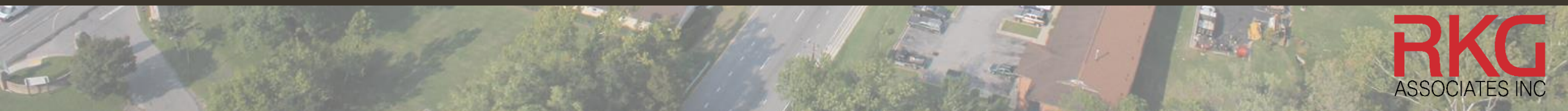
# U.S. Rt. 1 Corridor Master Plan

Baltimore Regional Transportation Board

July 23, 2019

Peter Conrad, Howard County Department of Planning & Zoning

**Rt. 1 Corridor**  
Master Plan 



# U.S. Rt. 1 Corridor Master Plan

## Presentation Agenda

I. Background

II. Master Plan Objectives and Process

III. Rt. 1 Character Area Approach

IV. Transportation, Infrastructure and  
Organizational Issues

V. Next Steps/Questions?





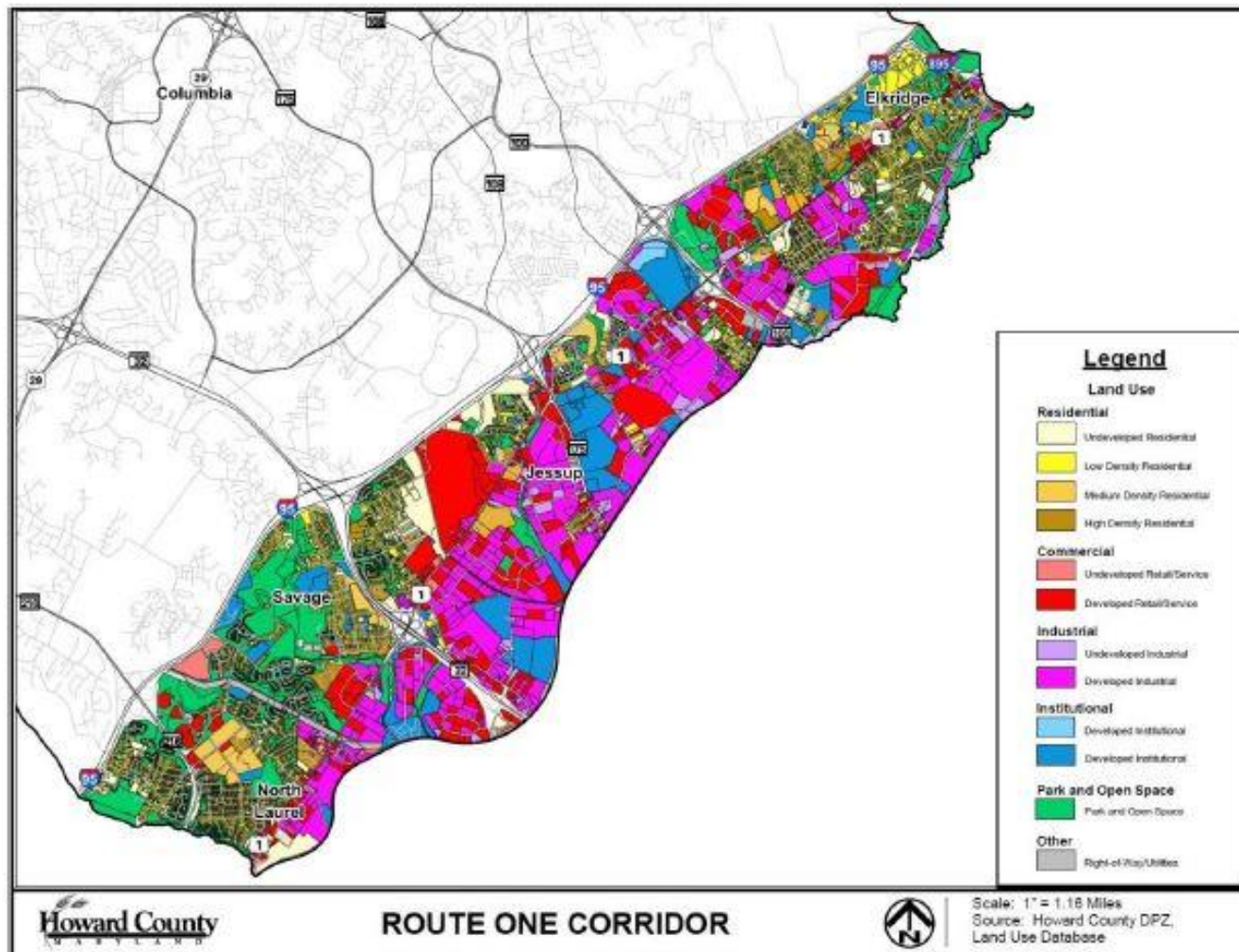
# Rt. 1 Master Plan Background





# Master Plan Background

## Rt. 1 Corridor Master Plan



# Master Plan Background

## Why a Master Plan Update?

- Advance County Policy Objectives
- Significant Taxbase and Job Base
- Targeted Location for County Growth
- Important North South Connector

# Master Plan Background

## Challenges

- Mix of land uses including significant M-1 and M-2
- Function as a state road
- Road relationship to I-95 and MD 295
- Lack of institutions or anchors
- No current organization
- Broader County context

# Master Plan Background

## Significant Prior Planning Efforts

- 2004 Corridor Rezoning
- 2009 Rt. 1 Manual
- 2011 US Rt. 1 Market Analysis
- 2012 PlanHoward 2030
- 2013 North Laurel-Savage Sustainable Communities Program
- 2014 Rt. 1 Tax Credit Program
- 2017 Development Regulations Assessment
- 2017 US 1 Safety Evaluation



# ROUTE 1 CORRIDOR LANDMARKS AND NEW DEVELOPMENTS

## MIXED USE DEVELOPMENTS

- (1) BLUE STREAM OVERLOOK
- (2) HOWARD SQUARE
- (3) MISSION PLACE
- (4) ELKRIDGE CROSSING
- (5) BELMONT STATION
- (6) MORRIS PLACE
- (7) ASHBURY COURTS
- (8) RIVERWATCH
- (9) PATUXENT SQUARE
- (10) OXFORD SQUARE
- (11) LAUREL PARK STATION
- (12) ANNAPOLIS JUNCTION TOWN CENTER

## INDUSTRIAL/COMMERCIAL/INSTITUTIONAL

- (13) COASTAL SUNBELT PRODUCE
- (16) CENTRAL MD TRANSIT FACILITY
- (17) PATUXENT PARK INDUSTRIAL AREA
- (18) MARYLAND FOOD CENTER AUTHORITY
- (19) TERRAPIN COMMERCE CENTER
- (20) TERRAPIN COMMERCE CENTER - BLDGB
- (35) COLUMBIA JUNCTION
- (36) TROY HILL CORP CENTER PARA-30
- (37) DAY RESOURCE CENTER
- (38) NAPA WASHINGTON

## OFFICE

- (21) MEADOWRIDGE 95 PAR A
- (22) CORRIDOR 95 BUSINESS PARK
- (23) EMERSON-REVITZ PROPERTY
- (39) EMERSON CORPORATE COMMONS NORTH

## RESIDENTIAL

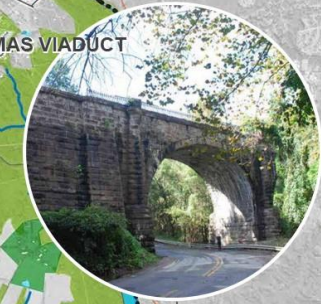
- (14) CORRIDOR SQUARE
- (15) DORSEY CENTER
- (24) SHADY LANE CROSSING
- (25) GUILFORD OVERLOOK
- (26) REDD & SPES PROPERTIES
- (27) BETHEL MINISTRIES, INC.
- (28) DORSEY GLEN

## RESIDENTIAL (CONTINUED)

- (29) FOX WOOD MANOR
- (30) DEER SPRINGS SEC. 1 (HIGH RIDGE MEADOWS)
- (31) DEER SPRINGS SEC. 2 (HIGH RIDGE MEADOWS)
- (32) PARK OVERLOOK
- (33) FALCON CREST
- (34) HONEYSUCKLE RIDGE

**NOTE:** THE IMAGES BELOW (SHOWN WITHIN CIRCLES) HIGHLIGHT SOME OF THE LANDMARKS ALONG RT. 1 CORRIDOR

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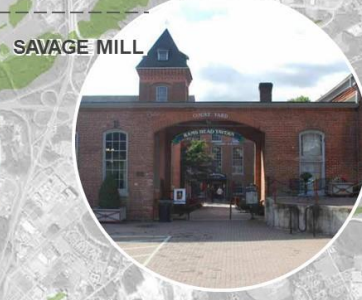
NORTH LAUREL COMMUNITY CENTER



LAUREL PARK RACETRACK



SAVAGE MILL



MEADOWRIDGE MEMORIAL PARK



COUNTY LIBRARY







# Master Plan Objectives and Process



# Master Plan Objectives and Process

- Create an revitalization strategy for the Rt. 1 corridor
- Activate transportation solutions, as well as safety solutions
- Identify critical public infrastructure needs
- Identify revitalization and economic development strategies and identify key partners
- Improve business vibrancy and quality of life throughout the Rt. 1 corridor



# Master Plan Objectives and Process

- What should be the overarching vision for the corridor – or are there multiple visions, guided by a specific geography and existing development character?
- Should commercial/retail development be clustered and if so should it include residential?
- What added transportation network links and enhancements are needed and where, to allow better travel choices for transit riders, bicyclists, and pedestrians?

# Master Plan Objectives and Process

- How should Rt. 1 function as a roadway, in support of the corridor vision?
- What partnerships and organizational changes should be explored to help realize a vital future for Rt. 1?
- Would the County benefit from engaging in public/private development partnerships along the corridor?
- What are the important economic development tools the County should consider?



# Master Plan Objectives and Process

- **Key Property and Real Estate/Developer Interviews**
- **Business Breakfast Roundtable**
- **Public Open Houses and Workshops**
- **Virtual Open Houses and Workshops**
- **Expert Panel Developer Roundtable**
- **Coordination with SHA/MDOT**



# Rt. 1 Character Area Approach





# Rt. 1 Character Area Approach

## CORRIDOR-WIDE THEMES

- Route 1 “Neighborhoods”
- Cluster Future Growth
- Multimodal Connectivity
- Context Compatible Locations For Residential, Commercial And Industrial Land Uses
- Environmental Area Conservation/Enhancement

# Rt. 1 Character Area Approach

## CRITERIA FOR DESIGNATING CHARACTER SITES/AREAS - REDEVELOP

- Cluster Of Parcels
- Vacant And Underutilized Parcels
- Along Route 1 Frontage
- Proximity To New Public/Private Investment
- Parcels With Appropriate Depth For Planned Unit Development
- Redevelopment Timing (Short/Medium/Long)
- Community Feedback

# Rt. 1 Character Area Approach

## CRITERIA FOR DESIGNATING CHARACTER SITES/AREAS - CONNECT

- Adjoining Existing Development/Communities
- Both Sides Of Route 1
- Extension Of Existing Street Grid
- Multimodal Connections (Sidewalks, Trails, Multi-use Paths, Bike Lanes/Tracks, Etc.)



# Rt. 1 Character Area Approach

## CRITERIA FOR DESIGNATING CHARACTER SITES/AREAS - PRESERVE

- Natural Resource Areas (Stream Corridors, Floodplains, Steep Slopes, Wetlands, Wooded/Forested Areas)
- Area Adjacent To Natural Areas For Expansion
- Green Buffers And Thresholds Along Route 1
- Parks
- Existing Residential Communities
- Community Facilities And Landmarks

# CHARACTER AREAS LOCATIONS AND CONTEXT



- TRANSIT-ORIENTED DEVELOPMENT
  - MIXED-USE ENTERTAINMENT
  - RESIDENTIAL
- CHARACTER AREA 1**

- MIXED-USE TOWN CENTER
  - RETAIL/SERVICE
- CHARACTER AREA 2**

- LARGE OFFICE BUSINESS PARK
  - RESTAURANT CLUSTER
  - CONFERENCE CENTER
- CHARACTER AREA 3**

- INDUSTRIAL/FLEX DEVELOPMENT
  - FOOD TRUCK OPERATIONS
- CHARACTER AREA 4**

- CIVIC CENTER
  - PUBLIC SPACE
  - RE-ESTABLISH RESIDENTIAL NEIGHBORHOOD
- CHARACTER AREA 5**

- MAIN STREET
  - MIXED USE
- CHARACTER AREA 6**





## Preliminary Considerations

### Mixed use & entertainment

- Focal point at the south side of the corridor
- Build on the planned development of Laurel Park with entertainment oriented mix of uses

### Commercial

- Main street character

### Residential

- Medium to high density along route 1

### Laurel Park development

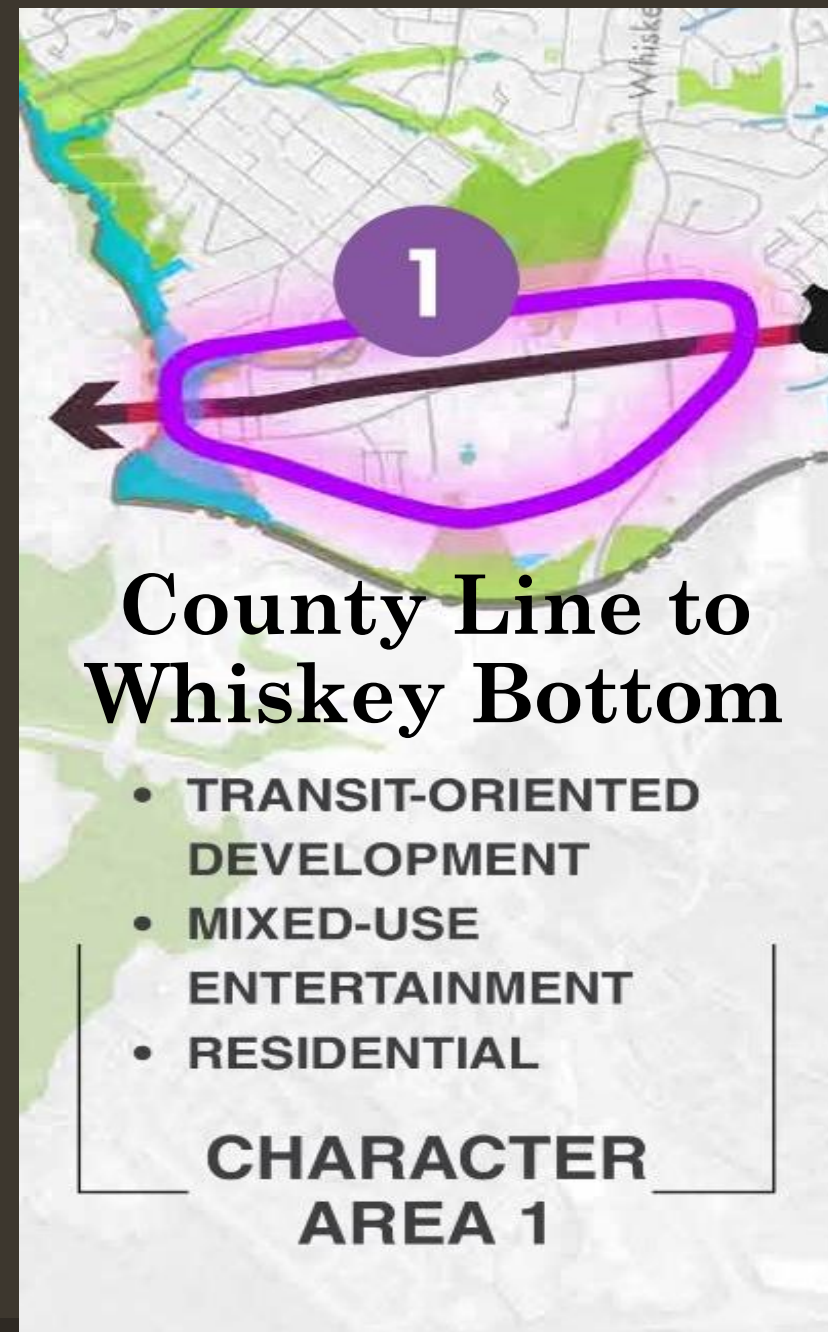
- Planned transit-oriented development
- Utilize the planned street grids for opportunity parcel development

### Gateway to Howard County

- Wayfinding signage, public art, gateway sculptural elements, public plazas, framed by buildings, etc.

### Enhanced Streetscape

- To activate streetscape areas adjoining potential mixed-use, entertainment and transit-oriented core along route 1.





# MARKET ORIENTATION – Character Area 1

- 4 miles from I-95 Exit 33 on Route 198 and 9 miles to Fort Meade
- Land use at this location are underutilizing the future value of land. Mostly automotive, small mobile home park and small industrial uses
- New residential development occurring at Laurel Park Station
- Napa Washington Development on wooded parcel (30,000 SF retail, warehouse and office)
- Adjacent to future entertainment center at Laurel Park development
  - Restaurants/bars, sports betting, horse racing

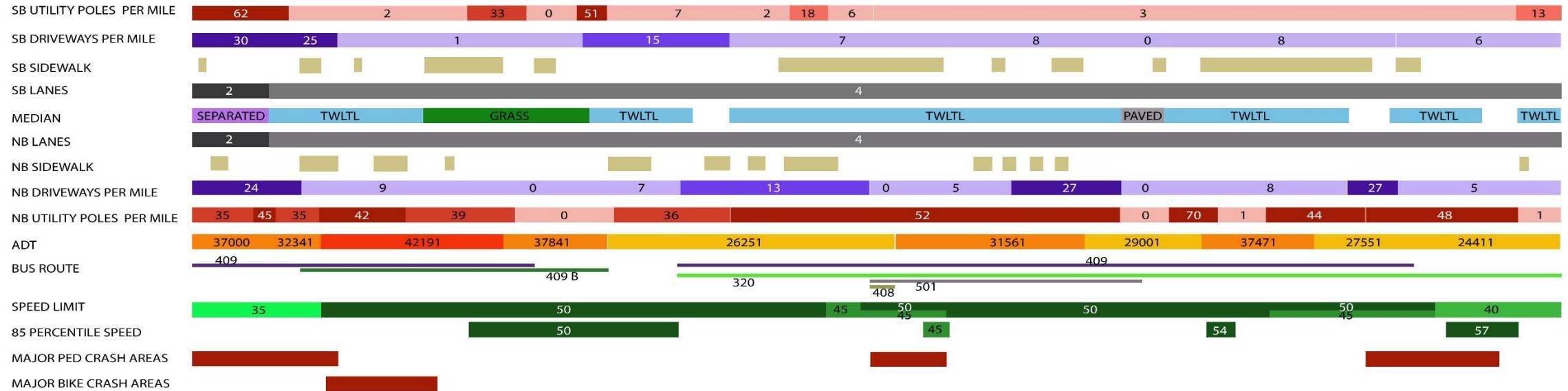
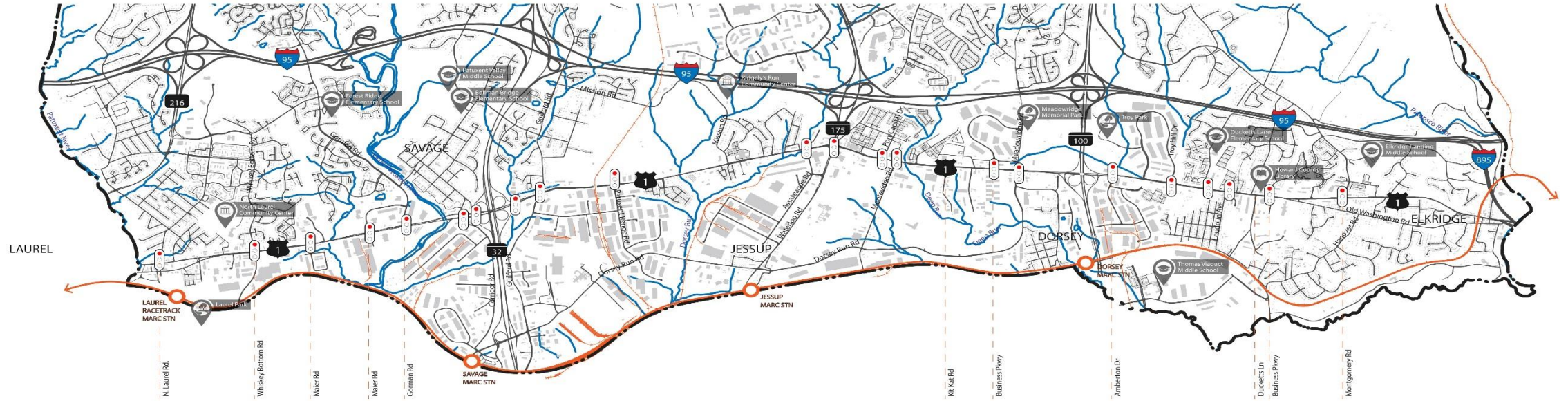


# Transportation, Infrastructure and Organizational Issues





# ROUTE 1 | CORRIDOR ATTRIBUTE MAP



## LEGEND:

- Signitized intersection
- MARC Station

- Key Destination
- Commuter/ Freight Rail Line
- Stream / River

# Transportation, Infrastructure and Organizational Issues

- Considerations for Improvements
  - Multimodal connectivity
  - Safety and comfort
  - Sense of place
- Framework for Key Decisions
- Maryland Case Studies

# Transportation, Infrastructure and Organizational Issues

- Implement transportation infrastructure improvements that reflect and reinforce the vision for the Character Areas
  - Robust economic development
  - Multimodal connectivity
  - Safety and comfort
  - Sense of place
- Plan for what we want to see in the Character Areas, not what we have now
  - Treat Character Areas differently (recommendations are for Character Areas, not corridor-wide)



# Near Term Physical Improvements

- Fill sidewalk gaps
- Provide immediate connectivity improvements by enhancing paved shoulder via lane diets and road diets, physical buffer, etc.
- Provide enhanced bus shelter amenities
- Implement pedestrian crossing improvements
- Improve wayfinding
- Other safety and speed management improvements

# Near-Term Physical Improvements



# Mid-Term Strategy and Approach

- Balance multimodal needs
- Improve safety for everyone
- Implement transportation infrastructure improvements that create a recognizable node of activity
- Identify opportunities to enhance regional multimodal connectivity

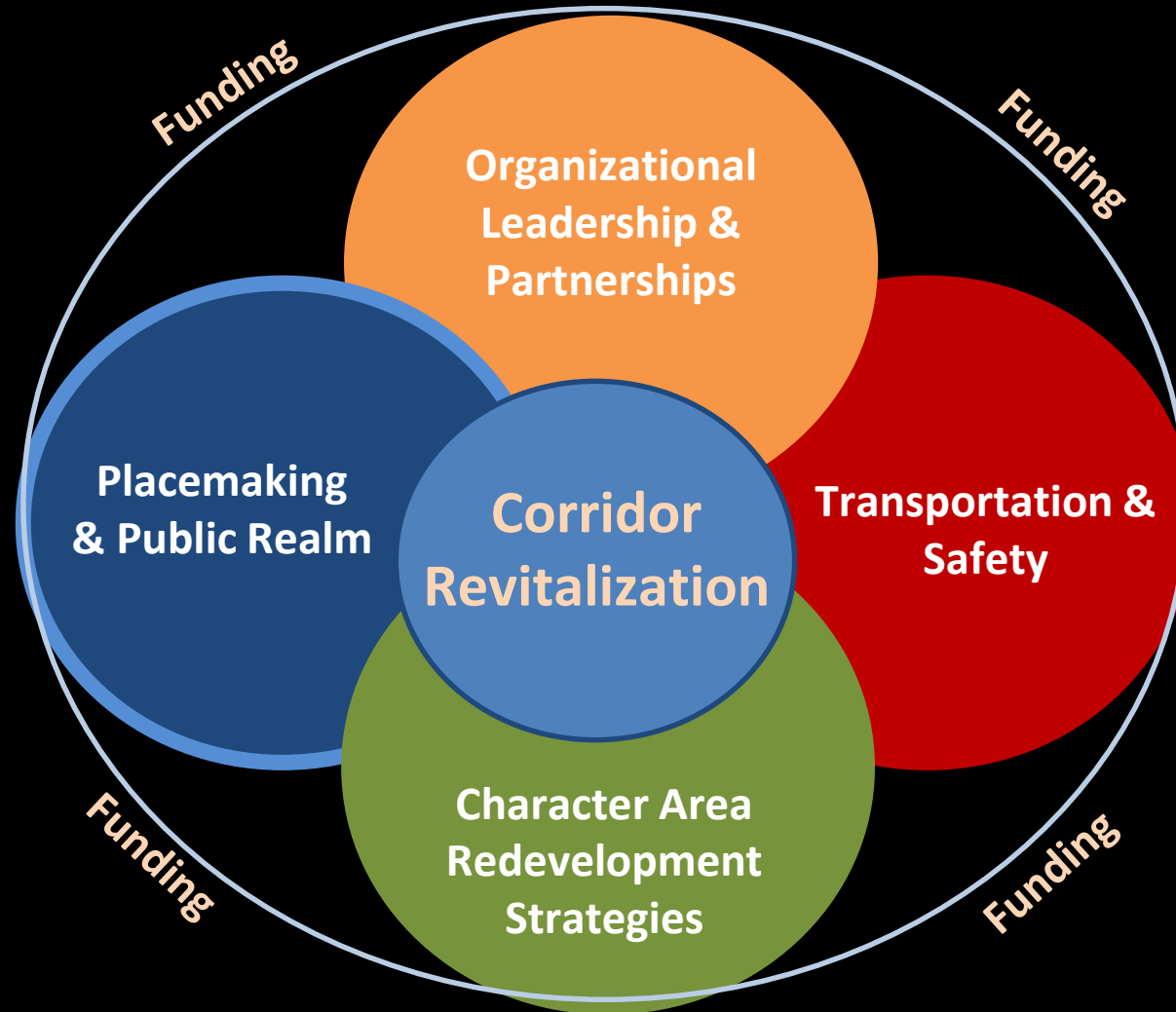


# Framework for Key Decisions

## Character Area Improvements

Issue	Framework for Discussion
Minimum lane widths	10.5-11 foot motor vehicle travel lanes?
Desired motor vehicle speed	Reduced miles per hour in targeted locations?
Pedestrian crossing needs evaluation	Accounting for existing, latent, and future demand?
Road diet thresholds	Source for allowable thresholds?
Setback requirements	Balancing sense of place and crash considerations?

# Transportation, Infrastructure and Organizational Issues



# Transportation, Infrastructure and Organizational Issues

## Considerations

- To manage growth and redevelopment along the Route 1 Corridor to meet multiples objectives
- To identify suitable areas to accommodate the relocation of some Route 1 businesses to areas off Route 1
- To work with real estate community to assemble key land parcels for future redevelopment and public parks/amenities
- To initiate redevelopment in strategic opportunity areas where catalyst redevelopment is possible





Next Steps/Questions?



# Next Steps

- Refine Character Area recommendations
- Continue briefings with County Council, Real Estate Community and General Public
- Fall 2019 meeting between County and SHA
- Public Open House
- Adopt plan as a General Plan amendment

# Questions?

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