mini Technical Assistance Panel

Destination:
Carroll Creek Linear Park
City of Frederick, Maryland

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Destination: Carroll Creek Linear Park

Panelists:

Reyna Alorro, DC Office of the Deputy Mayor for Planning and Economic Development

Jad Donohoe, The Donohoe Companies

Erin Girard, Linowes and Blocher, LLP

McLean Quinn, EYA LLC

Nia Rubin, U.S. General Services Administration

Stephen Staudigl, National Capital Planning Commission
Destination: Carroll Creek Linear Park

Agenda

I. Introduction to Site and Study Questions
II. Existing Conditions
III. Long-Term Recommendations
IV. Administrative, Policy and Financing Strategies
V. Q & A
Destination: Carroll Creek Linear Park
Introduction to Site and Study Questions

Site Background

Regional Context:
46 miles from Baltimore
45 miles from DC
Adjoins VA, WV and PA
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Introduction to Site and Study Questions

Historic Downtown District

mTAP Area
Destination: Carroll Creek Linear Park
Carroll Creek/East Patrick Street Study Area
Sponsor Questions for the Panel

1. Given Frederick’s unique market, what **types of redevelopment** within the study area would **generate additional activity** and **provide a link for pedestrians** to connect between downtown and the western and eastern ends of Carroll Creek Linear Park?

2. For those uses in the study area that do not conform to the vision of a walkable, vibrant community along Carroll Creek, **what strategies can the City use** to encourage relocation of existing property and/or business owners?

3. **What incentives could the City initiate** to encourage private sector development in this study area? (i.e. tax credits for brownfield projects, less expensive land acquisition costs, less stringent land development controls, etc?)

4. **To what extent is housing a realistic vision** for this area? If so, what type of housing would be most appropriate?

5. Do the recommendations of this project **benefit the entire metropolitan Washington region**, and if so, how?
Destination: Carroll Creek Linear Park

Let’s get East Frederick on the map!
Destination: Carroll Creek Linear Park

Existing Conditions
Destination: Carroll Creek Linear Park

Existing Conditions

Assets

• Access to regional transit and transportation
  MARC train station with regional connections

• Ability to draw regional and local audience
  ○ Frederick Fairgrounds attracts over 1M people annually
  ○ Frederick Minor League Team
  ○ Critical mass of antique shops and diverse restaurants

• Attractive and amenity-rich Downtown
  ○ Significant and exquisite historic building stock
  ○ Mix of commercial and industrial users
  ○ Pedestrian-friendly environment and high walkability

• A Great Brand
  ○ Significant tourism
  ○ Creative economy/Artist community
  ○ Nationally famous culinary arts scene
  ○ Good quality of life
  ○ Hipster vibe

• A Captive Audience
  ○ Millennials
  ○ Empter Nesters
  ○ Fairground visitors
  ○ Agricultural tourists
Destination: Carroll Creek Linear Park
Existing Conditions

**Urban Context**

- Adjacent to the quaint and historic downtown Frederick and Arts and Entertainment District
- No street grid
- Light/heavy industrial uses and character
- South East Street physical barrier
- Small residential community to the north
- No or little convenience retail; urban-style grocer

**Site-Specific Context**

- Overhead power lines
- Industrial buildings and Fairgrounds
- Serviced by South East Street and Patrick Street – connections to new East Street gateway and historic downtown
Destination: Carroll Creek Linear Park
Existing Conditions
Destination: Carroll Creek Linear Park

Existing Conditions

Observations and Challenges: Economics

Willingness of public sector to make investments
• Carroll Creek Linear Park, $14M Phase 2 improvements underway
• Possible TIF for new Hotel and Conference Center
• New East Street Gateway/1-70 Access

Market realities exhibit challenges

Residential/Mixed-Use:
• East Frederick could add slightly more than 800 new HHs by 2020
• Single-family housing in greater demand
• Current rents would not support multifamily

Commercial:
• Significant office space available but lack of demand Downtown
• Recent industrial building upgrades and retail plans suggest long-term investment
• Large amount of restaurants, antiques and tourism-focused retail
Observations and Challenges: Zoning

- Majority zoned Light Industrial
- Complicated land use ordinances
- Conflicting ordinances with recent planning framework
  - East Frederick Small Area Focused Plan
- Burdensome requirements of affordable housing and mixed-use components
Destination: Carroll Creek Linear Park
Existing Conditions

Observations and Challenges: Taxes and General Business Climate

- Perception of bureaucracy
- High Impact Fees for Water and Sewer
- High property taxes
- Entitlement uncertainty
Destination: Carroll Creek Linear Park
Existing Conditions

Community Engagement

• East Frederick Rising Committee

• Recent Plans
  ○ A Vision for the Revitalization of the East Side of Frederick (2010)
  ○ ULI Technical Assistance Panel sponsored by East Frederick Rising (2013)
  ○ East Frederick Small Area Focused Plan

• Strong Pro-Growth Community
Destination: Carroll Creek Linear Park
Existing Conditions

Urban Design and Programming
Long-Term Recommendations
Destination: Carroll Creek Linear Park
Long-Term Land Use Recommendations

Mixed-use with an emphasis on residential, especially in initial phases:

- Single-use, residential-only plans will kick-start redevelopment and best meet market demand
- Strong existing retail and office infrastructure and pipeline can be augmented with unique, non-competitive uses and missing staples
  - Artist village
  - Culinary arts school
  - Specialty grocer / pharmacy
  - Boutique movie house
  - Relocate Flying Dog Brewery to existing warehouse space on creek

Smaller, pedestrian oriented blocks

Phasing plan that allows uses to come on line as infrastructure and community is established

Terminus of Carroll Creek as a destination:

- Create new park / pond that can be programmed
- Activate the space: paddle boats, fountains, temporary surface parking, farmers market
Destination: Carroll Creek Linear Park
Long-Term Land Use Recommendations
Destination: Carroll Creek Linear Park
Long-Term Land Use Recommendations

Residential
- Townhouses
- 2-over-2’s
- Low-rise Apartments

Mixed Use
- Rental Apartments over Retail or fast food
- townhouse in back

Commercial
- Specialty Grocer
- Trader Joe’s, Yes!
- Pharmacy
- Walgreens
- Cultural / Cooking / Film
Development Phasing:

1. Creek Improvements
   Prerequisite to attract new residents

2. For-Sale Residential (A,B)
   First users, willing to lead market

3. Convenience Amenities (F)
   Complement Everedy Square with grocer/pharmacy

4. Residential (C,D)

5. Commercial / Residential (E,G,H,J)
   Needs critical mass of earlier phases

6. Final / Remote Phases (I,K,L)
**Destination: Carroll Creek Linear Park**  
**Long-Term Land Use Recommendations**

**Emphasize For Sale Residential**

- Home buyers are willing to invest in a redevelopment story, renters want amenities in place

- For-sale townhouses and two-over-two condominiums can achieve relatively high densities (25+ du/ac)

- Single-family homes can be phased and built more gradually, managing risk and meeting Frederick’s absorption pace

  Market would support 25 to 45 new homes (1 to 2 acres) of new townhome production per year on the property
Property Specific Recommendations

• Potomac Edison
  – Potentially a near term opportunity
  – Frontage on E. Patrick suitable for retail (specialty grocer / pharmacy)
  – Property off E. Patrick could be zoned for future residential, temporary parking as interim use

• Sites J + K
  – Further removed and isolated from City than Potomac Edison
  – Value would be enhanced by waiting to redevelop after creek improvements and initial phases
  – Residential and mixed-use opportunities could be supported after initial redevelopment phases

• Wayside Apartments (423 East)
  – Opportunity for Bed and Breakfast conversion of existing apartments?
Public Infrastructure Will Lead the Way

- The Carroll Creek extension is critical to promoting redevelopment
- Incentivizing redevelopment between downtown Frederick and East Patrick will help pull people into the site
- Creating a special water feature/pond and park at Highland Street terminus will create a new destination and increase redevelopment potential
- Other public infrastructure like roads and utilities may require subsidy to generate large scale private sector investment
Destination: Carroll Creek Linear Park
Long-Term Land Use Recommendations: Relocate Stadium

Existing Frederick Keys Stadium
Destination: Carroll Creek Linear Park
Long-Term Land Use Recommendations: Relocate Stadium

Downtown Minor League Baseball

Fifth Third Field
Dayton, OH

NewBridge Bank Park
Greensboro, NC

BB&T Ballpark
Winston-Salem, NC

www.daytondragons.com
www.elon.edu

www.visitwinstonalem.com
Destination: Carroll Creek Linear Park
Long-Term Land Use Recommendations: Relocate Stadium

Potential Future Stadium Site
Further Promote Frederick as a Regional Hub
Transit Service: Current MARC Service

Map: Maryland Transit Authority

Frederick MARC Station
Further Promote Frederick as a Regional Hub
Enhance MARC Service & Interim Express Bus Service
Destination: Carroll Creek Linear Park

Administrative, Policy and Financing Strategies
Destination: Carroll Creek Linear Park
Administrative, Policy and Financing Strategies

• Long-term plan that will require phasing and interim uses.
• Construction of approved projects along creek critical for ultimate connectivity and cohesiveness.

• Relocate existing industrial uses.
Destination: Carroll Creek Linear Park
Administrative, Policy and Financing Strategies

Interim and Adaptive Reuse Examples

Trapeze School in Washington, DC
http://washingtondc.trapezeschool.com/

Brewery Art Colony in Los Angeles
http://labrewery.com/brewery/
Destination: Carroll Creek Linear Park
Administrative, Policy and Financing Strategies

• Actively market area for new investment and development.

• Activate Carroll Creek Linear Park through more consistent programming and better marketing.

  • Improve way-finding signage to direct people into the creek.

  • Harvest public interest and support.

  • Consider changes to zoning and entitlement process to make it clearer, more flexible, and faster.
Incentives

• TIF: Infrastructure, Parking, Site Remediation
• Supermarket Tax Credits
• Residential Tax Credits
• State Enterprise Zone Designation
• Tap Fee Waiver Area
• Relocation Incentives for Existing Users
Questions and Answers