

MARSHALL SOUTHERN GATEWAY CHARRETTE PLAN



FAUQUIER COUNTY, VA



RENAISSANCE PLANNING GROUP

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INTRODUCTION

Background

In April 2010, the citizens of Marshall completed a draft Service District Plan as part of Fauquier County’s overall Comprehensive Plan. In that draft plan document, the desired future for the village of Marshall is described in a vision statement. The vision for Marshall calls for new development to be designed with many of the familiar features of the existing and traditional small-town development patterns found in Marshall, including close-knit neighborhoods, walkable residential and retail areas, an interconnected grid of streets that will help distribute the transportation burden on Main Street as Marshall grows, and human-scale streetscapes with narrower, traffic-calmed street widths that are more comfortable for pedestrians. In addition, citizens emphasized the need to create gateways to Marshall to visually provide a small town, welcoming entrance from the surrounding rural areas, and recommended a planning and design charrette to further define the design details for the “front doors” to the town.

On October 1 and 2, 2010, Fauquier County and the citizens of Marshall hosted a two day design charrette for the Southern Gateway in Marshall. Staffed and facilitated by a team of professional planners and designers led by Renaissance Planning Group, the charrette included a series of public workshops and

stakeholder interviews during which local residents, business owners and officials worked hand-in-hand with the project team to generate a conceptual site plan and design details that gave form to the vision of the citizens for the Southern Gateway.

Charrette Process

Incorporating the perspectives and priorities of the people who live, work and do business in Marshall was a critical component in the development of the Marshall Southern Gateway Area Plan. The two day, collaborative planning process hosted at the Marshall Community Center allowed several dozen people – including, residents, property and business owners and county officials– to provide suggestions on what they’d like to see in the Southern Gateway in the future.

The two-day charrette included a series of public workshops and stakeholder interviews during which local residents, business owners and officials worked hand-in-hand with the project team to generate a conceptual site plan for the Southern Gateway and design strategies that can clarify and implement the concepts in the Service District Plan.

During the charrette, maps and drawings were available for public review and comment. A public workshop and presentation, and informal stakeholder interviews were held to hear the concerns and ideas about the area. In the opening public workshop, participants were asked to envision the future of the

Excerpt from April 2010
Draft Vision Statement

“The gateways to Marshall will provide an attractive transition from the countryside to the town. The gateways will include a mix of uses, but the scale and style of development will be consistent with the scale and style of the town. The gateways will be viewed and planned as Marshall’s front rather than rear doors, and should announce with beauty and grace the entrance to the traditional Piedmont town of Marshall.”

Southern Gateway. Working in small groups of four to eight people, they were asked to describe their likes and dislikes of the Southern Gateway today, and describe how they would like the area to change in the future. Each group was given a map of the Southern Gateway Area and was asked to highlight the areas they would like to protect, as well as those areas they would like to change, using color coded markers.

The workshop results helped shape the ideas and aspirations that ultimately went into the Vision Plan. Participants helped identify a set of guiding principles to create a more vital, active, and pedestrian-friendly Southern Gateway area that will become a welcoming “front door” to the community. The following section includes a brief description of the guiding principles outlined during the first workshop and in discussions with stakeholders and community leaders.

What we heard

In the group work sessions on the first day of the charrette, several ideas emerged as common themes for what citizens generally like about the southern gateway, what they generally don't like, and what they want for the gateway in the future.

What Citizens **Like** Now:

- Ease of Access from surrounding areas
- Historic Houses
- Vitality; Services

- Rural Character
- Trees and Stone Walls

What Citizens **Don't** Like Now:

- Lack of Sidewalks
- Truck Traffic
- Glare from Commercial Lighting
- The Appearance of McDonalds and BP Gas Station
- Narrowness of Winchester Road

What Citizens Want in the **Future**:

- Sidewalks Along All Streets
- Slower Traffic
- More Appealing Lighting and Signage
- Connectivity of Streets and Sidewalks
- Trees and Green Areas
- Industrial Uses Screened from the Roadways
- Mixed-Uses

Guiding Principles

A set of guiding principles for future change emerged from the collective input received throughout the charrette session. These principles were distilled from the multiple comments and suggestions made, and reflect a broad consensus among citizen participants.



1. Maintain and Enhance the Pedestrian-Oriented, Human Scale Environment

The pattern of streets, buildings, parking areas and green spaces should be organized so as to create a human-scale visual environment along the public roadways, and provide a pleasant and safe walking experience for the pedestrian.

2. Maintain the Rural, Small Town Character

The visual appearance of streets and buildings should maintain the informal, traditional character of a small scale, rural-oriented, agricultural market center.

3. Provide a Clear Sense of Entry into the Village

The entrances to the village should reflect its rural, small town character, and should be distinctive and unique to Marshall, while providing a sense of arrival and transition from the highway environment to the Main Street environment.

4. Divert and Separate Truck Traffic

The road network should be designed and built to separate truck traffic from automobile and pedestrian traffic to the greatest extent possible.

5. Calm the Traffic on Major Streets

The design of streets, parking areas, landscaping, and adjacent buildings should give drivers entering the village the visual signal to slow down to speeds that accommodate comfortable pedestrian movements.

6. Enhance the Connectivity and Functionality of the Grid Street Network

As development proceeds in the gateway area, the street network should be completed into an extended grid network that connects all streets together and provides well-designed sidewalks and street crossings.

7. Complement Main Street

The design and use of streets, walkways, landscaping and buildings should complement rather than undermine the existing buildings and uses along Main Street, so as to reinforce and enhance the commercial vitality of Marshall.

8. Provide Trees, Green Spaces and Pocket Parks

As development proceeds in the gateway area, trees should be provided along major streets and in parking areas, and small pocket parks should be provided as part of major development projects to create well-defined, human-scale civic spaces.

9. Provide a Mix of Uses

Future development should include a mix of uses, including offices and business services, as well as complementary retail uses along the major streets, with limited residential uses on second floor spaces and behind commercial sites, and industrial uses in the currently zoned industrial areas.

10. Preserve and Re-Use Historic Buildings

As development and redevelopment occurs in the area, existing buildings with historic significance

Guiding Principles

- 1. Maintain and Enhance the Pedestrian-Oriented, Human Scale Environment*
- 2. Maintain the Rural, Small Town Character*
- 3. Provide a Clear Sense of Entry into the Village*
- 4. Divert and Separate Truck Traffic*
- 5. Calm the Traffic on Major Streets*
- 6. Enhance the Connectivity and Functionality of the Grid Street Network*
- 7. Complement Main Street*
- 8. Provide Trees, Green Spaces and Pocket Parks*
- 9. Provide a Mix of Uses*
- 10. Preserve and Re-Use Historic Buildings*
- 11. Screen Industry from Main Roads; and Screen All Uses from I-66*
- 12. Provide Human-Scale Lighting and Signage*

should be protected through preservation and/or adaptive re-use.

11. Screen Industry from Main Roads; and Screen All Uses from I-66

All industrial uses should use vegetative buffers to visually screen them from the major roadways, and all buildings should be visually screened from I-66.

12. Provide Human-Scale Lighting and Signage

The lighting and signage for all buildings should be designed, located and sized to provide a human-scale and pedestrian-friendly environment; lighting should use full cut-off fixtures and avoid spillover onto adjacent properties, and signs should be modest in size and height, and oriented to the pedestrian nature and slow traffic speeds of adjacent roads.

Key Issues and Details

A set of key issues also emerged from the initial group work sessions. As input continued throughout the charrette, details regarding architectural elements and specific types of land use were added by participants to flesh out various particular aspects of how the vision might take shape. All of these issues and details were reviewed by participants at the end of the charrette. The issues were acknowledged as being key considerations which need balance, and the details received general affirmation as being consistent with the vision.

Key Issues

1. Drawing People into Town – visitors and tourists

The village would benefit from drawing tourists to local businesses, but the benefit of the greater economic vitality must be balanced against the impact of increased traffic volumes.

2. Competition / Conflict with Main Street

New businesses in the southern gateway area should be of a type and scale that will enhance the vitality of the traditional businesses on Main Street, rather than undermining their economic health. Uses that complement Main Street would be welcome, such as larger footprint offices, larger scale tourist accommodations, light industrial uses and a limited amount of small-lot single family dwellings.

3. Residential vs. Commercial Uses

While new residents will provide additional market support for existing and new businesses, the village would not want the impact of excessive residential development that might threaten its rural, small-town character.

Key Issues

- 1. Drawing People into Town – visitors and tourists*
- 2. Competition/Conflict with Main Street*
- 3. Residential vs. Commercial Uses*
- 4. Short-term vs. Long-term Market Demand*
- 5. Existing Zoning vs. the Vision*
- 6. Separate Truck Traffic vs. Road Capacity and Routing*

4. Short-term vs. Long-term Market Demand

As the local and regional population grows, the demand for commercial uses will increase and broaden. The limitations of the short-term market demand should not be allowed to undermine the long-term market opportunities.

5. Existing Zoning vs. the Vision

The theoretical amount of development that is permissible under existing zoning in the gateway area exceeds the amount that is necessary or desirable for the village in the near future, and more importantly, the physical form that is allowed is in direct conflict with the vision of a human-scaled, pedestrian oriented village.

6. Separate Truck Traffic vs. Road Capacity and Routing

The industrial area to the east of Winchester Road will generate significant levels of truck traffic, which will mix with auto and pedestrian traffic at the southern gateway. This will create congestion and safety problems without a re-design of the existing road network.

Architectural Details

I. Casual, Informal, Traditional

The design of new buildings should reflect the traditions of the southern piedmont of Virginia,

including a simple, uncluttered appearance, and vernacular forms and materials, including standing seam metal roofs and field stone walls and facades.

2. Buildings close to the street and generally two to three stories in height

The most important method of achieving a pedestrian-oriented streetscape is to place buildings close to the street, and for those buildings to be tall enough to create a sense of spatial enclosure as people walk along the sidewalk between the building façade and the travelway.

3. Parking on the street and to the rear of buildings

Another key method of achieving a pedestrian-oriented streetscape is to have parallel parking spaces along the street frontages between the sidewalk and the travelway, and to locate all additional parking to the rear of buildings, internal to the block.

4. Ornamental green civic spaces

Green spaces should be compact, well-ordered, and spatially defined by buildings and/or landscaping, so as to be pleasing places for people to gather.

Specific Uses

I. Campus-style industrial development



Example images of architectural character used in the final presentation

Sites within the industrially zoned area should be developed in a “campus” pattern to the greatest extent possible, so as to create a positive visual image from the public roadway and to provide the most convenient and safe internal and external connections for vehicles and pedestrians.

2. Institutional campus

The west side of Winchester Road offers an opportunity for a visually prominent and accessible site for an institutional or light industrial research park, designed in a campus format. The site could be well connected with streets and sidewalks to adjacent and supportive commercial and residential uses.

3. Offices (and limited retail)

Office uses that require a larger footprint than the small scale office spaces on Main Street would be suitable for the southern gateway area.

4. Hotel

A small scale hotel, designed to fit into a town-scale streetscape, would enhance commercial vitality while complementing Main Street businesses.

5. Compatible gas station/fast food establishments

High volume restaurants and auto-oriented convenience uses would meet an important segment of the commercial market, but they must be sited and

designed to fit into the town-scale, pedestrian-oriented streetscapes of Marshall. This objective has been achieved in many communities throughout the nation and can be achieved in Marshall as well.

6. Live-work units

Attached units with small office or retail uses at the street level, with residential quarters above, are a traditional form of development that would enhance the commercial vitality of the village while also providing a small-town scale of commercial activity.

7. Single-family detached dwellings (and limited attached dwellings)

Small-lot single family dwellings, served by rear alleys, with accessory dwelling units, could enhance the commercial purchasing power of the village, retain the traditional village scale of development, and provide relatively affordable supply of high quality residential uses.

8. Agriculture-based tourism

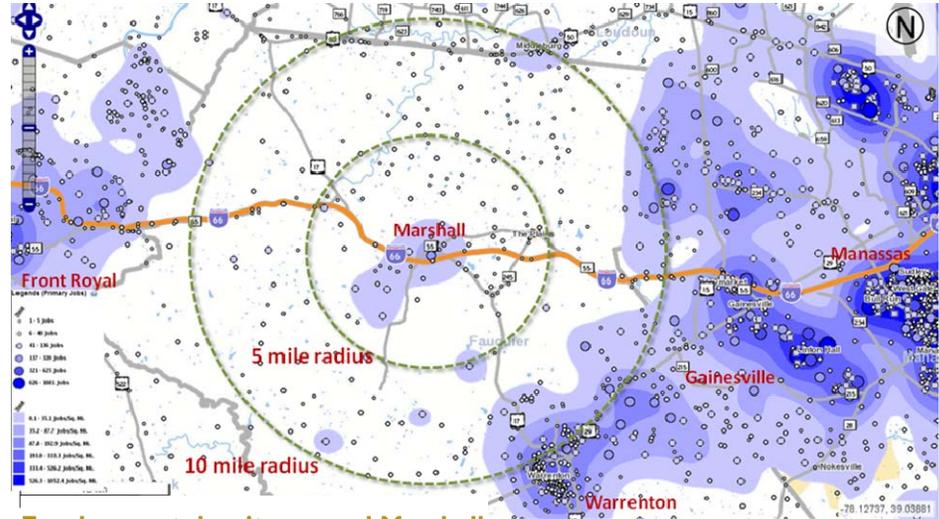
Marshall is the center of a vibrant agricultural community, yet is at the edge of a metropolitan region with millions of residents and visitors. It therefore offers the opportunity for a tourist-oriented, enterprise based on the wine industry or other high value agricultural market segment.

Pre-Charrette Analysis

Prior to the charrette, the consultant team conducted a brief analysis of regional trends and factors that could influence the future development and evolution of Marshall and the Southern Gateway area. Some of the results of this analysis are summarized below and in the maps to the right.

Market Analysis

The map at the right shows the regional pattern of employment around Marshall according to the US Census (2000). Over 70% of Fauquier County workers commute from neighboring jurisdictions. The largest proportion (nearly 30%) of commuters working in Fauquier County come from Culpeper County.



Employment density around Marshall

Housing and Transportation Affordability

While the concept of energy efficiency is a familiar term, locations can be efficient too. Compact neighborhoods with walkable streets, access to transit, and a wide variety of stores and services have high location efficiency. They require less time, money, and greenhouse gas emissions for residents to meet their everyday travel requirements.

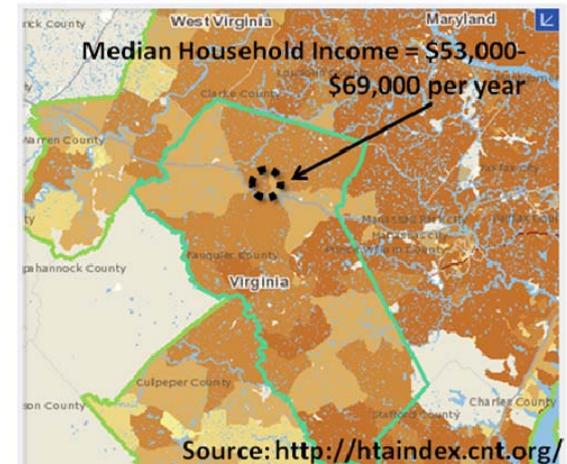
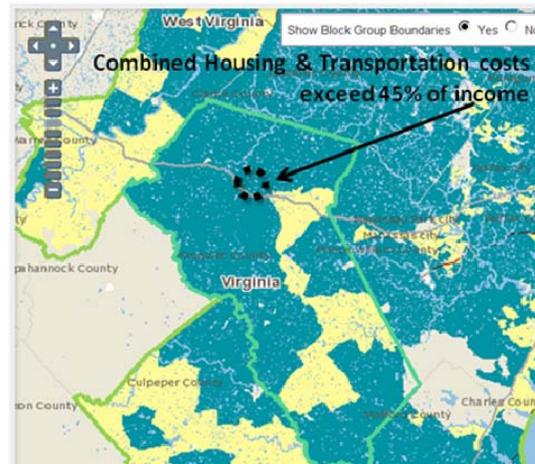
The savings add up for households and communities. Transportation costs can range from 15% of household income in location efficient neighborhoods to over 28% in inefficient locations. Greenhouse gas

Housing and Transportation Costs - % Income

Criteria	Population	Percent of Population
No Data Available		0%
Less than 45%	18,399	33.4%
45% and Greater	36,740	66.6%
Fauquier County Total	55,139	100%

Median Household Income

Criteria	Population	Percent of Population
No Data Available		0%
Less than 32000 \$/Year		0%
32000 to 42000 \$/Year		0%
42000 to 53000 \$/Year	14,370	26.1%
53000 to 69000 \$/Year	21,510	39%
69000 \$/Year and Greater	19,259	34.9%
Fauquier County Total	55,139	100%



Regional income, housing & transportation costs

emissions fluctuate too, depending on household reliance on costly, carbon-intensive automobile travel.

Using CNT’s Housing + Transportation Affordability Index, analysis reveals that Marshall’s combined housing and transportation costs exceed 45% of income.

Walkability

Walkable neighborhoods offer many benefits to the environment, health, finances, and communities.

Environment: Cars are a leading cause of climate change. Walking is a zero-pollution transportation option.

Health: The average resident of a walkable neighborhood weighs 7 pounds less than someone who lives in a sprawling neighborhood.

Communities: Studies show that for every 10 minutes a person spends in a daily car commute, time spent in community activities falls by 10%.

Finances: Houses in walkable neighborhoods are more valuable than those that are not. Controlling for all other values, a study found that in a typical metropolitan area each 1 point increase in Walkscore was associated with a \$700 - \$3,000 increase in home values! Walkscore is an online tool that was developed to help people identify walkable places to live. It computes the “walkability” of any place using distance to destinations such as restaurants, libraries, schools,

etc. Marshall has a Walkscore of 52, ranking it as “somewhat walkable” as compared to a “very walkable community like Warrenton.



Ratings of Marshall and Warrenton illustrated from Walkscore.com

TRANSPORTATION

Existing and Future Conditions

The existing transportation network in the Southern Gateway of Marshall is indicative of a rural environment that has begun to grow in recent years. Winchester Road and Old Stockyard Road are older roadways that do not meet current design standards or provide sidewalks or bike lanes for non-motorized traffic. At present, the traffic volumes are reasonable relative to available roadway capacity. Old Stockyard Road intersects Winchester Road on the north end of the gateway area and provides a connection to East Main Street (Route 55). The intersection of Winchester Road and Old Stockyard Road forms a skew at approximately 45 degrees.

Route 17 south of the study area quickly transitions from a high speed arterial facility to the low speed two lane Winchester Road just north of the westbound interchange ramp intersections. Winchester Road serves as the primary roadway providing north-south travel through the gateway area and into the downtown district. The existing traffic volume on Winchester Road is approximately 6,800 vehicles per day, which is generally suitable for the context of the roadway and existing traffic operations. The typical section is two travel lanes without curb and gutter or pedestrian accommodations. Pedestrian desire lines are present on grassy roadway edges along the

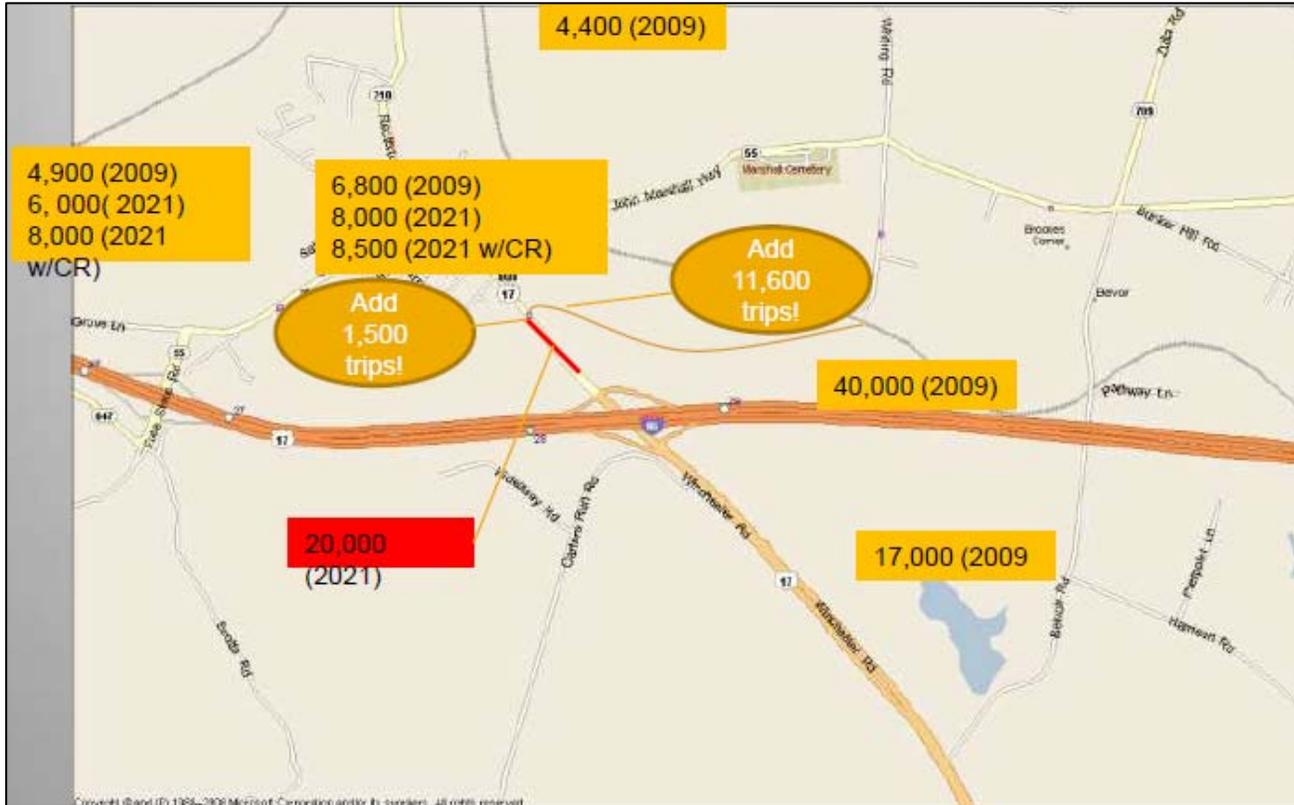
corridor with a particularly visible area in the vicinity of the McDonalds. The presence of desire lines indicate that there is a demand currently for walking within the corridor.

The 17/66 business park is served by a four lane divided roadway that has been recently constructed with the exception of the final pavement course, or sidewalk facilities. This access road may one day be connected to the northeast to Whiting Road, which will then provide access between the existing industrial areas on Whiting Road southwest to the I-66 interchange. It is expected that once the park is built-out, the traffic volume on what will be Whiting Road extended will be around 12,000 vehicles per day. This new traffic along with other growth related traffic that will occur over time will cause the section of Winchester Road between the entrance to the 17/66 Business Park and I-66 to increase to around 20,000 vehicles per day.

The residential areas on the northwest section of the gateway are presently served by a grid system of streets. This allows for a choice of travel routes which can help to effectively disperse the neighborhood traffic. The individual commercial uses along the eastside of Winchester Road do not provide cross parcel access or a strong basis for a future grid system, with the exception of internal circulation at the Bloom/Tractor Supply site.

Transportation Issues

- 1. Assess the growth in traffic volumes*
- 2. Identify circulation strategies and new network*
- 3. Manage truck traffic at the interchange and from the industrial area*
- 4. Maximize vehicular and pedestrian safety*
- 5. Make it walkable*
- 6. Create a Transportation Plan that will work in harmony with the Gateway Vision*



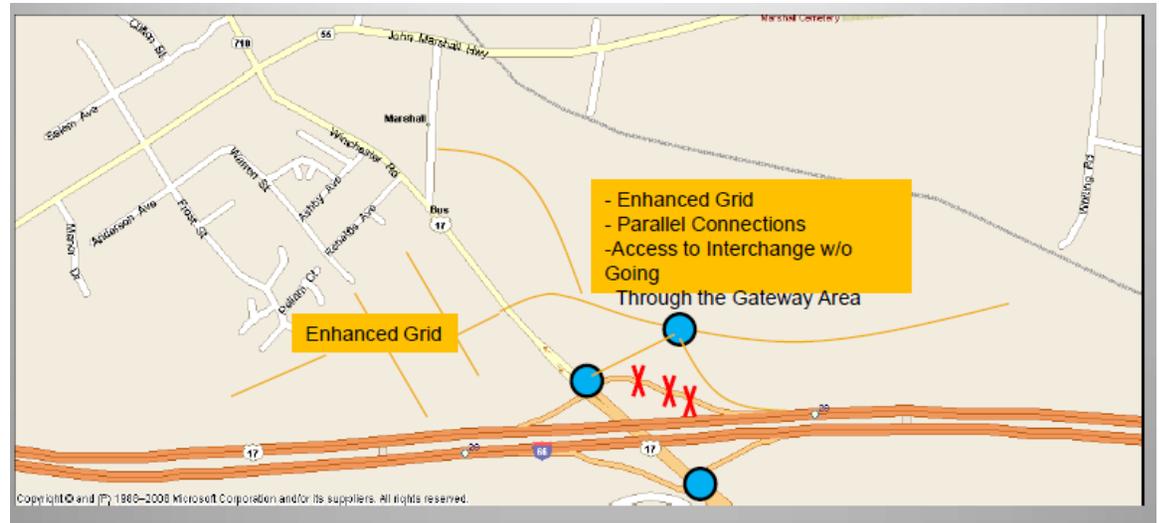
Existing and Future Traffic Volumes in the Southern Gateway area

Proposed Transportation Strategy

Given the projected growth in traffic volumes and the projected truck usage from the 17/66 Business Park, it is necessary to identify strategies that will either provide significant new capacity between the 17/66 park entrance to I-66, or provide new network that will allow the trucks and business park traffic to access the Interstate without adversely affecting the desired character of the gateway area.

More direct access to the interchange can be provided by re-routing the business park traffic over to Route 17 by a new connection as shown in the following graphic. Modifying the westbound I-66 off ramp to terminate at a new roundabout that is constructed in the 17/66 business park, along with a new connector road from the roundabout over to Route 17, provides an opportunity to provide direct access to the interchange and Route 17 to/from the south.

This new network and circulation strategy will make it possible to retain a two lane typical roadway section along Winchester Road well into the future since the industrial and commercial traffic from the 17/66 business park will bypass the gateway area. The following graphics show the general development areas that will generate increased traffic in the study area and how the volumes can be redistributed on the new network. The 12,000 vehicles per day as currently projected can be accommodated on an

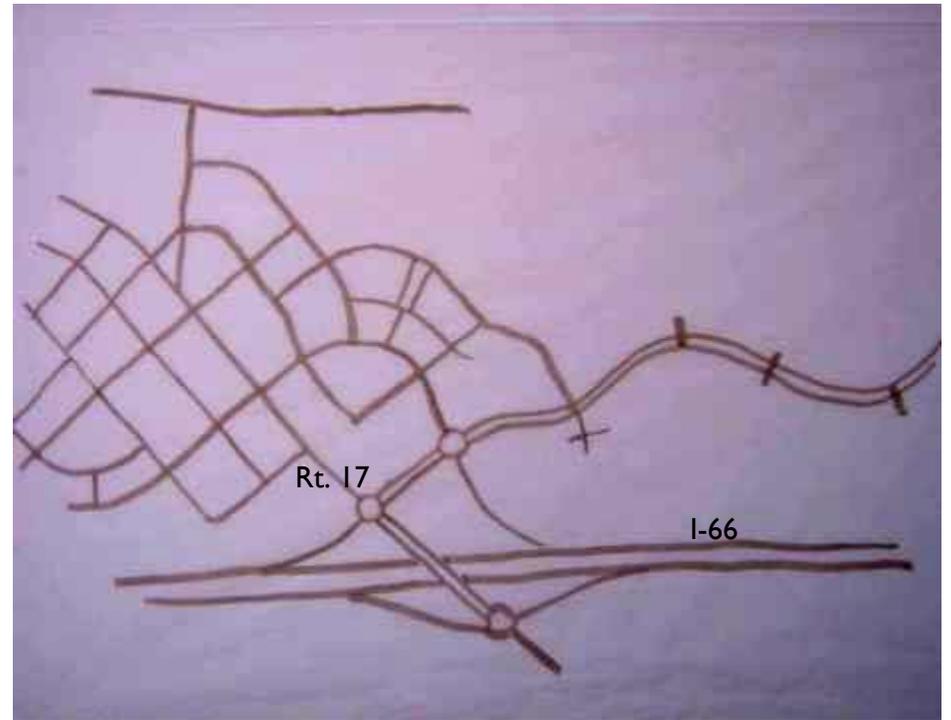
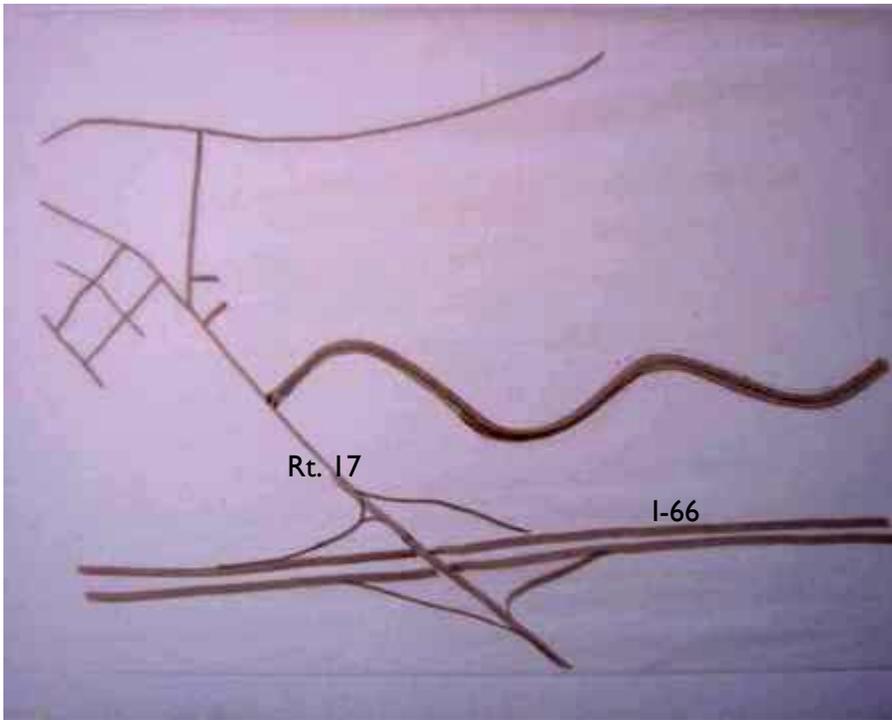


Proposed Transportation Strategy

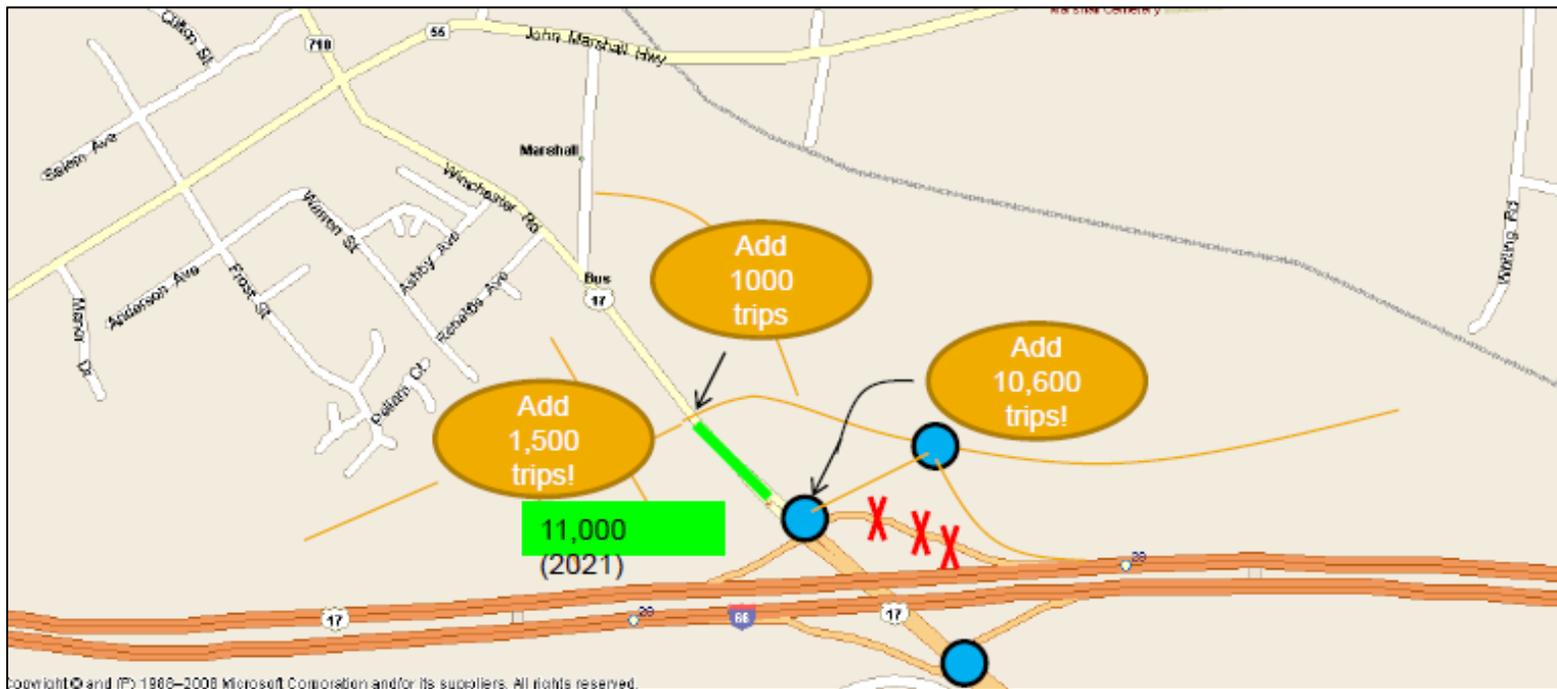
improved two lane roadway, especially since the truck traffic will not be using this section of Winchester Road.

This new transportation network, in conjunction with an enhanced street grid system serves to:

- Manage truck traffic to and from the industrial uses and the interchange
- Maximize vehicular and pedestrian safety
- Provide the opportunity to create walkable streets, and
- Create a transportation plan that will work in harmony with the gateway vision



Existing and proposed street grid in the Southern Gateway area



Future conditions under proposed strategy

Intersections and Roundabouts

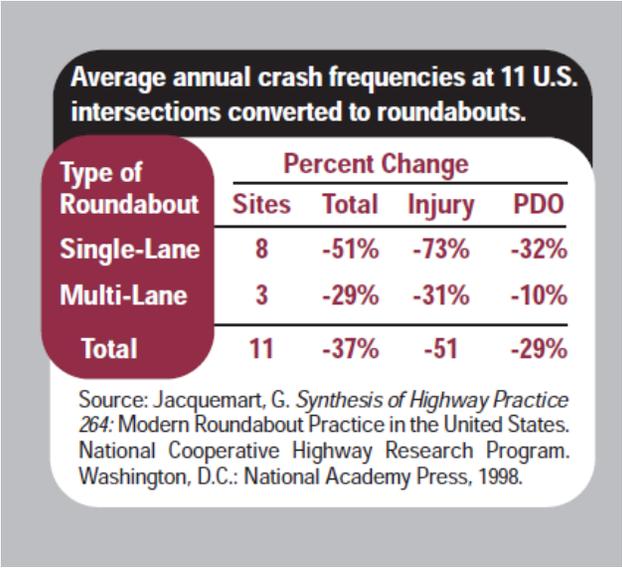
A key feature illustrated in the recommended transportation strategy for the Southern Gateway is the use of roundabouts for the interchange ramps and Whiting Road intersections. The use of roundabouts provides a safer alternative to conventional signalized intersections.

Safety statistics clearly indicate that roundabouts are far safer than conventional intersection. A 2001 Insurance Institute for Highway Safety (IIHS) study of 23 intersections in the United States reported that converting intersections from traffic signals or stop signs to roundabouts reduced injury crashes by 80 percent and all crashes by 40 percent. Similar results were reported by Eisenman et al.: a 75 percent decrease in injury crashes and a 37 percent decrease in total crashes at 35 intersections that were converted from traffic signals to roundabouts. A study of 17 higher speed rural intersections (40 mph and higher speed limits) found that the average injury crash



Example of a 2 lane roundabout. Source: www.roundaboutusa.com

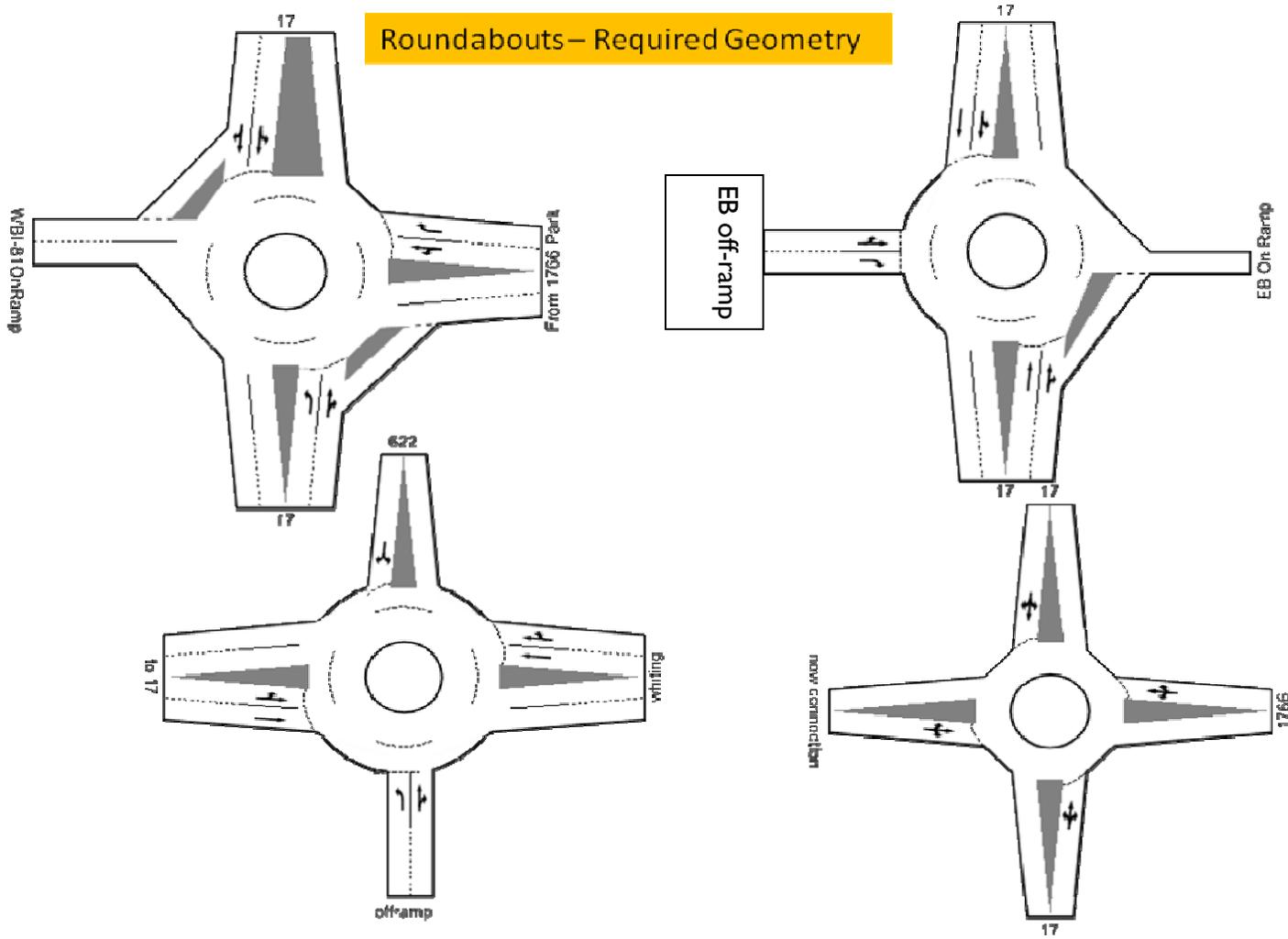
rate per million entering vehicles was reduced by 84 percent and fatal crashes were eliminated when the



intersections were converted to roundabouts. Studies of intersections in Europe and Australia that were converted to roundabouts have reported 41-61 percent reductions in injury crashes and 45-75 percent reductions in severe injury crashes.

Based on projected traffic volumes, an analysis of required geometry at the gateway area intersections, the following illustrates the general geometry of the proposed roundabouts.

Roundabouts – Required Geometry



Connectivity

Well designed walkable places have street and trail networks that provide strong connectivity, usually via a grid system of streets. In the Southern Gateway area, it is envisioned that future development will provide significant opportunities to connect adjacent sites and construct new connections throughout the gateway area. A high level of connectivity provides a walkable environment by allowing opportunities for more direct connections along smaller streets with lower traffic volumes. Also, multiuse paths and sidewalks can be constructed adjacent to key roads to provide improved pedestrian and bicycle opportunities.

Typical Cross Sections

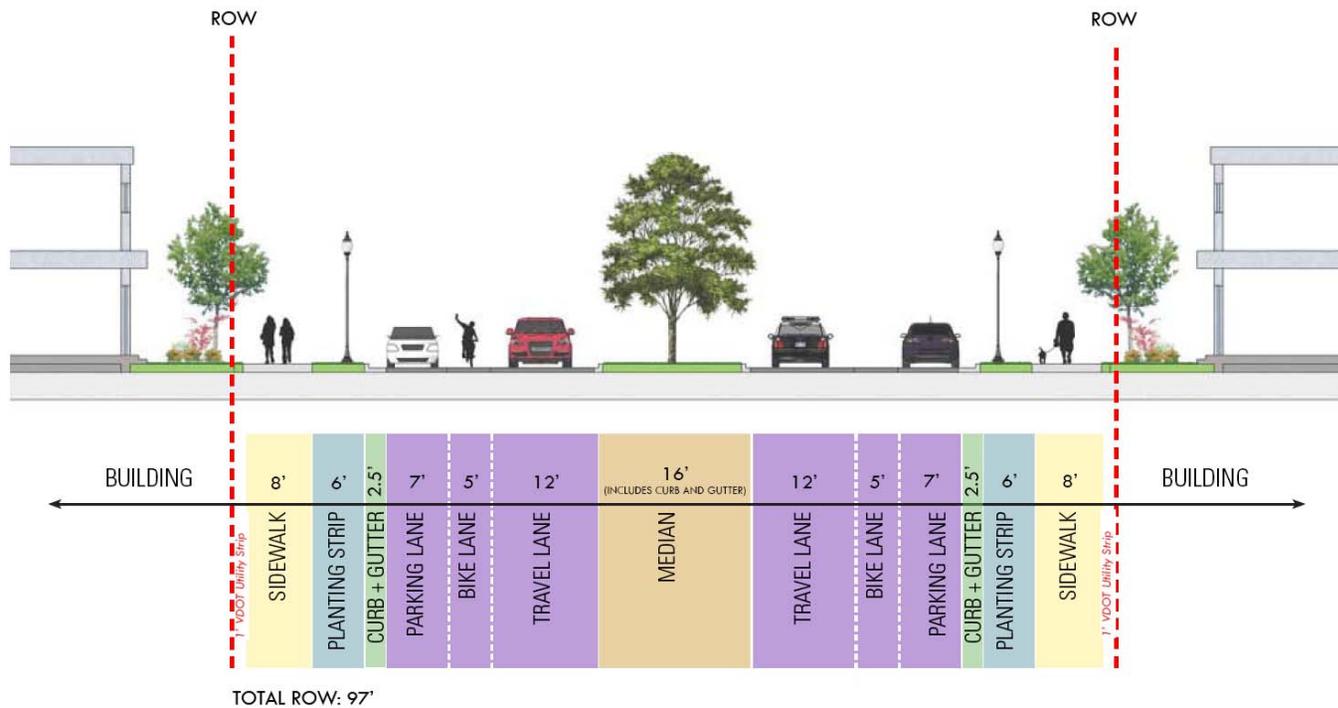
The following typical roadway cross sections provide recommendations for how the streets could be reconstructed in the future to provide the appropriate character and match the context of the surrounding future development. The typical cross sections incorporate key principles from the charrette, including the goals of providing:

- A walkable environment
- Street trees and lighting on Winchester Road
- A walkable environment along the I-66 Park entrance road to the new ramp roundabout

- Ample capacity for truck and vehicular volumes on Whiting Road over to the I-66 interchange

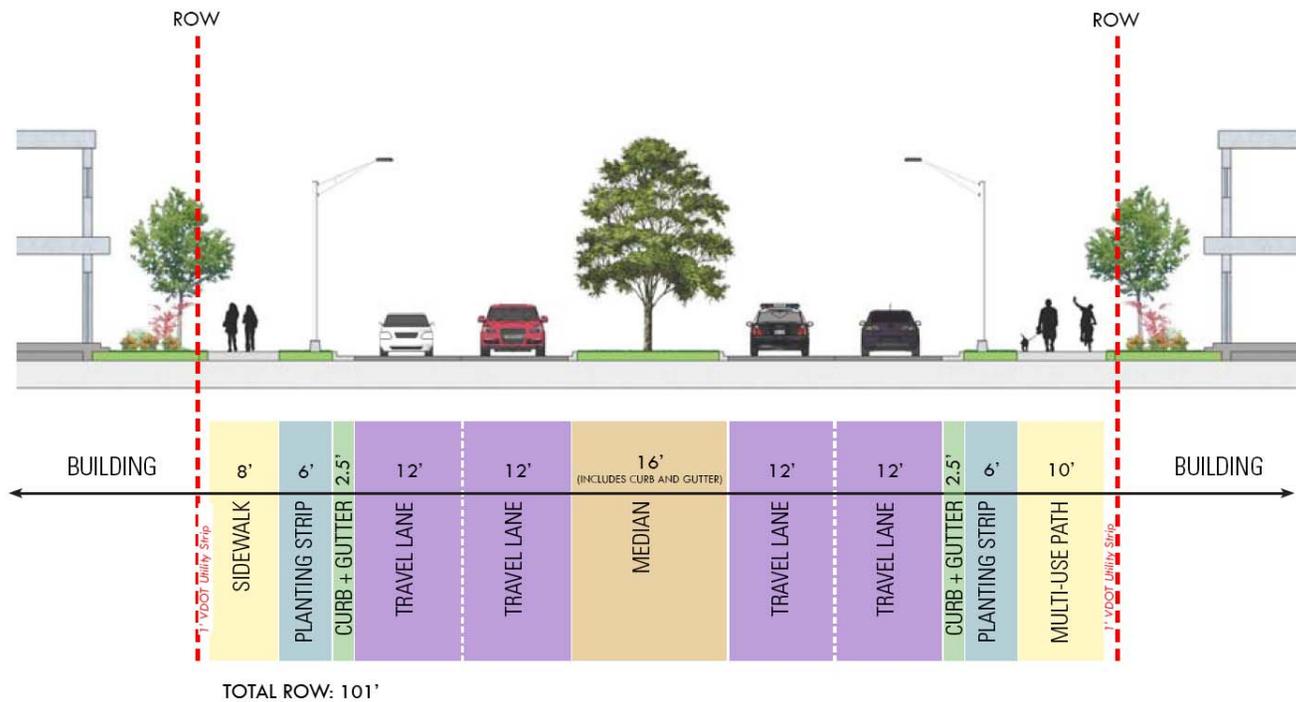
Typical Cross Sections: Whiting Road (Gateway to Roundabout)

This section of roadway has already been constructed as a four lane divided facility. Under the scenario of the new network whereby much of the new traffic is allowed to traverse directly to the interchange without impacting the gateway area, this existing four lane road can be restriped to provide one lane of travel in each direction, and on-street bicycle lane, and a parking lane for the adjacent commercial and higher density residential uses.

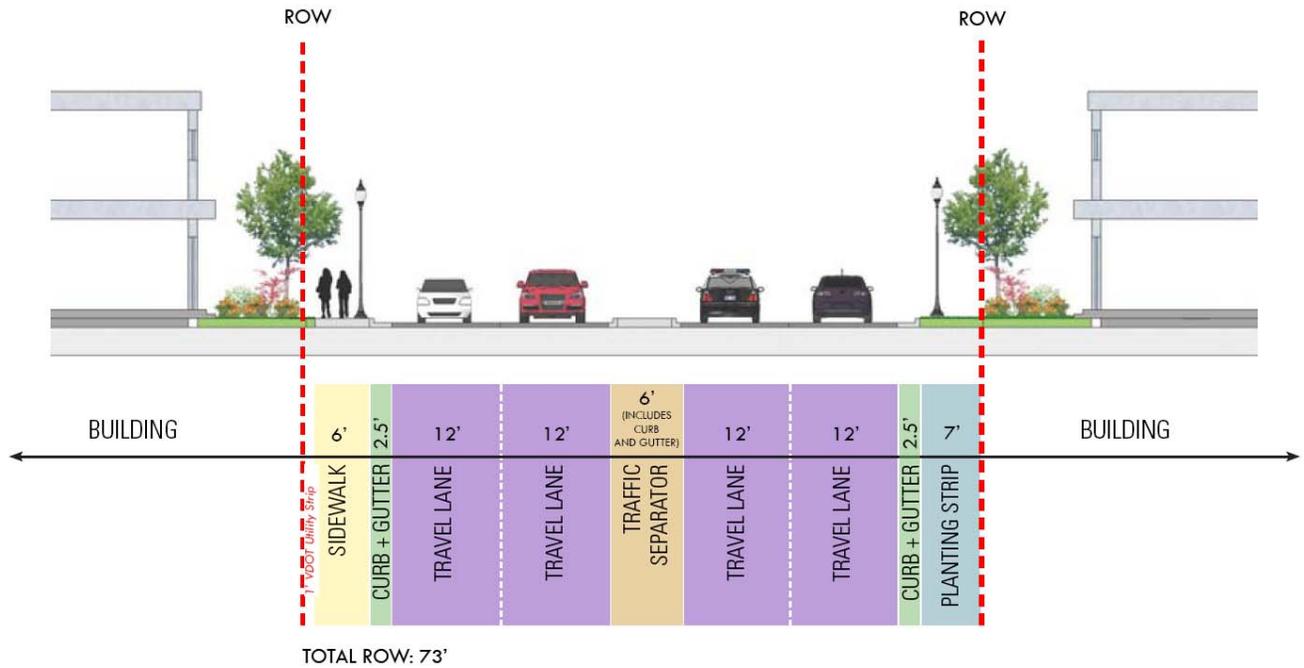


Typical Cross Sections: Whiting Road (Roundabout through Industrial Park)

It is envisioned that this section of Whiting Road will accommodate higher volumes of traffic with a high percentage of truck traffic. A sidewalk is provided along the north side of the road in the interchange area, and along both sides of the road east of the ramp roundabout. The typical section provides two lanes of travel in each direction separated by a raised median.



Typical Cross Sections: Whiting Road (Between WB Off-Ramp Roundabout and Route 17/WB On-Ramp Roundabout)



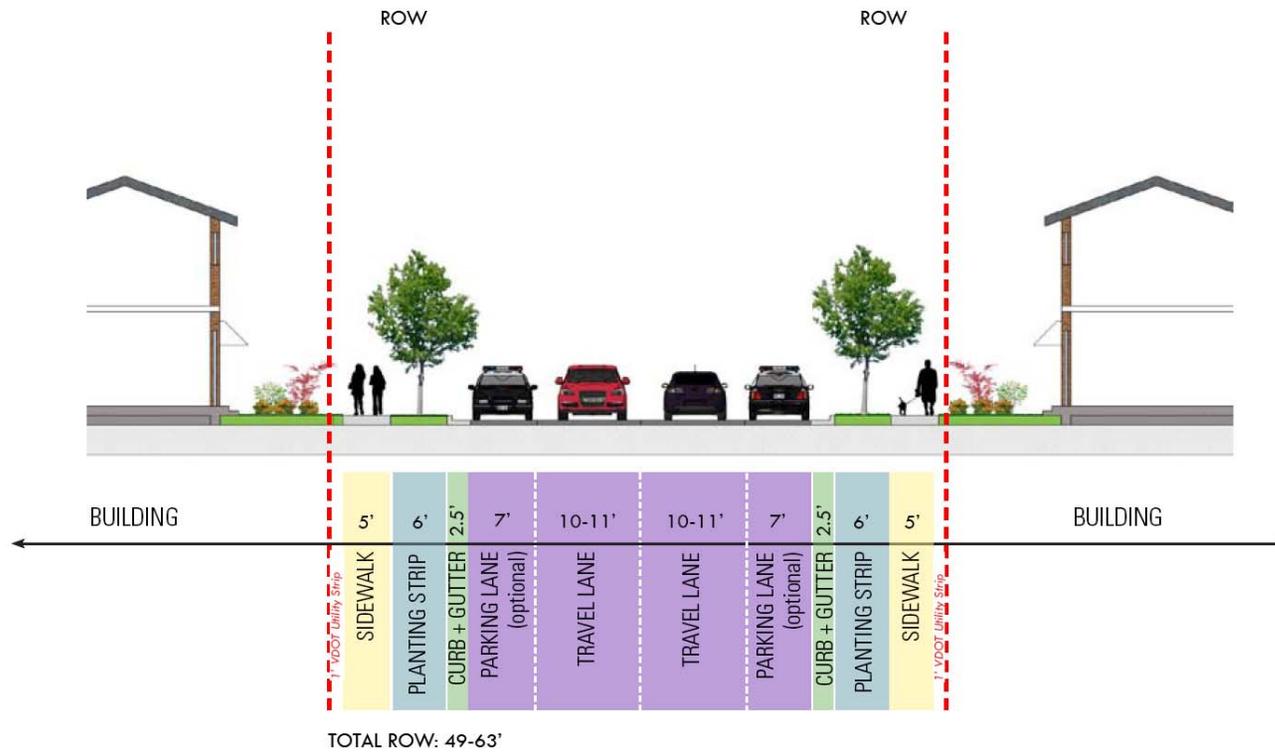
Typical Cross Sections: Winchester Rd.

This two lane section allows for sidewalks on both sides of the road, a planting strip for street trees and also for placement of new pedestrian scale lighting. It is not anticipated that parking will be provided on-street.



Typical Cross Section: Local Road

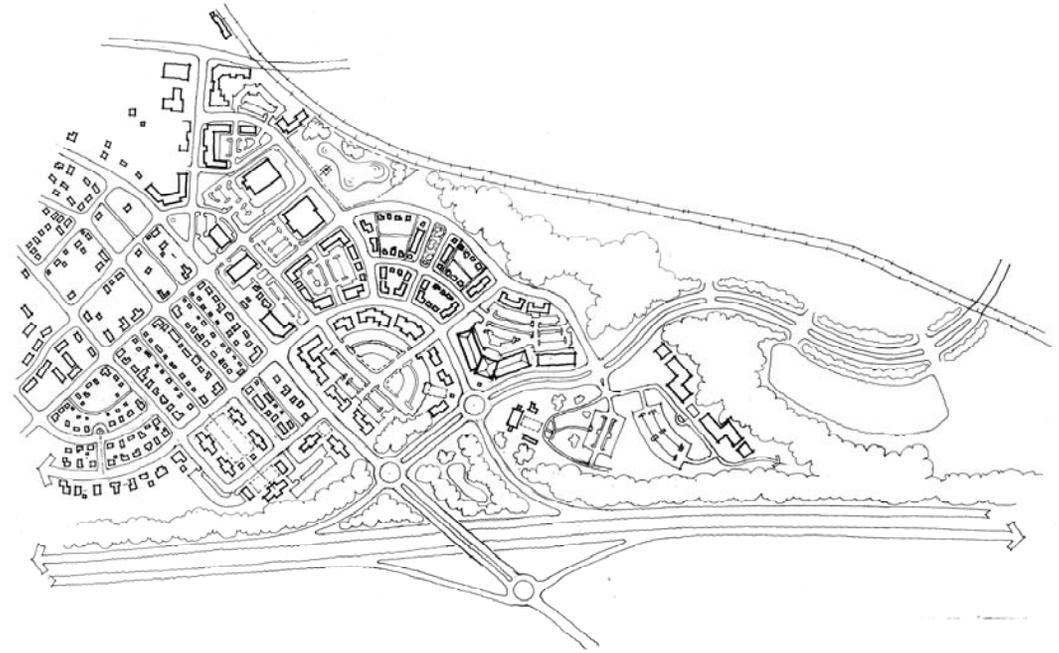
This cross section shows the design intent for local roads in the Southern Gateway, with features such as on-street parking, street trees in a planting strip and sidewalks on both sides of the street.



VISION PLAN

Overall Concept

The Vision Plan resulting from the Community Charrette was based on all of the input that was received from the public, property owners and community stakeholders, both in the initial public visioning exercises at the start of the charrette, and in the informal drop-in sessions with the design team throughout the charrette process. The Vision Plan is the conceptual design expression of the Guiding Principles for the Southern Gateway. It is important to note that the Vision Plan is only conceptual in nature and that – while it clearly expresses the policy intent for the Southern Gateway, it is only one possible way that these policies can be expressed in physical design form, and that other expressions are possible as well.





Vision Plan from Charrette

Circulation Concept

The overall design concept for the Southern Gateway is intended to create an appropriate 'front door' to the historical village. The Vision Plan translates the development potential that is embodied in the underlying zoning of the properties in the district into a logical and compatible extension of Marshall's historic development pattern and built character. The circulation concept reinforces this principle through the use of a continuation of the historic "grid" pattern of streets and blocks from the current village as a basic organizing element for circulation. This grid of streets is intended to maximize connectivity between the historic village and the gateway, and within the gateway area itself. Secondly, the circulation concept is intended to integrate multiple modes of transportation in the area, including auto, rail, pedestrian and bicycle modes. Finally, the circulation concept proposes a realignment of the westbound ramp from I-66 and the Whiting Road extension, and the introduction of roundabouts at key intersections in the gateway. As noted above, this is a key recommendation in order to divert truck and industrial traffic away from the historic portion of the gateway and to preserve the two-lane rural character of the Winchester Road entrance into Marshall.

The following diagram shows the basic intent of creating an integrated grid of circulation that retains the basic structure and scale of the historic street grid

on which the Town was originally founded. It also shows (in red) the concept for sidewalk connectivity throughout the Southern Gateway in the future. As shown on the street sections described above, the intent is to have sidewalks or trails on all streets in a traditional arrangement with street trees and pedestrian-scale lighting as part of the streetscape.



Sidewalk Connectivity Diagram

Design Concepts by District:

The Gateway Area

The basic design concept for the Gateway area is to separate the industrial and truck traffic from the entrance to Marshall on Winchester Road through the ramp and Whiting Road diversions described above. The area around the ramp and roundabouts should be heavily landscaped with native landscaping that preserves the small-town feel of the village. In particular, the use of the existing Marshall entry signage and the use of the design theme of low stone walls can give this new gateway area a contextual linkage to historic Marshall. There should also be a dense screen of landscaping or preserved vegetation along the entire I-66 frontage in the Southern Gateway. In addition, a stormwater management pond should be considered in the area between the realigned ramp and Winchester Road (as shown on the Vision Plan below).

The preferred uses around the entrance off the I-66 ramp itself are tourist-oriented or office/service uses that do not compete with existing village businesses. These may include a compatibly designed hotel and a heritage-themed tourist destination, such as an agricultural or historical tourist business use.

Gateway Area





Design concept for new roundabout gateway area

Winchester Road Area

The design concept envisioned for Winchester Road is to preserve it as a rural two-lane roadway, but to add pedestrian-scaled amenities, such as sidewalks, street trees and traditionally designed lighting. As shown in the detail of the Vision Plan below, the land use and urban design concept is for small-scale compatible mixed use buildings to front on Winchester Road and preserve the look and feel of a traditional historic village. The Vision Plan shows the long-term future potential for reconfiguring some of the exiting uses – as redevelopment occurs over time. For example, it envisions reconfiguring the existing McDonalds and service station site so that the building fronts the street and the service area and parking is to the rear. Further, it envisions adding street connections over the long term to reinforce roadway connectivity and a traditional block pattern. Finally, it envisions that infill parcels along the east sides of Winchester and Old Stockyard Roads will be developed with compatibly designed small scale mixed use buildings such as “live/work” buildings (residential upper floor and small business or service on the ground floor).



Winchester Road Area

The historic homes on the west side of Winchester Road should be maintained and adjacent vacant parcels should be carefully infilled with compatibly designed homes on residentially zoned parcels and a campus-style Research and Development use on the commercial parcels.



Future Vision for Infill Development along Winchester Road

Sidewalks and pedestrian enhancements along Winchester Road should be sensitively incorporated. They should be fit into the existing stone walls and road edge landscaping without destroying them. As shown on the sketch below, new sidewalks can be incorporated with existing stone walls. The sketch also shows a concept for adding a parallel walkway in the front yard of the Preservation Society lot and moving the existing historical marker further away from the roadway.

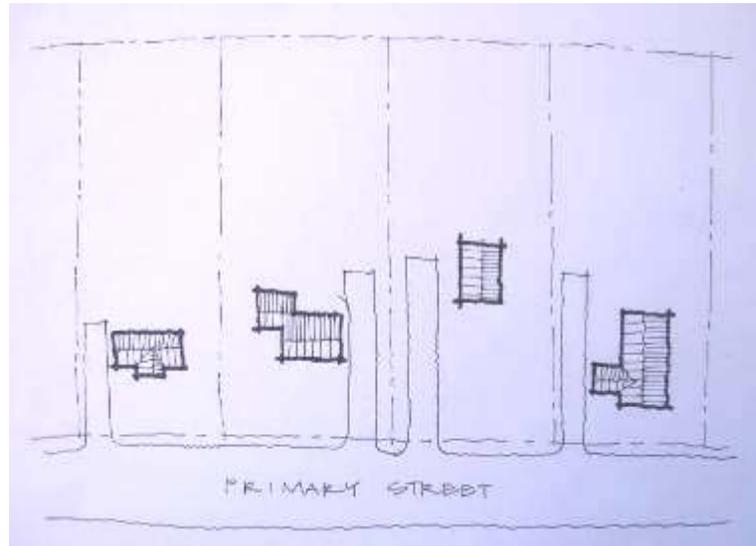


Lack of sidewalk along current Winchester Road frontage

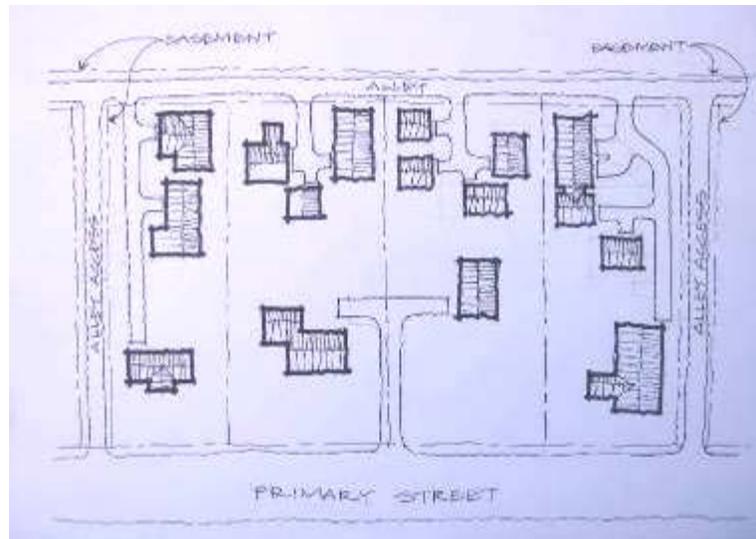


Concept sketch for adding sidewalks and relocating historical marker

A potential design concept for existing homes along Winchester Road emerged during the charrette. The sketches to the right show one way of realizing the zoned density for the R-4 zoned lots along Winchester Road, while preserving the historic homes that front the roadway. The top sketch shows the existing historic homes on large lots that front Winchester Road. The bottom sketch shows how new rental or for-sale housing can be added to the back of each lot, served by a common alley or access easement.



Existing large lots and historic homes along Winchester Road



Infill of additional homes at the rear of existing lots served by common access easement

North Area

The North Area design concept shows the continuation of the traditional street grid and block system envisioned for the whole Southern Gateway area. It also shows the creation of a triangular one-way loop at Old Stockyard Road by pushing Renalds Avenue through to Old Stockyard Road. This should improve the intersection geometrics and safety at the Winchester/Old Stockyard intersection currently. The land uses envisioned for this area are similar to the Winchester Road area – i.e. compatibly designed small scale mixed use buildings such as “live/work” buildings. However, the Vision Plan also shows a transition to more purely residential uses to the north, with a combination of small-lot single family interspersed with small groupings of single family attached units, all fronting on small scale local streets. The Vision Plan shows a potential alternative arrangement of uses and design for the Goose Pond Grove project and it is recommended that the County work with the existing property owners/developers for this project to explore options for reconfiguring the property according to the Vision Plan, without decreasing the anticipated density and yield for the property.

The open space concept for this area includes a small green space at the new Old Stockyard “triangle” and a potential green and stormwater pond at the railroad tracks on land that may have been the former colonial “muster” field.



North Area

East Area

The majority of the East Area shown on the Vision Plan is the currently proposed 17/66 business park. The vision for this area is that it should become the focus for industrial development and campus-style business uses that do not compete with the existing business on Main Street. As noted above, the sites closest to the ramp are appropriate for a destination tourism use, while the areas to the east should be designed as low scale business park with significant areas of landscaping and preserved or restored natural woodland cover. Buildings should be low scale and well screened from Whiting Road. Additional, industrial/auto-oriented services are appropriate further to the east. Whiting Road, as noted above in the Transportation section, should have a multi-use trail that could tie into a regional Marshall-area hike and bike trail.



East Area

Comparison to “Business As Usual” Plan

In order to understand the potential buildout for the Gateway area under existing zoning, the consultant team prepared a “Business As Usual” plan (right) that shows the general pattern of development that could be anticipated under the existing zoning for the area. While not a mathematical calculation of the exact zoning buildout for the area, the plans shows a realistic projection of the scale, character and pattern of future development in the Southern Gateway that would typically occur under conventional development practices.

The images on the following page show a comparison – at the same scale – of the “business-as-usual” plan and the Vision Plan for the Southern Gateway. This comparison highlights the value of the charrette planning process in establishing a more compatible vision for the Southern Gateway, and the advantages of the Vision Plan over business as usual. While not reducing the general zoned density for the area, the Vision Plan proposes a development pattern that is much more compatible with the historic village, with small scale buildings, connected traditional streets and blocks, usable open space. In general, the overall design concept of the Vision Plan is for an extension of the historic village development character rather than an imposition of a suburban auto-oriented scale of development in the area.



Business-as-usual plan of conventional development potential under existing zoning



Comparison of Business-as-usual plan and Vision Plan

IMPLEMENTATION

During the visioning exercise, participants were asked to describe the most important implementation steps needed to achieve the vision. The full results of this exercise can be found in the appendix.

Following the charrette, additional actions were identified that would complement those from the charrette. These are all shown below, divided into actions which have immediate priority and those with a longer term time horizon.

Actions that arose directly from the charrette are shown in regular font; actions that were identified following the charrette are shown in italics.

Examples of Actions

Infrastructure Improvements

Priorities for Action on Infrastructure Improvements

- Plan, design, and build sidewalks – especially from downtown to gateway.
- Improve connectivity and ease of access by extending the grid street network.
- Plan, design, and build traffic calming features, including roundabouts at key intersections.
- Plant street trees.
- Improve street lighting.

- Redesign and rebuild Old Stockyard Road intersection.
- Resolve water and sewer situation.

Medium to Long Term Actions on Infrastructure Improvements

- Plan, design, and build I-66 ramp improvements for truck traffic - solve traffic issues at interchange, east to south.
- Implement sign regulations for commercial uses.
- *Implement wayfinding signage program.*
- Bury utility lines.
- Improve stormwater system - regional stormwater system.
- Build bicycle paths.

Policies and Regulations

Priorities for Action on Policies and Regulations

- Adopt proper zoning/regulatory tools for land uses, urban design, lighting and signage *that will generally maintain an equivalent amount of development intensity but will ensure that new development is built in a pattern and form that matches the vision of a human-scale, pedestrian-oriented environment.*

- Adopt a corridor overlay district – an historic district overlay zone and/or a highway corridor overlay zone.
- Provide incentives for historic preservation.
- Provide density bonuses for appropriate development.

Medium to Long Term Actions on Policies and Regulations

- Coordinate Main Street improvements with southern gateway improvements.
- Consider rail needs when planning.
- Preserve and protect historic aspects of Marshall.
- Integrate Gateway with Main Street.

Programs

Priorities for Action

- Adopt Virginia “Main Street” program/advice. The Main Street program has been used by many small towns throughout the country to promote

economic revitalization of historic downtowns. It is based on a four-point approach that aimed at organizing stakeholders in the commercial district, promotion and marketing of local businesses, upgrading the physical design of buildings and streetscapes, and economic restructuring to diversify and strengthen the economic base.

Funding:

- Pursue all opportunities for state and federal grant monies.
- Examine the prospects and feasibility for establishing business tax credits.
- Examine the prospects and feasibility for establishing a special service district, which would provide additional, more complete or more timely government services than are desired in the locality as a whole, funded by a tax increment on real property within the district.
- Examine the prospects and feasibility for establishing a community development authority (CDA), which could issue bonds to finance, fund, establish, acquire, construct, equip, operate and maintain infrastructure improvements within the boundaries of the CDA.

APPENDIX

Workshop Raw Data

Friday – Visioning Exercises in Small Groups

Group 1 – Vlad Gavrilovic, Facilitator

Today:

Like:

- Services – shops, (ease of services) (car convenience)
- Main Street and grocery stores (at least 4)
- Narrow road at gateway
- Existing architecture of houses
- Stone walls
- Gateway sign

Don't like:

- Truck traffic (North on 17 to West on 66)
- “Look” of McDonalds and gas station
- Tax impacts of development
- No safe place to walk
- Trees removed on Industrial piece

Tomorrow:

- Fill in old stockyard with services
- Residential first, then commercial and services
- Keep green areas

- Sidewalks – from downtown to gateway
- I-66 ramp improvements for trucks (no at – grade crossing)
- Resolve water and sewer situation
- Retain existing rural “feel” of gateway
- Slow traffic
- More tax base

Group 2 – Katie Wood, Facilitator

Marshall today:

Likes:

- Main Street – variety, pedestrian access, established street pattern
- Ease of access from 66 (2 exits)
- Rural character
- Vitality (economic), services
- Available services here in town
- Preserved character

Dislikes:

- Gateway (need a sense of entry and arrival)
- Need for a common aesthetic/streetscape
- Pedestrian linkage
- Narrow sidewalks/lack of sidewalks

Tomorrow:

- Access to storefronts from street
- Proper signage (vehicles and pedestrians)
- Better connectivity – (pedestrian)
- Creating local street connections
- (Having options) – Parallel streets. – ped. safety/proper crossings/slow speeds/well designed crossings
- “Activity nodes”

Priorities

- Connectivity/ease of access
- Proper zoning/reg. tools

Southern Hospitality

Group 3 – Bill Wuensch, Facilitator

Like:

- Separate sw/road that allows for planting strip, i.e. near shopping center want from 66 to SS
- Want sidewalks on Stockyard too.
- Both corridors to Main St.
- Like rural character of entrance/gateway.
- Don't like 66/17 interchange.
- Trucks don't stop!
- Don't like – not lit with street lights

- Put on bridge for visual cue.
- Don't like light glare from commercial
- Don't like “rundown Look” of houses
- Don't like lack of sidewalk
- Don't like restricted feel of narrowed road
- Want lighting to be “at scale”

Future:

- Redesign stockyard intersection (Achilles heel) to create a triangle that will be a packet park.
- Like roundabouts
- Make it a gateway, not a destination
- Mixed use
- Better and more historic appealing signage.
- Character of lights etc. same as downtown – same materials
- Bury utilities, improve stormwater

Most Important

- Sidewalks
- Lightning
- Traffic at interchange, East to South (needs mitigation)
- Fix stockyard intersection
- Consider rail needs when planning
- Big challenge – Funding!
- Integrate Gateway w/ main St.
- Calm interchange
- “Main Street” program/advice

Group 4 – Reed Muehlman, Facilitator

Likes:

- Big trees
- Oak Grove – south of M
- Park and green space
- Historic houses (west side of 17) – not necessarily every house
- TEA_21 Grant – check Fauquier heritage and preservation
- Get buffer at entrance to Marshall
- Tree lawns
- Sidewalks

Sketch, notes:

- Historic muster ground (behind TSCo) (greenway potential)
- Leave sidewalk as is due to property damage but extend to...
- M.U. Dev.
- Dev. OK

Dislikes:

- Lack of parkland
- Lack of sidewalks
- From main St. to S. Gateway
- No Big Boxes @ I-66 intersection or in town.
- Truck traffic from future industrial Development
- Comm. Dev. might detract from Main St.

Priority:

- Traffic calming and sidewalks N of I766
- Preserve and protect historic aspects of Marshall (not just S. Gateway)
- Challenge: Main St. and S. Gate

Sketch:

Like:

History/Trees
\$/Dev.



Additional Input

- Advantage of 2 interchanges but people don't always know this (Look at signs that say "Marshall – 2 miles") when they pull off interstate
- Can VDOT put up sign of attractions in Marshall
- Can have visitor center if it meets state spec's – e.g. Warrenton
- What do we need to do to pursue lighting @ 66 and 17
- Need a BOS resolution

Group 5 – Susan Eddy, Facilitator

Like:

- Industrial traffic can avoid Main St.

- Sign
- Country feel
- Existing small houses

Don't Like:

- Can't walk
- Not pedestrian friendly
- Road too narrow
- Congested
- Interchange has poor visibility
- McDonald's – plastic and too modern
- BP station
- Entrance to shopping center is dangerous

Future:

- Would like ramp off Interstate for ind.
- Screened Industry
- Tree lined entry road
- Look of traditional materials
- Reduce speed coming off interchange
- Want to still feel like a small town
- Sidewalks!!!
- Want a noteworthy use – but in a building in character in Marshall
- Bicycle path
- 1st – Sidewalks

Friday, 10/1 Compiled Highlights of Group Exercise Input

Compilation/Summary

We like:

- Ease of access
- Historic houses vitality – services
- Rural character
- Trees; stone walls

We don't like:

- Lack of sidewalks
- Truck traffic
- Commercial light glare
- McDonald's and BP station – architecture
- Narrow road

Principles

Issues

Details

Priorities

Principles (what we want)

- Pedestrian oriented – human scale
- Walkable, pleasing, safe
- Rural, small-town feel
- Sense of entry
- Connectivity/Grid
- Slower, calmed traffic
- Complement Main St.
- Human scale lighting and signage
- Trees, green areas and pocket parks

- Preserve and re-use historic buildings
- Screen industry' screen all from I-66
- Divert/separate truck traffic
- Mix of uses

Issues:

- Drawing people into Marshall – visitors, tourists, etc.
- Competition, conflict with Main Street
- Residential vs. commercial uses
- Conventional market and lending vs. pedestrian-oriented forms
- Existing zoning vs. vision
- Separating truck traffic vis-à-vis road capacity and routing

Details

- Architecture:
- Casual, informal
- Southern – Piedmont Virginia
- Buildings close to street
- Parking on street and to the rear
- Generally 2-3 stories
- Ornamental green civic spaces
- Metal roofs
- Uses/sites:
- Ag-based tourism
- Institutional campus
- Office (limited retail)
- Live-work

- Single-family detached residential
- Hotel

In the future we want:

- Slow traffic
- Sidewalks
- Better, more appealing lighting and signage
- Better connectivity
- Trees and green areas
- Screened industry
- Mixed-use
- Residential before commercial
- Fill-in old stockyard with services

Friday, 10/1 – General Input notes during open discussions and team work

Guiding Principles:

- Pedestrian oriented (walkable)
- Safe
- Aesthetically pleasing
- Street trees
- Human scale
- Comfortably lit
- (Welcoming) Sense of entry (multiple points)
- Rural – small town feel
- Slower, calmed traffic
- Trees, green spaces, pocket parks
- Landscaped median
- Screening everything from I-66
- Signage – entry

- Sign pollution – avoid
- Preserve and re-use historic homes (residential or professional/office/retail use)
- Connectivity/Grid
- Must draw people into town
- Materials: field stone
- Consider urgent care or police substation near interchange
- Note: make sure one alternative has gas station/fast food near interchange done in a good way, and a hotel
- Truck diversion
- Limit competition with Main St.
- Ag-based tourism oriented use

Architecture

- Casual
- Southern
- Buildings close to street
- Generally 2-3 stories
- Campus style industrial devel.
- Uncluttered
- Classic
- Traditional
- Continuity

Friday and Saturday, 10/1-10/2 – Open Flip Chart for ongoing input from citizens

Please add your comments:

- Sidewalk connection to Main St.

- Narrow sidewalk is better than none
- Evergreen screen between industrial land and Rt. 66
- Local jobs for local people
- Commercial/Industrial tax base
- Entice relevant org. to relocate (Civil War Found. Or winery trade assoc., etc.)
- Implementation – corridor overlay district; incentives for historic preservation, density bonuses

Saturday, 10/2 – Input from citizens during final presentation

Discussion – 4:00 p.m.

- “fork” (“split”) the proposed new ramp off I-66 so it also serves the roundabout and the existing ramp point to I7
- Cameras for security – adequate policing
- Impact of smart phone technology
- Divert traffic – is that really the goal?
- Whiting Rd. (crossing rail line) proposal could increase truck traffic in town
- Marketability of more intense uses?
- How to accommodate some auto-dependent uses?
- Consultant doing Main St. should coordinate with consultants doing southern gateway
- I like this, but: how do we make this happen?
- In drawing – show new roads vs. existing roads
- Solar panels, windmills? – theme tourism
- World it work without roundabouts? (I hate them)
- What would be first thinking you would start?

- When will this be built?
- Req. regional stormwater system?
- Add median between roundabouts on I7

Visual Preference Survey Results

Workshop participants were given red, green and blue dots to indicate reactions to each image. Red dots = Images that are NOT appropriate for southern gateway; Green dots = Images that ARE appropriate for southern gateway; Blue dots = Favorite image of development appropriate for southern gateway. Tallys of the dot votes are indicated in their respective colors below each image.

Community Design Charrette

for the Marshall Southern Gateway

October 1 & 2, 2010 | Metropolitan Planning Council
 Urban Planning & Design

VISUAL PREFERENCE SURVEY COMMERCIAL DEVELOPMENT



IMAGINING THE SOUTHERN GATEWAY AREA 20-30 YEARS IN THE FUTURE, WHAT KIND OF STREETScape DEVELOPMENT CHARACTER IS APPROPRIATE?

Please use the colored dots to indicate your reactions as follows:
 Red Dots (up to 10 per person) – Images of development that are NOT appropriate for the Southern Gateway
 Green Dots (up to 10 per person) – Images of development that ARE appropriate for the Southern Gateway
 Blue Dot (Only 1 per person) – Favorite image of development appropriate for the Southern Gateway

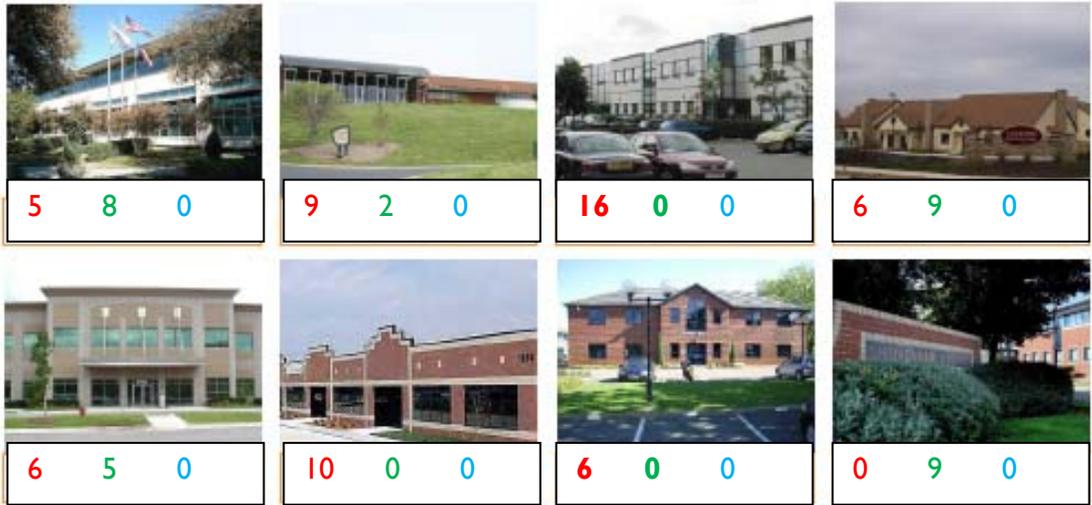
Commercial

Community Design Charrette

for the Marshall Southern Gateway

October 1 & 2, 2010 | Renaissance Planning Group | Land Planning & Design

VISUAL PREFERENCE SURVEY INDUSTRIAL DEVELOPMENT



IMAGINING THE SOUTHERN GATEWAY AREA 20-30 YEARS IN THE FUTURE, WHAT KIND OF STREETScape DEVELOPMENT CHARACTER IS APPROPRIATE?

Please use the colored dots to indicate your reactions as follows:
 Red Dots (up to 10 per person) – Images of development that are NOT appropriate for the Southern Gateway
 Green Dots (up to 10 per person) – Images of development that ARE appropriate for the Southern Gateway
 Blue Dot (Only 1 per person) – Favorite image of development appropriate for the Southern Gateway

Industrial

Community Design Charrette

for the Marshall Southern Gateway

October 1 & 2, 2010
 Residential Planning Group
 Lead Planning & Partner

VISUAL PREFERENCE SURVEY RESIDENTIAL DEVELOPMENT



IMAGINING THE SOUTHERN GATEWAY AREA 20-30 YEARS IN THE FUTURE, WHAT KIND OF STREETSCAPE DEVELOPMENT CHARACTER IS APPROPRIATE?

Please use the colored dots to indicate your reactions as follows:
 Red Dots (up to 10 per person) – Images of development that are NOT appropriate for the Southern Gateway
 Green Dots (up to 10 per person) – Images of development that ARE appropriate for the Southern Gateway
 Blue Dot (Only 1 per person) – Favorite image of development appropriate for the Southern Gateway

Residential

Other Maps/Graphics – AP/VG



VISUAL PREFERENCE SURVEY

MIXED USE DEVELOPMENT

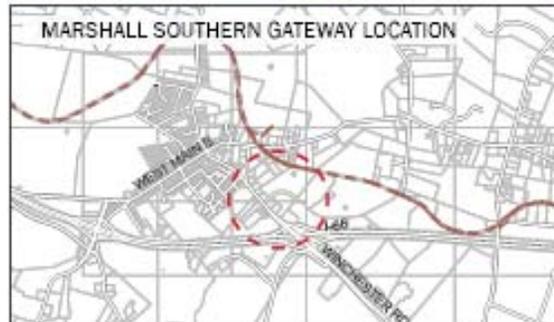


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Mixed Use

Workshop Flyer



LOCATION: MARSHALL COMMUNITY CENTER
4133 - A Rectortown Road, Marshall

FRIDAY, OCTOBER 1 - 10:00 AM to 5:00 PM

- 10 AM: PUBLIC FORUM – Issues & Opportunities for the Southern Gateway
- 11 AM: PUBLIC VISIONING EXERCISE - Your Ideas for the Southern Gateway
- NOON: Buffet lunch and informal discussion
- 1:00 – 3:00 PM: Informal Input Sessions

SATURDAY, OCTOBER 2 - 10:00 AM to 5:00 PM

- 10 AM: Watch the Design Team work and see preliminary ideas and concepts
- NOON: Buffet lunch and informal discussion
- 1:00 – 3:00 PM: Informal Input Sessions
- 3:00 PM: PUBLIC FORUM – Our Vision for the Southern Gateway

for more information

Contact Susan Eddy, Fauquier County Planning
540.422.8210 or email susan.eddy@fauquiercounty.gov

WHAT'S GOING ON?

Fauquier County is interested in YOUR vision for the Southern Gateway into Marshall.

The County has started a planning process to look at the future of the area along Winchester Road (see map at left) and is asking the question – “What should this area be like in 20 years?”

Your input is very important to this community-based planning effort, and will be used to help shape the vision for the future of the Southern Gateway. A professional team of planners, designers and engineers funded by a grant obtained by the County will lead a DESIGN CHARRETTE to help develop ideas, concepts and visions for the Southern Gateway.

WHAT IS A CHARRETTE?

A Charrette is an intensive work session that brings together citizens and community leaders with professional planners and designers to creatively develop a plan in a short time.

The results of this charrette will be used by the county as a guide for future actions and decisions regarding the Southern Gateway's future – YOUR IDEAS CAN HELP SHAPE THE FUTURE!

WHEN?

The charrette will be held at the Marshall Community Center on OCTOBER 1 and 2, 2010 (see schedule at left). It is open to the public AT ANY TIME DURING THE SCHEDULED HOURS LISTED. Included during that time are two public forums where you can see presentations about the Southern Gateway and contribute your ideas.

WHO SHOULD ATTEND?

Everyone with an interest in the future of Marshall is welcome. If you are a RESIDENT, PROPERTY OWNER, BUSINESS OWNER, or just someone who cares about how the area should shape its future, please plan to attend the Charrette and share your ideas for the future the Southern Gateway!