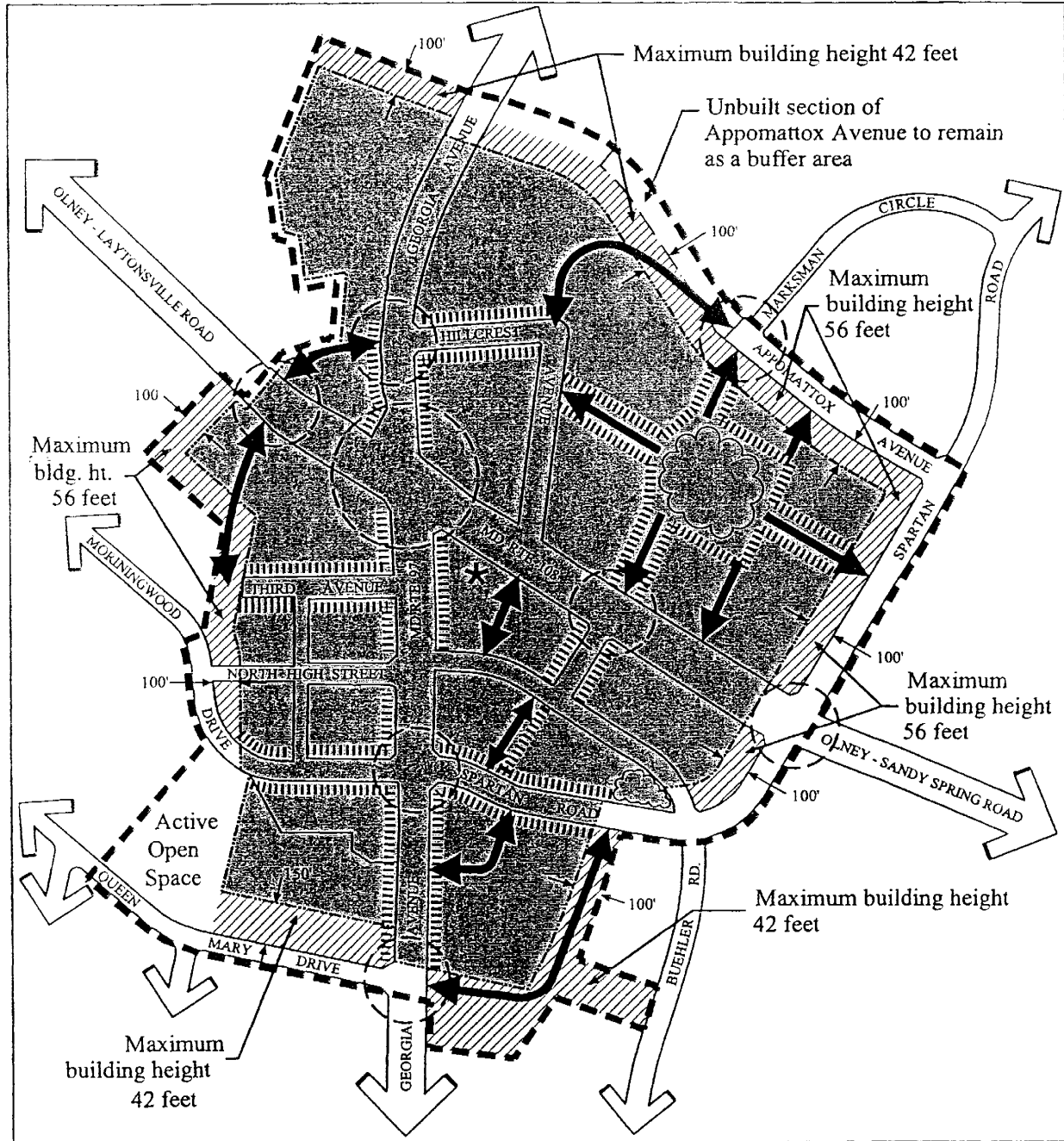


Town Center Proposed Concept



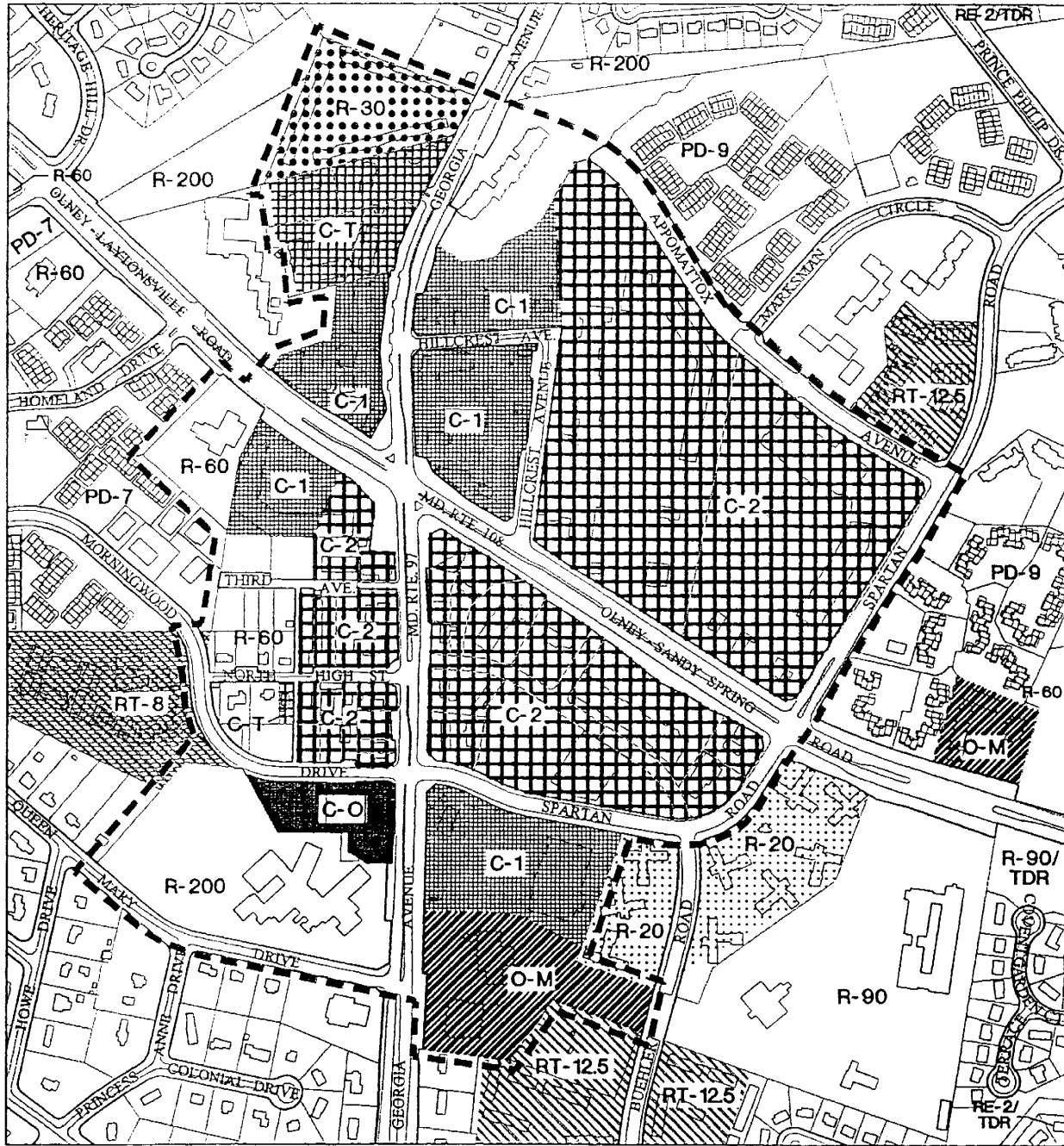
- Town center boundary
- High priority pedestrian crossings
- ▨ Core area - max. bldg. ht. - 70'
- ▧ Edge area - max. bldg. ht. - 42' to 56'
- ★ Existing Olney House (Historic)
- 🌸 Public open space exact size, location and configuration to be determined at site plan
- ▤ Recommended street facade, locations shown for illustrative purposes
- ↔ Vehicular/ pedestrian connection-exact location and configuration to be determined at site plan

[The proposed concept is based on approximately 400 residential units in the Center, including the proposed 100 elderly housing units on the Finneyfrock property and another 300 units in the three large quadrants of the Town Center in a variety of building types and development scenarios.]

[In the Northeast Quadrant, two areas are especially suitable for residential uses: the Finneyfrock property on the east side of Georgia Avenue north of MD 108, where the Plan supports the proposed development of an affordable elderly housing project; and secondly, the Village Mart and the Olney Shopping Center properties, which have the potential to include residential uses due to their large sizes. The northern portion of the Village Mart property is especially suitable for residential townhouses due to its configuration and its distance from MD 108.]

[In the Southwest Quadrant, the 3.9-acre enclave of vacant and single-family properties in the vicinity of North High Street, Third Avenue, and Morningwood Drive is a suitable area for assemblage and redevelopment as mixed-use retail/office or retail/residential. This area is currently zoned R-60 and was recommended for PD-7 in the 1980 Master Plan. Redevelopment of this area at a density higher than the current R-60 Zone for a residential, commercial or mixed-use development would be appropriate and help create the desired density to support commercial uses in the core.]

Town Center Existing Zoning

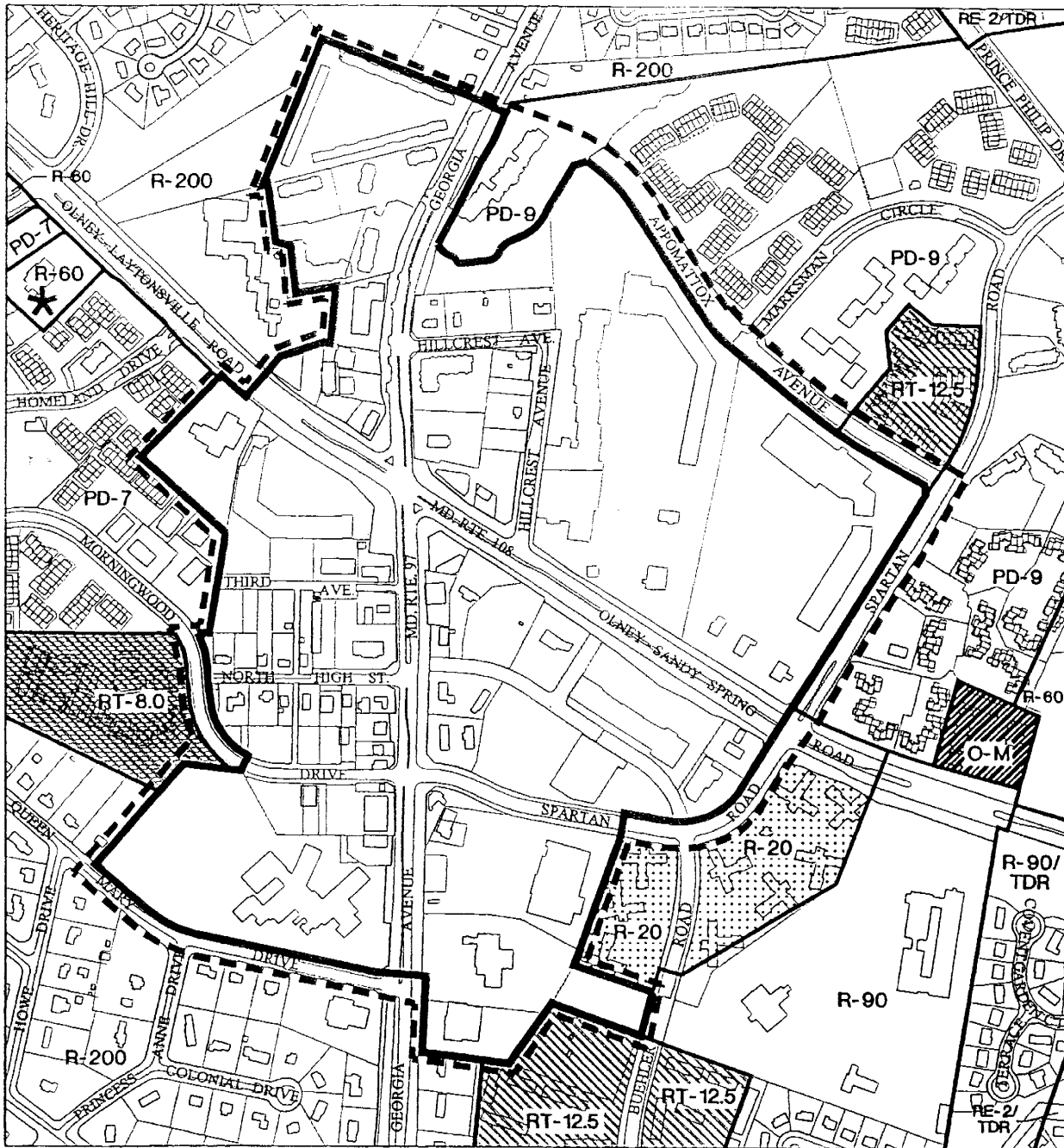


--- TOWN CENTER BOUNDARY



0 600'

Town Center Proposed Zoning



- TOWN CENTER BOUNDARY
- EXISTING ZONING BOUNDARY
- * SUITABLE FOR PD-7
- PROPOSED NEW MIXED USE ZONE - MXTC



0 600'

The existing five different commercial zoning districts, C-1, C-2, C-T, C-O, and O-M, do not provide for [a mix of uses] mixed-use developments and they are not appropriate tools to achieve the proposed concept of a compact, traditional town center with building facades located along sidewalks and public spaces. [C-O, for example is more suited to regulate office uses in a higher density Central Business District than a local service center. C-2 is more appropriate for uses generally found in regional shopping centers, and clusters of commercial developments. Some of these zones, such as C-1, specifically exclude residential uses such as elderly housing, which should be allowed in the Town Center A new mixed-use zone should be created to help implement the proposed mixed-use] A new set of zoning controls should be implemented in the Town Center to help achieve the proposed concept. All properties in the Town Center should be rezoned to that mixed-use zone. The new zone [for the Town Center] should be designed to produce public amenities including space for a civic center and [an] a major outdoor public space [in exchange for bonus floor area, especially on the larger shopping center properties. The Implementation Chapter describes the proposed mixed-use zone in more detail]. The new zone should encourage building frontage to frame the streets and public open spaces in appropriate locations through street facade requirements and minimal front building setback controls discussed in more detail in the Urban Design section of this Chapter. Density is limited to 0.35 floor area ratio (FAR) and 8 units to the acre under the standard method and 0.5 FAR and 20 units to the acre under the optional method. The ability to obtain full residential density under the optional method should be based on compatibility with surrounding development and staying within the height limits in this Master Plan.

Recommendations:

- 1. Encourage development of residential uses in the Town Center.**
- 2. Rezone all properties in the Town Center with a single, mixed-use zone.**
- 3. Allow up to 20 residential units per acre under the optional method only if it can be accommodated within the height limits in the Plan and without compromising compatibility with surrounding uses.**

Civic Center and Town Commons

Olney Town Center needs a major public open space that would serve as [central public square, a] town commons, [preferably surrounded by, or adjacent to, retail activity] and it needs a civic center that would house the various public services currently located in and around the Town Center. In the best possible scenario, these two functions should be located next to each other, preferably surrounded by, or adjacent to, other retail or mixed-use developments within the Town Center. The town commons would provide an appropriate setting for the civic center functions, provide a focal point for the whole area, and help create a sense of place for the Town Center. Although an open space of approximately one acre would be the appropriate size for a town commons, smaller public spaces should also be provided throughout the Town Center as redevelopment opportunities arise.

Since there are no publicly owned vacant sites large enough to accommodate a joint civic center/town commons project within the Town Center, the feasibility of a civic center and town commons, either as a zoning amenity through the redevelopment of one of the major properties, or a public/private partnership, should be explored. Opportunities for a joint development or a property swap should also be pursued at the time of redevelopment of any of the shopping centers, especially the 30-acre Freeman property with two shopping centers, to achieve a civic center and a town commons. In addition to a major public open space, an indoor civic center could be an amenity, one of the many types of public spaces allowed under the public use space requirements. Any such interior public amenity should be considered as the public use space and not included in the maximum permitted floor area calculation of the project.

The zoning incentive mechanism is only one way to achieve this goal. Other opportunities and mechanisms, including but not limited to, land swaps of public properties, a public/private partnership for joint development of a civic center on private property, or public acquisition of private property through dedication or purchase, should also be explored and pursued. The 2.5-acre Olney Library site could possibly be used for a civic center if developed in conjunction with the adjoining Olney Shopping Center redevelopment. The post office site, although not ideally located, could be used as a potential site for some of the uses in a civic center that do not have to be in the Town Center.

[It would provide an appropriate setting for these functions, provide a focal point for the whole area, and help create a sense of place for the Town Center. The town commons and the civic center should be located, preferably on the same site, within the Town Center to be a part of, and a complement to, the commercial activity already there. Although an open space of approximately one acre would be the appropriate size for a town commons, smaller public spaces should also be provided throughout the Town Center as redevelopment opportunities arise.]

[Currently, there are no publicly owned vacant sites large enough to accommodate a joint civic center/retail/town commons project within the Town Center. The only County owned property, the 2.5-acre Olney Library site, could possibly be used for a civic center especially if developed in conjunction with the adjoining Olney Shopping Center redevelopment. Other public sites that could be considered for a civic center in the future if they become available for redevelopment include the 1.5-acre Olney Post Office site on MD 108 and the 9.9-acre Olney Elementary School site on Georgia Avenue. The post office site, although not ideally located, could be used as a potential site for some of the uses in a civic center (police satellite facility, chamber of commerce, etc.) that do not have to be in the Town Center.]

[The creation of a civic center/town commons is a crucial part of the proposed Town Center Concept. The proposed zoning incentive mechanism in the new zone is only one way to achieve this goal. Other opportunities and mechanisms, including but not limited to, land swaps of public properties, or public acquisition of private property through dedication or purchase, should also be explored and pursued to create a civic center and town commons in the Olney Town Center.]

Recommendations:

[Explore opportunities for a civic center/town commons with a major public open space of approximately one acre in the Town Center through a variety of public/private partnership mechanisms, including dedication or County acquisition of private property, land exchange, and incentive zoning to create a civic center and other public amenities.]

1. Create a civic center with a major public open space of approximately one acre in the Town Center through a variety of public/private partnership mechanisms, including dedication or County acquisition of private property, land exchange, or incentive zoning.
2. The major public space should be prominently located, accessible from an existing major street or a new main street, and designed to accommodate a variety of functions including place for public gathering and events.

Pedestrian Circulation

The Olney Town Center has a car-oriented development pattern typical of strip shopping centers. It needs an improved network of streets and sidewalks with short blocks and direct pedestrian connections among stores and different parts of the center. More specifically, [The current linear scale of the Town Center is car-oriented. It has very large blocks, which are more suitable for vehicular rather than pedestrian circulation. Safe and convenient pedestrian and vehicular circulation in and around the Town Center is essential for a pedestrian-oriented Town Center.]

[It needs an improved network of streets and sidewalks with short and direct pedestrian connections among stores and different parts of the center. The proposed circulation concept is designed to break up the large blocks with a combination of vehicular and pedestrian connections. Other opportunities to create more pedestrian connections should be pursued as redevelopment occurs in the future.] in the Southwest Quadrant, North High Street should be connected to Morningwood Drive to connect the Town Center to the adjoining residential communities, and Third Avenue should be connected to MD 108 via the Olney Shopping Center property at the corner of Georgia Avenue and MD 108, if possible, through redevelopment of those properties. In the Northeast Quadrant, the two shopping centers should include one or more vehicular and pedestrian connection between the two centers, and provide other internal connections and walkways with direct connections to the surrounding residential community. Similarly, in the Southeast Quadrant, large blocks should be broken up with through-block pedestrian walkways, as well as vehicular driveways where feasible. Other opportunities to create more pedestrian connections should be pursued as redevelopment occurs in the future.

Any future street improvements, especially Georgia Avenue and MD 108, should be carefully designed to incorporate features that help reduce speeds and improve pedestrian safety. Lower speed limits, reduced pavement widths, curbside tree panels, on-street

parking, and other design treatments should be used to create a visual environment that discourages speeding through the Town Center.