

WINCHESTER COMPREHENSIVE PLAN 2011

CHAPTER 11

THE TEN GEOGRAPHIC PLANNING AREAS

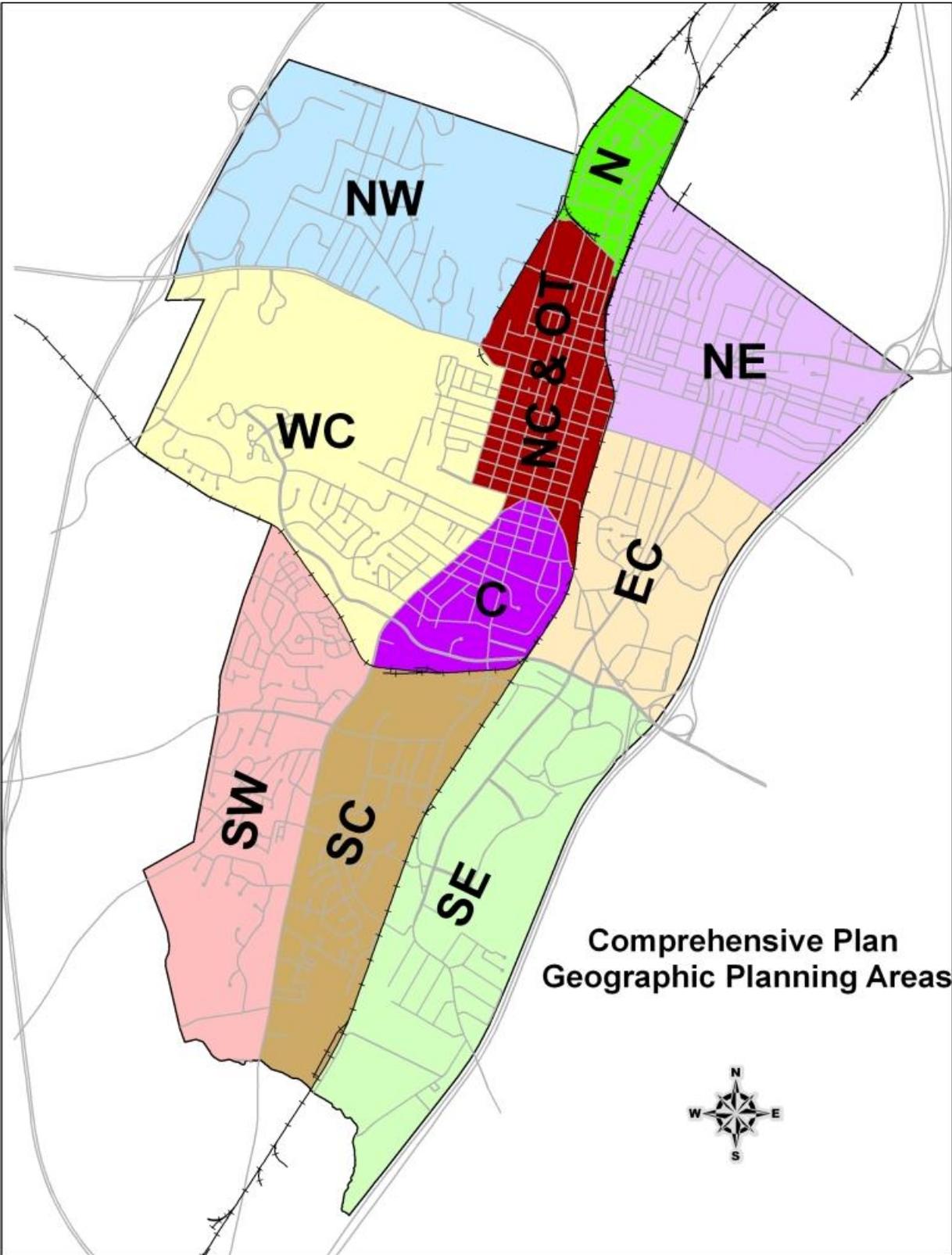
In moving towards a more sustainable vision informed by New Urbanism and traditional neighborhood design, this plan observes the distinct needs of ten different geographic planning areas. City staff, consultants, and elected officials considered the diversity of Winchester's neighborhoods, remembering that well-intentioned public policies sometimes create harmful unintended consequences when applied too broadly and where they are not needed. Efforts that help one part of the city might be wrong for another.

Some of the goals and objectives discussed in previous chapters must be implemented across the whole city to be effective. Chapter 12 addresses them in more detail. This chapter considers the special conditions and needs of each planning area. It focuses on the objectives most relevant to each area. It then states specific actions that city staff should take to advance those objectives.

The map on the next page shows the ten planning areas. Their boundaries, often aligning with railroads, consider the character of neighborhoods, zoning, and use. They also generally align with Census tracts to improve the collection and comparison of data. The ten areas are:

- **North-** North of Wyck St., East of Fairmont Ave., and west of the CSX tracks.
- **Northeast-** East of the CSX tracks and north of Cork St.
- **East Central-** East of CSX tracks, south of Cork St., and north of Jubal Early Dr.
- **Southeast-** East of CSX tracks and south of Jubal Early Dr.
- **South Central-** West of CSX tracks, south of Winchester & Western (WW) tracks, and east of Valley Ave.
- **Southwest-** West of Valley Ave. and south of WW tracks.
- **West Central-** North of WW tracks, west of Valley Ave. and Stewart St., and south of Amherst St.
- **Northwest-** North of Amherst St., west of abandoned RR tracks & Fairmont Ave.
- **Old Town/North Central-** West of CSX tracks, south of Wyck St., east of abandoned tracks and Stewart St., and north of Gerrard St., Handley Blvd., and Millwood Ave.
- **Central-** West of CSX tracks, south of Gerrard St., east of Valley Ave., and north of the WW tracks.

COMPREHENSIVE PLAN- PLANNING AREA OBJECTIVES



COMPREHENSIVE PLAN- PLANNING AREA OBJECTIVES

The remainder of this chapter examines each of the ten Planning Areas separately. The format consists of a brief listing of Key Features along with a map of the area. It then lists the major objectives from Chapter 3 which apply to that Planning Area, along with specific actions to fulfill the objectives. The numbering is not consecutive because only some objectives apply to each area. Finally, **Alternative Development Concepts for one or more key (re)development opportunities illustrate a future vision of the City that is consistent with the concepts of New Urbanism, especially higher densities and walkable community.** The Plan advocates for either infill or redevelopment embracing a mixed use approach to land use and zoning. This Traditional Neighborhood Design is consistent with Winchester’s heritage and may also bring new vigor and prosperity to its communities.

[NOTE: EXISTING TEXT FOR THE OTHER NINE GEOGRAPHIC PLANNING AREAS NOT PROPOSED FOR CHANGE IS NOT INCLUDED IN THIS EXCERPTED VERSION OF CHAPTER 11]

WEST CENTRAL (WC)

North of WW tracks, west of Valley Ave. and Stewart St, and south of Amherst St.

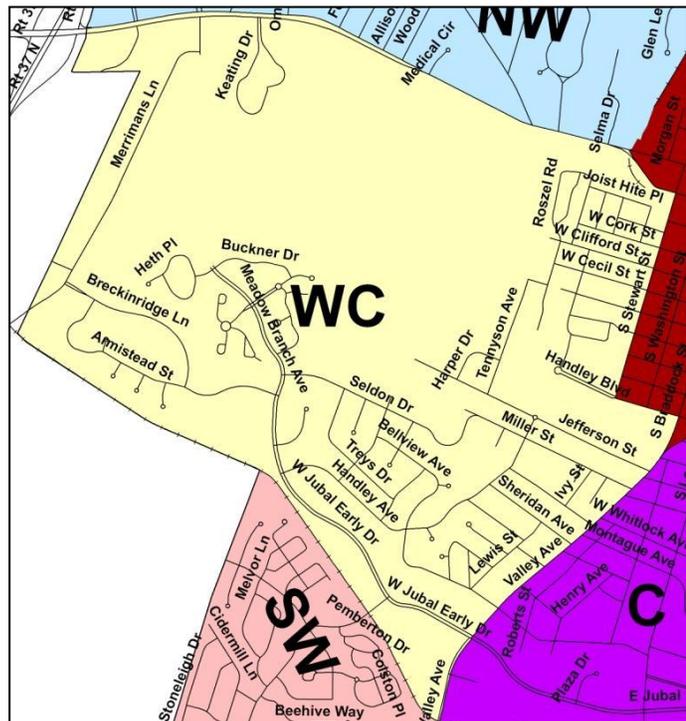
Key Features

- Potential hubs at rehab center, regional museum, and 2 schools
- Stable, high-income, low-density residences.
- Wetlands Preserve and Green Circle Trail spur
- Old plantation’s open space, 4 schools, and multiple churches

The major objectives and related actions for this Planning Area are:

Economic Development

9. Proactively redevelop property where needed to achieve maximum sustainable potential.



COMPREHENSIVE PLAN- PLANNING AREA OBJECTIVES

Action: *Facilitate mixed use development, **including school use** and planned unit development in conjunction with construction of Meadow Branch Avenue near Amherst Street.*

Action: *Encourage redevelopment of older commercial sites on Amherst Street.*

Mobility

7. Pursue limited construction of new thoroughfares and widening of existing thoroughfares as shown in the Win-Fred MPO Long Range Transportation Plan.

Action: *Extend Meadow Branch Avenue from Buckner Drive to Amherst Street*

Action: *Extend W. Jubal Early Dr west to County line for future connection to Rte 37*

Parks & Recreation

2. Establish a linked system of passive recreational and natural open space that provides safe opportunities for walking, jogging, running, and biking while also preserving environmentally sensitive natural areas.

Action: *Work with private land owners to provide easements for and construction of the Green Circle Trail along the south side of Jubal Early Drive and the east **or west** side of Meadow Branch Ave, **including a spur on the east side to connect with future private trail network on the Glass-Glen Burnie Foundation property.***

Action: *Utilize federal Safe-Routes-to-School (SRTS) grants or other funding sources to construct a bike and walking trail across the Bridgeforth property to connect the Williamsburg Heights Subdivision to the **John Kerr Elementary School and** John Handley High School along Jefferson Street.*

Design

1. Guide the physical form of development along key tourist entry corridors leading in to the City's core historic district by utilizing a combination of standards and guidelines.

Action: *Improve the visual and functional aspects of the Route 11 entry corridor.*

Action: *Consider establishment of National Historic District designation for the area around the old hospital including South Stewart St as well as the area containing Craftsman-styled homes along the west side of Valley Ave between Bellview Ave and Jefferson St.*

Land Use

COMPREHENSIVE PLAN- PLANNING AREA OBJECTIVES

2. Provide a range of commercial facilities which incorporate a mix of retail, service and office facilities, properly served by access through the transportation system, and offer selection of consumer goods, and viable growth potential.

Action: Explore the feasibility of attracting a specialty or high-end grocery store to serve the high-income households in this area as well as the Old Town and Northwest Planning Areas.

- 6) **Locate public land uses in locations that enhance the livability of the City and facilitate the placement of institutional uses in locations that support the social, spiritual, civic, and health needs of the community.**

Action: Anticipate the closure of the existing John Kerr Elementary School on Jefferson Street and consider reuses for the property that enhance the livability of that area while also facilitating the establishment of a new, larger John Kerr Elementary School along the west side of Meadow Branch Avenue extended.

COMPREHENSIVE PLAN- PLANNING AREA OBJECTIVES

West Central Planning Area Site Development Concept: Meadow Branch Avenue Extension

The extension of Meadow Branch Avenue through the **Ridgewood Orchard (Smith)** and Moffett properties between Amherst St on the north and Buckner Drive within the Meadow Branch North subdivision to the south offers many opportunities for mixed use, ~~New Urbanism-type development.~~ Proffers **The Comprehensive Agreement** associated with prior rezonings of the land commit the developers to **the PPEA for construction of the replacement John Kerr Elementary School on the Ridgewood Orchard and DBL Holdings property** will result in roadway and Green Circle Trail improvements as a center spine for development. The neighboring regional medical center makes the site attractive to **housing for** high-income seniors and healthcare professionals. **As part of a Planned Unit Development**, a variety of housing types, ranging from luxury condominiums to high-and mid-rise retirement housing and assisted living, may be appropriate for the **central portions of the site.** **Zoning for development in this central area should be medium density unless age-restricted housing is proposed, in which case, high density zoning may be appropriate.** **The portion of the site between the new school and Amherst Street may be appropriate for planned commercial use including offices and retail.** **The south portion of the site is best suited for low and medium density clustered residential use compatible with adjoining development in Meadow Branch North.**



-text revisions as recommended by Planning Commission 6/17/14
-additional revisions subsequent to Council work session 6/24/14