



## Economic Development Analysis & Master Plan

# APPENDIX B

## Alternative Concept Development Plans for the Catalyst Sites

*Final Report - March 28, 2011*

The Economic Development Analysis & Master Plan was prepared by:

**Prepared by:**

**Herd Planning & Design, Ltd.**

*In association with:*

**Renaissance Planning Group**

**S. Patz & Associates**

**High Rock Studios**

**Michael Baker Corporation**

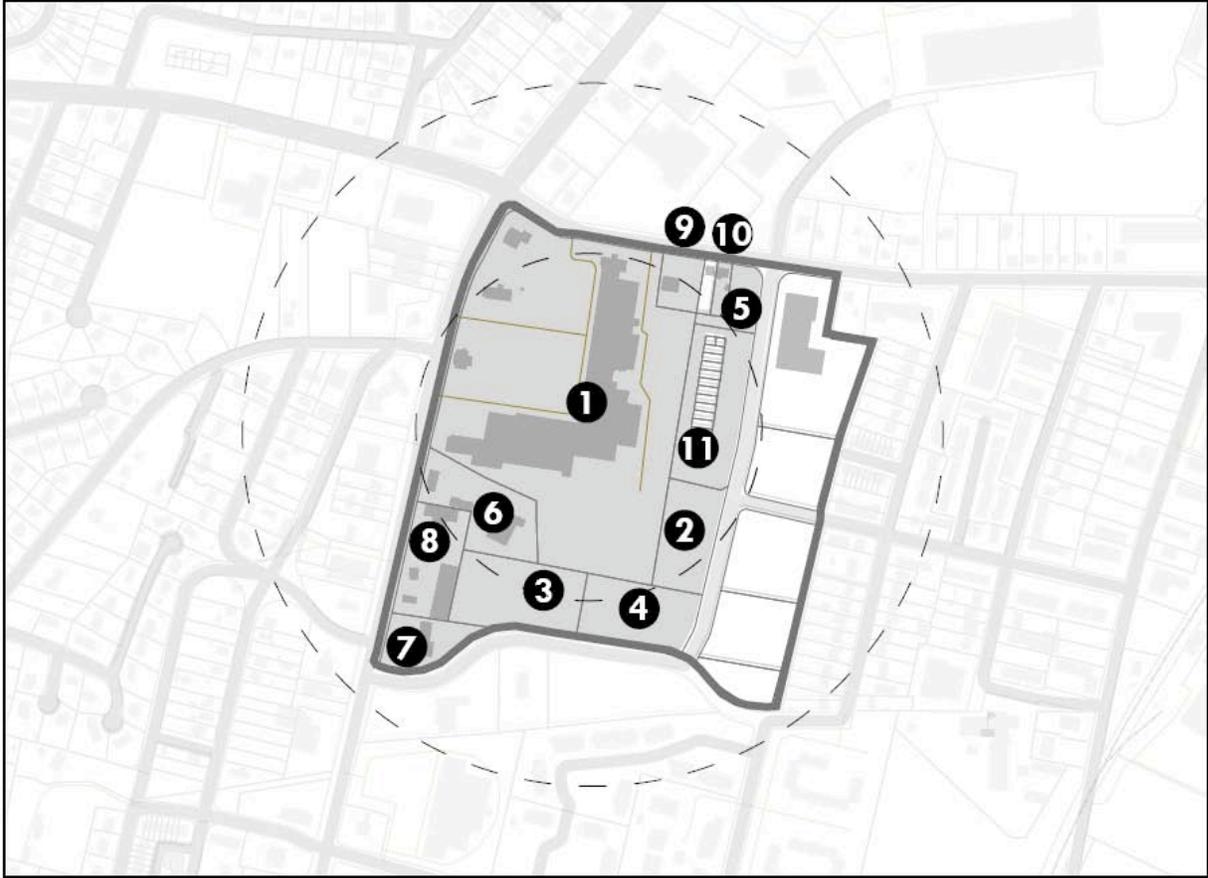
## Contents of Appendix B

This Appendix contains working drafts of the various concept plans and illustrative plans that were prepared as working documents during the course of the project, for five of the catalyst sites.

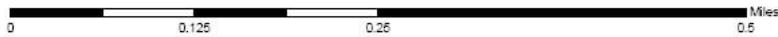
<u>Site</u>	<u>Page</u>
Ward's Plaza	B-5
Meadow Branch	B-13
Berryville Avenue	B-21
Pleasant Valley	B-25
National Fruit	B-31

*[page intentionally blank]*

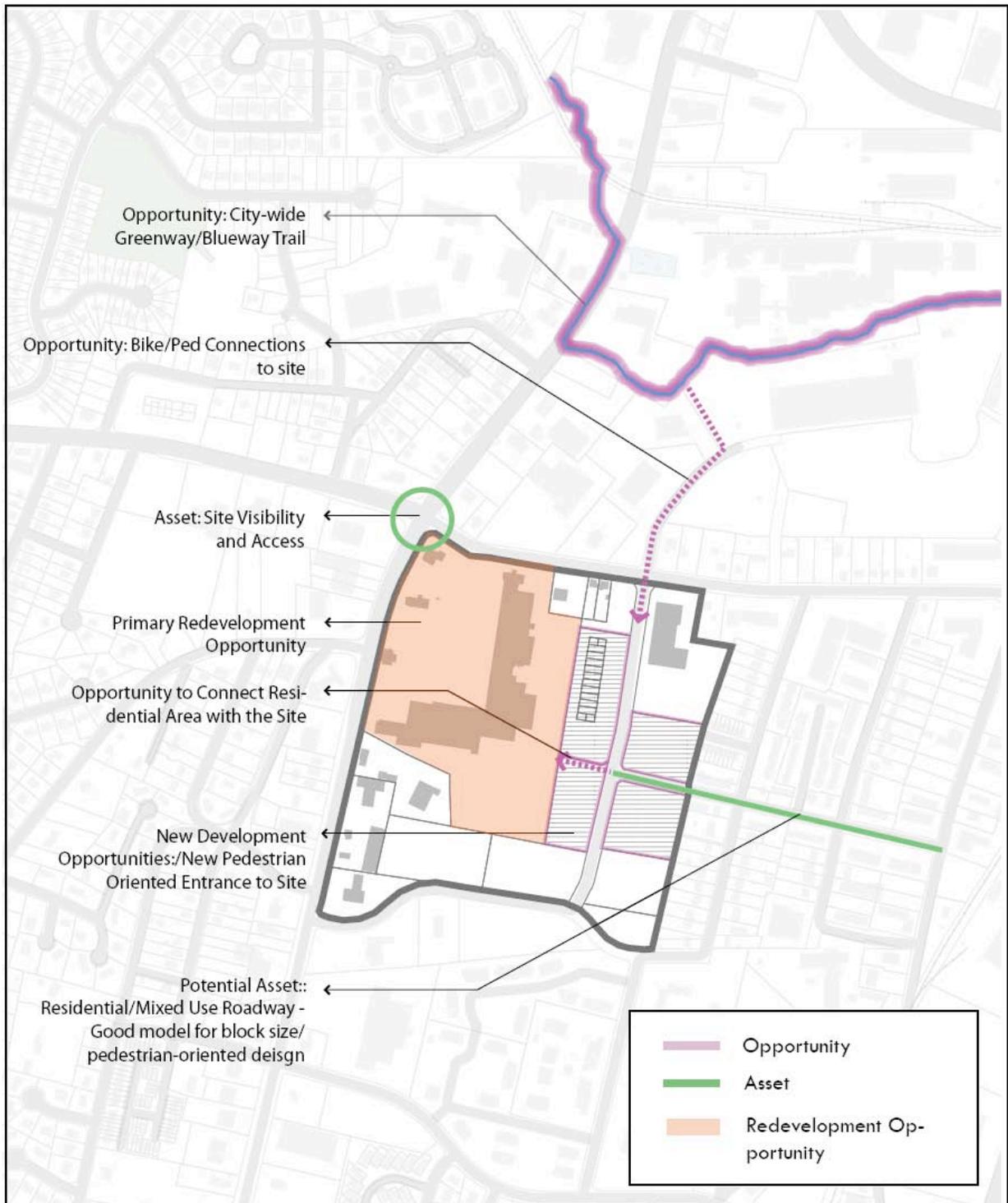
## Ward’s Plaza

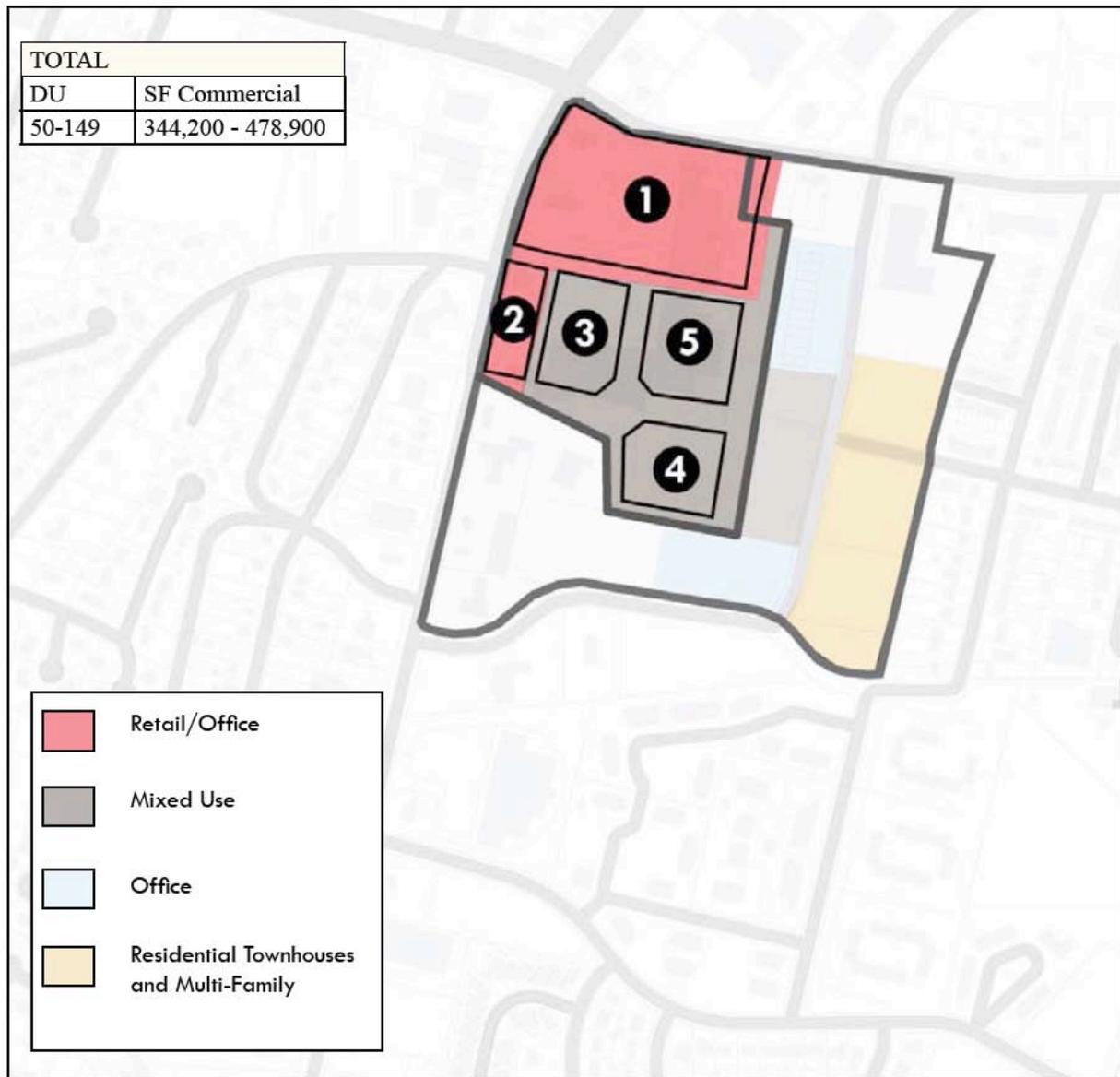


Lot	Gross Parcel sq foot	Total bldg sq ft. **	FAR**	Existing zoning	MYRBLT	Property Owner	Store/ Use
1	843843	190822	0.23	B2	1981	Walter Enterprises	Ward's Plaza Shopping Marathon/ F&M Bank
2	76540	0	0.00	B2	N/A	DAKA II LLC	N/A
3	115774	0	0.00	B2	N/A	Direct Partners LLC	N/A
4	96105	0	0.00	B2	N/A	NC Development	N/A
5	30191	0	0.00	B2	N/A	Holliday, David B	N/A
6	92870	14084	0.15	B2	1962	Molden Real Estate Corp.	Offices/Rainbow Books
7	61799	7437	0.12	B2	2004	Wachovia National Bank Assn.	Wachovia Bank
8	80887	23768	0.29	B2	1956	HWA Enterprises	Naked Oyster
9	28600	3005	0.11	B2	2000	Cooper, David and Pamela	VA Automotive
10	9407	2402	0.26	B2	1933/1960	JRW Properties and Rentals/ Stultz, Timothy	Jess European Psychic
11	125452	0	0.00	B2	N/A	Edwin Warkowitz	N/A



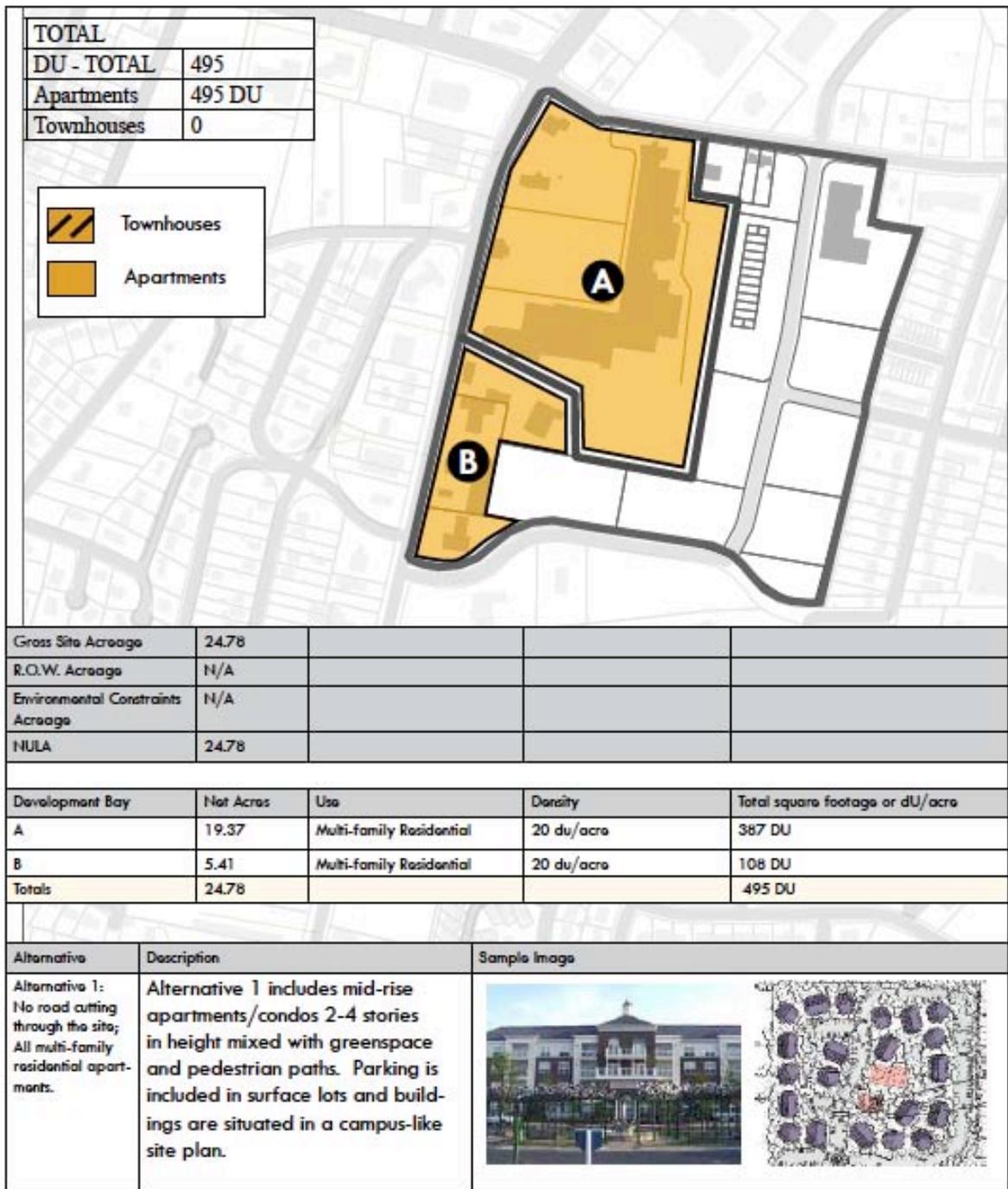
\* Data is based on 1 story footprint



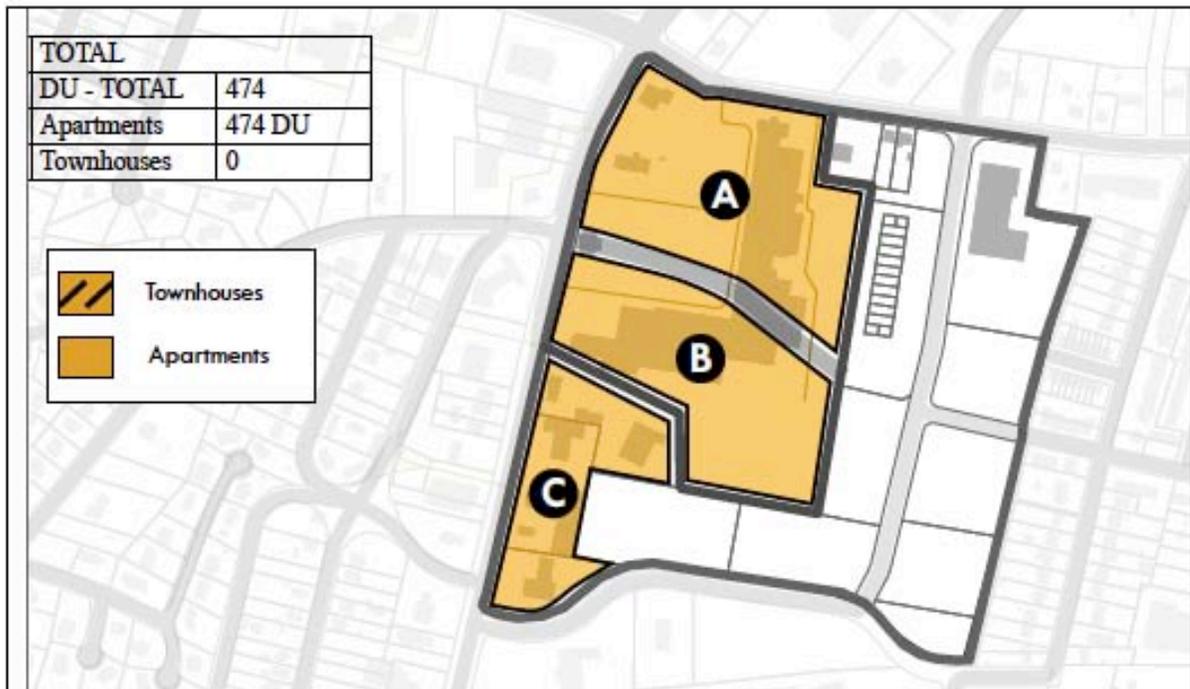


Parcel	Number	Use	# Stories	DU	Retail SF	Office/Other SF	Garage
	1	Highway-Oriented Retail	2-3		102,600	102,600 - 205,300	
	2	Highway-Oriented Retail	2-3		32,000	32,000 - 64,000	
	3	Mixed Use	2-4	25-74	24,800		
	4	Mixed Use	2-4	25-75	25,000		
	5	Parking garage with liner retail shops	2-4		18,200		148,000 - 304,200
<b>Total</b>				50 - 149	202,600	134,600-269,300	148,000 - 304,200

## Ward's Plaza Development Plan - Alternative 1



## Ward's Plaza Development Plan - Alternative 2



Gross Site Acreage - 24.78				
R.O.W. Acreage - 1.05				
Environmental Constraints Acreage - N/A				
NULA - 23.73				
Development Bay	Net Acres	Use	Density	Total square footage or dU/acre
A	9.86	Multi-family Residential	20 du/acre	197 DU
B	8.46	Multi-family Residential	20 du/acre	169 DU
C	5.41	Multi-family Residential	20 du/acre	108 DU
Totals	23.73			474 DU

Alternative	Description	Sample Image
Alternative 2: Road cuts through the site. Along roadway, apartments orient towards the street with parking to the rear on surface lots.	Alternative 2 includes mid-rise apartments/condos 2-4 stories in height. Apartments located off of the main access road are arranged in a campus-like plan as in Alternative 1. Along the main roadway, apartments are oriented toward the sidewalk with parking relegated to the rear and on-street parking provided.	



Winchester Economic Development Master Plan  
Work-in-Progress-Maps - April 2, 2009

## Ward's Plaza Development Plan - Alternative 3



Gross Site Acreage - 24.78

R.O.W. Acreage - 1.05

Environmental Constraints Acreage - N/A

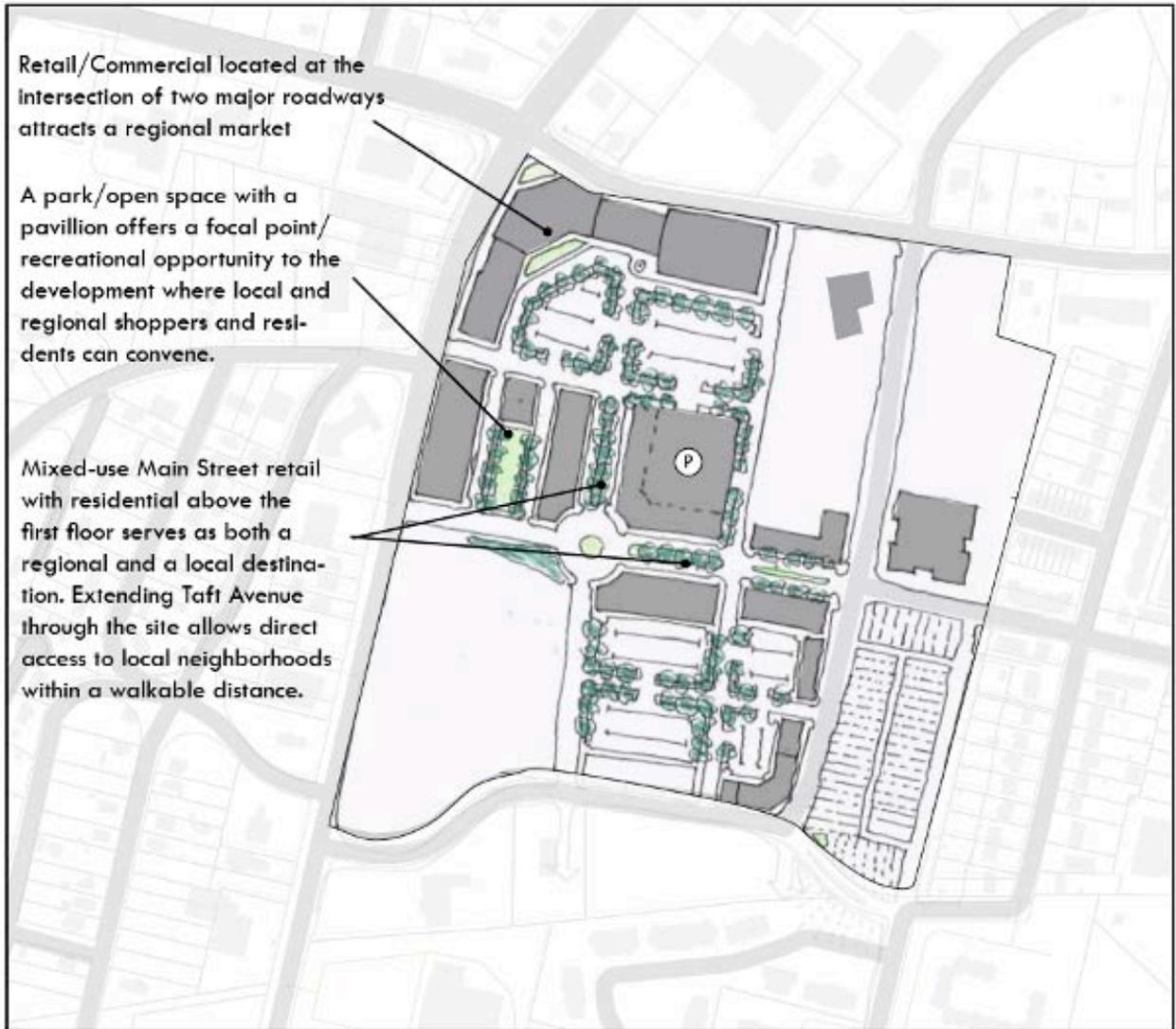
NULA - 23.73

Development Bay	Net Acres	Use	Density	Total square footage or dU/acre
A	9.86	Multi-family Residential Townhouse	(60%) 35 du/acre (20%) 8 du/acre	207 MF DU 16 TH DU
B	8.46	Multi-family Residential	(60%) 35 du/acre (20%) 8 du/acre	178 MF DU 14 TH DU
C	5.41	Multi-family Residential	20 du/acre	108 DU
Totals	23.73			523 DU

Alternative	Description	Sample Image
Alternative 3: Road cuts through the site. Mixture of multi-family apartments and townhouses oriented towards the street,	Alternative 3 includes a mixture of apartments and townhouses situated along a gridded network of streets. Parking is provided under some of the apartment buildings to achieve a higher density. Some additional surface parking and on-street parking is also provided. Townhouses include individual garages accessed from the rear alleyway.	



## Draft Illustrative Plan



Commercial/Retail



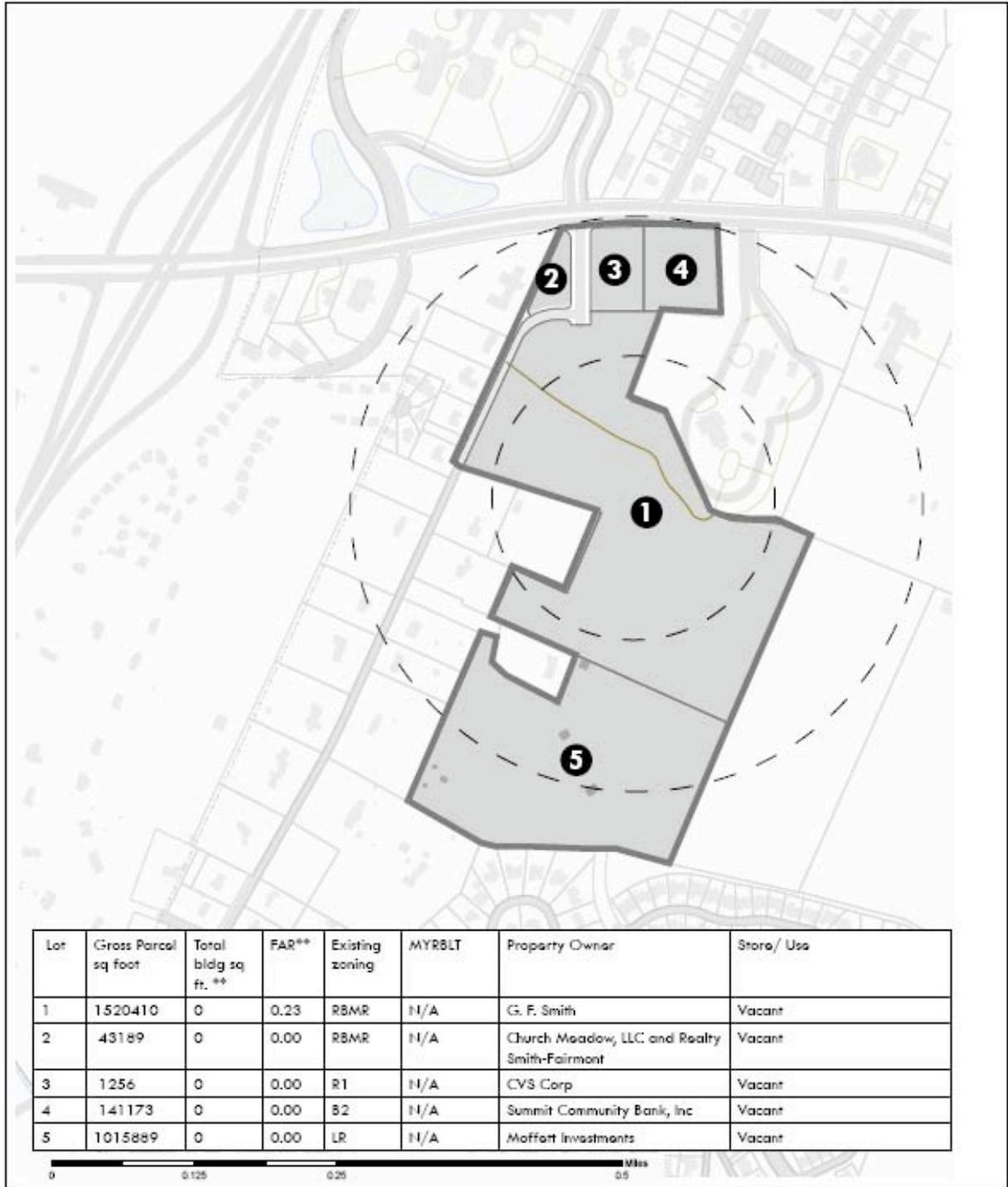
Recreational Space - Skate Park



Townhouses

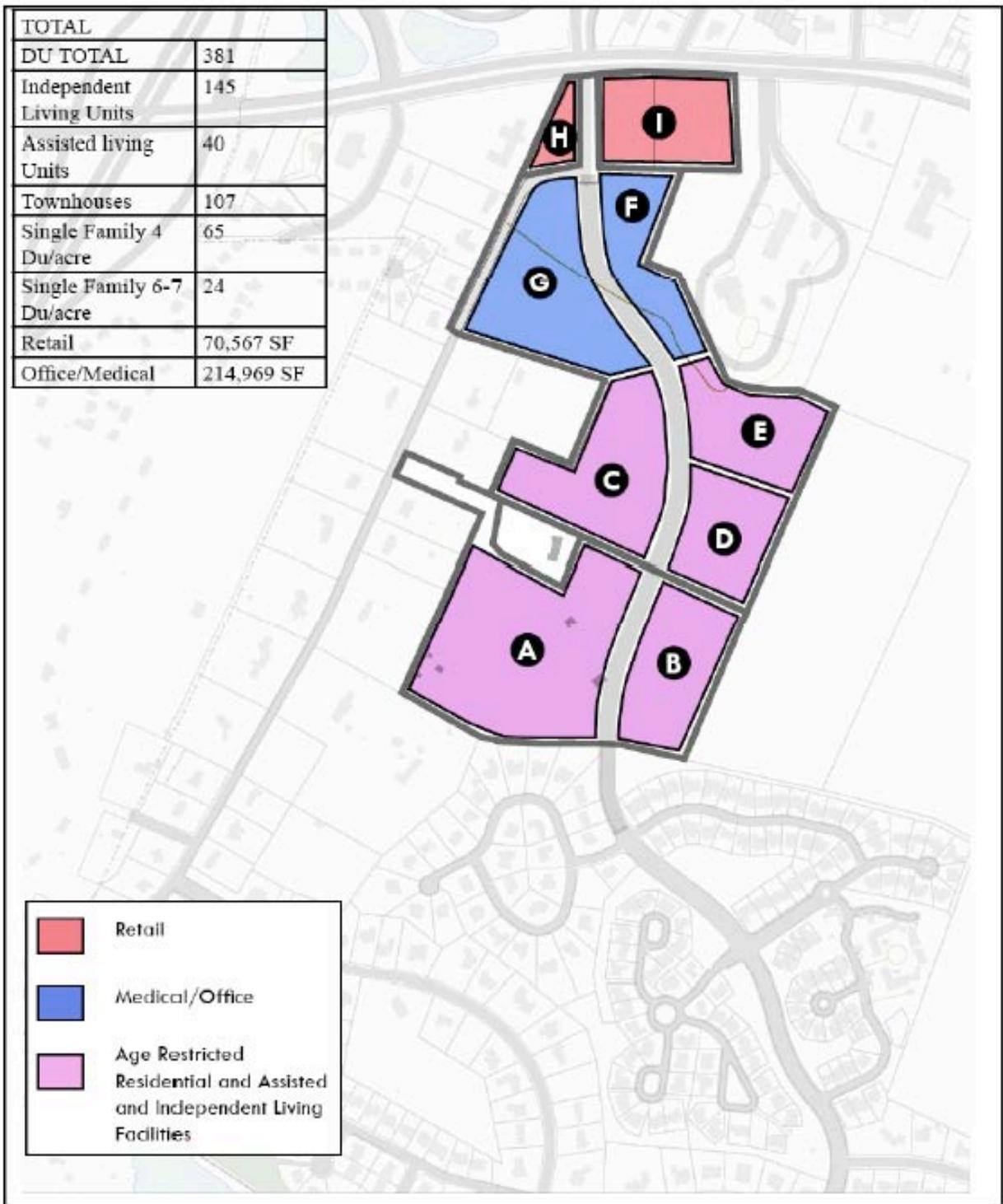
*[page intentionally blank]*

## Meadow Branch



## Meadow Branch Development Plan- Alternative 1

<b>TOTAL</b>	
DU TOTAL	381
Independent Living Units	145
Assisted living Units	40
Townhouses	107
Single Family 4 Du/acre	65
Single Family 6-7 Du/acre	24
Retail	70,567 SF
Office/Medical	214,969 SF



	Retail
	Medical/Office
	Age Restricted Residential and Assisted and Independent Living Facilities



Winchester Economic Development Master Plan  
Work-in-Progress-Maps - April 2, 2009

## Meadow Branch Development Plan- Alternative 1

Gross Site Acreage	64.77			
R.O.W. Acreage	4.76			
Environmental Constraints Acreage	N/A			
NULA	60.01			
Development Bay	Net Acres	Use	Density	Total square footage or dU/acre
A	14.4	SFR	80% 4 du/acre with optional accessory units 20% 6 du/acre	46 DU @ 4 du/acre 17 DU @ 6 du/acre
B	6.0	SFR	80% 4 du/acre with optional accessory units 20% 6 du/acre	19 DU @ 4 du/acre 7 DU @ 6 du/acre
C	8.4	Townhouses	8 du/acre	67 DU
D	5.0	Townhouses	8 du/acre	40 DU
E	5.62	Assisted and Independent Living	20 du/acre (2 acres) 40 du/acre (3.62 acres)	40 DU assisted living 145 DU independent living
F	4.60	Medical/Office	.35 FAR	70,132 SF
G	9.5	Medical/Office	.35 FAR	144,837 SF
H	0.90	Commercial Retail	.25 FAR	9,801 SF
I	5.58	Commercial Retail	.25 FAR	60,766 SF
<b>Totals</b>	<b>60.01</b>			

Development Bay	Description	Sample Image
A, B	Age restricted Single Family Residential located adjacent to existing residential neighborhood. Single family houses are included at two different densities. Option to include accessory units/granny flats.	
C, D	Townhouses offer flexible housing options for seniors. Located close to the Assisted living facility, hospital and medical facilities. Townhouses are 1-2 stories, include attached garage and are approximately 2000 sf.	



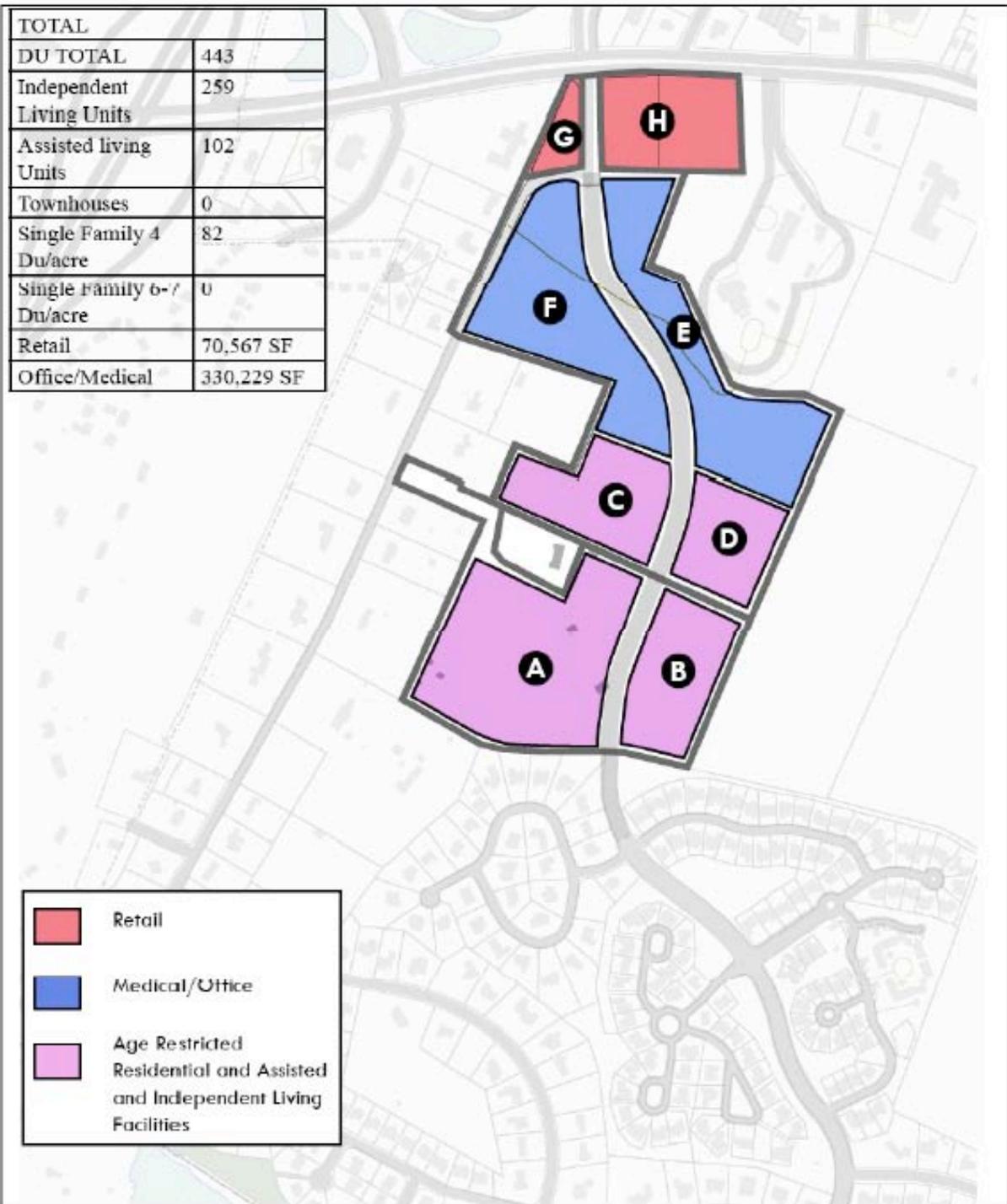
Winchester Economic Development Master Plan  
Work-in-Progress-Maps - April 2, 2009

## Meadow Branch Development Plan- Alternative 1

Development Bay	Description	Sample Image
E	Assisted living facility surrounded by independent living facilities.	
F, C	Medical offices: 2-3 story buildings with surface parking.	
H, I	Highway commercial development. CVS built on parcel #3.	

## Meadow Branch Development Plan- Alternative 2

TOTAL	
DU TOTAL	443
Independent Living Units	259
Assisted living Units	102
Townhouses	0
Single Family 4 Du/acre	82
Single Family 6-7 Du/acre	0
Retail	70,567 SF
Office/Medical	330,229 SF

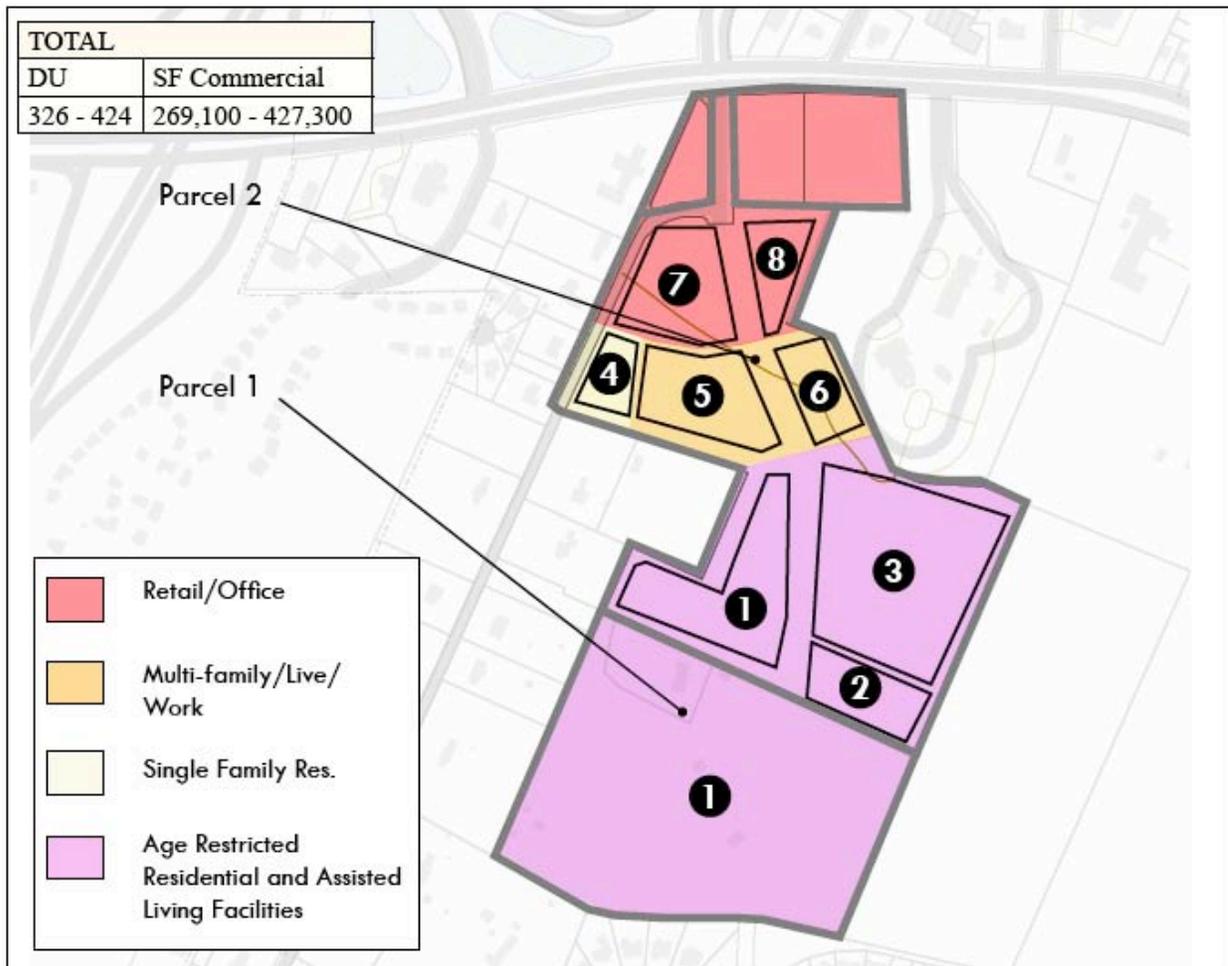


Winchester Economic Development Master Plan  
Work-in-Progress-Maps - April 2, 2009

## Meadow Branch Development Plan- Alternative 2

Gross Site Acreage	64.77			
R.O.W. Acreage	4.76			
Environmental Constraints Acreage	N/A			
NULA	60.01			
Development Bay	Net Acres	Use	Density	Total square footage or dU/acre
A	14.4	SFR	4 du/acre with optional accessory units	58 DU
B	6.0	SFR	4 du/acre with optional accessory units	24 DU
C	6.48	Independent Living	40 du/acre	259 DU
D	5.12	Assisted Living	20 du/acre	102 SF
E	10.08	Medical/Office	.35 FAR	153,680 SF
F	11.58	Medical/Office	.35 FAR	176,549 SF
G	0.90	Commercial Retail	.25 FAR	9,801 SF
H	5.58	Commercial Retail	.25 FAR	60,766 SF
Totals	60.01			

Development Bay	Description	Sample Image
A, B	Age restricted Single Family Residential uses are located adjacent to existing high end residential neighborhood. Single family houses include optional accessory units/granny flats.	
C, D	Assisted living facility surrounded by independent living facilities.	
E, F	Medical offices: 2-3 story buildings with surface lot parking behind the buildings.	
G, H	Highway commercial development. CVS built on parcel #3.	



Parcel	Number	Use	# Stories	DU	Retail SF	Office/Other SF	Assisted Living Facility SF
PARCEL 1	1	Single Family Residential (Age 55+ restricted)	N/A	67			
	<b>Total</b>			67			
PARCEL 2	1	Assisted Living Facilities	3-5				139,500 - 252,100 SF
	2	Condos (age 55+)	3-5	74 - 124			
	3	Townhouses and Clubhouse (Age 55+)	2	92		5,000 SF	
	4	Single Family Residential	N/A	4			
	5	Multi-Family Residential	3-5	71-119			
	6	Retail/Office Mixed Use	3-5			22,800	45,600 - 91,200
	7	Live/Work	2	18			10,800
	8	Retail/Office Mixed Use	2			22,700	22,700
<b>Total</b>				259 - 357	45,500	84,100-129,700	139,500 - 252,100

## Draft Illustrative Plan



Townhouses



Communal Greenspace

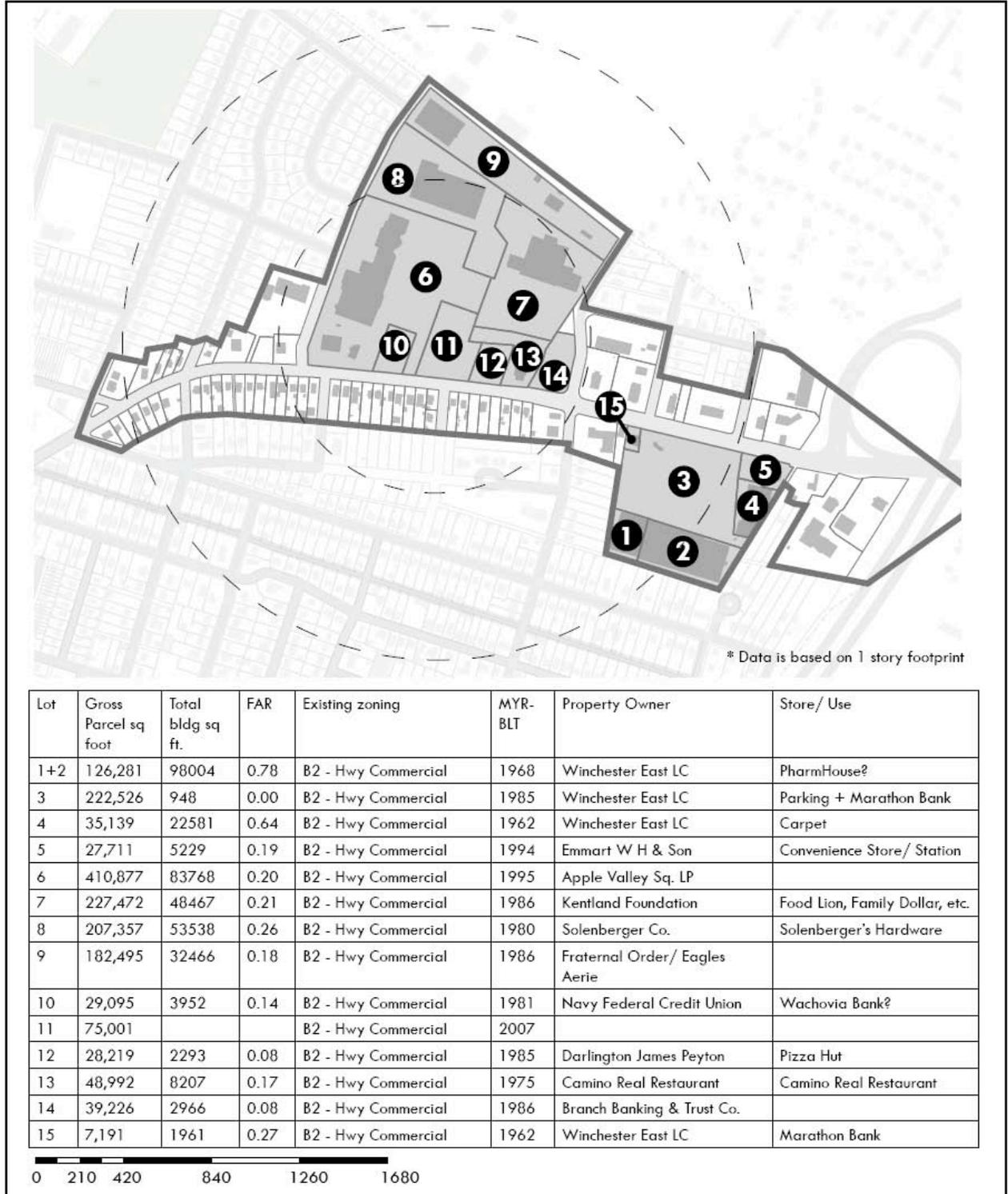


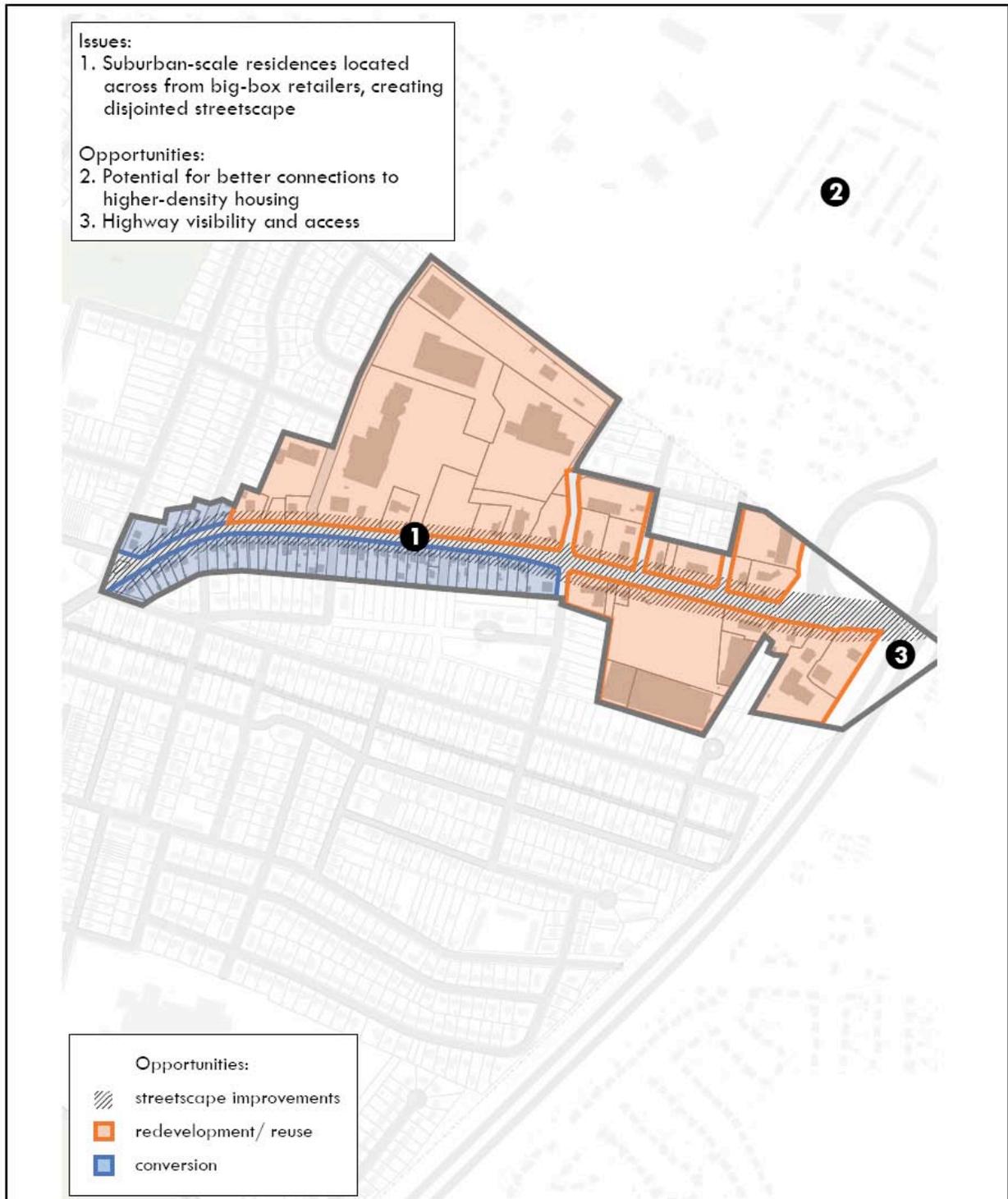
Detached Housing

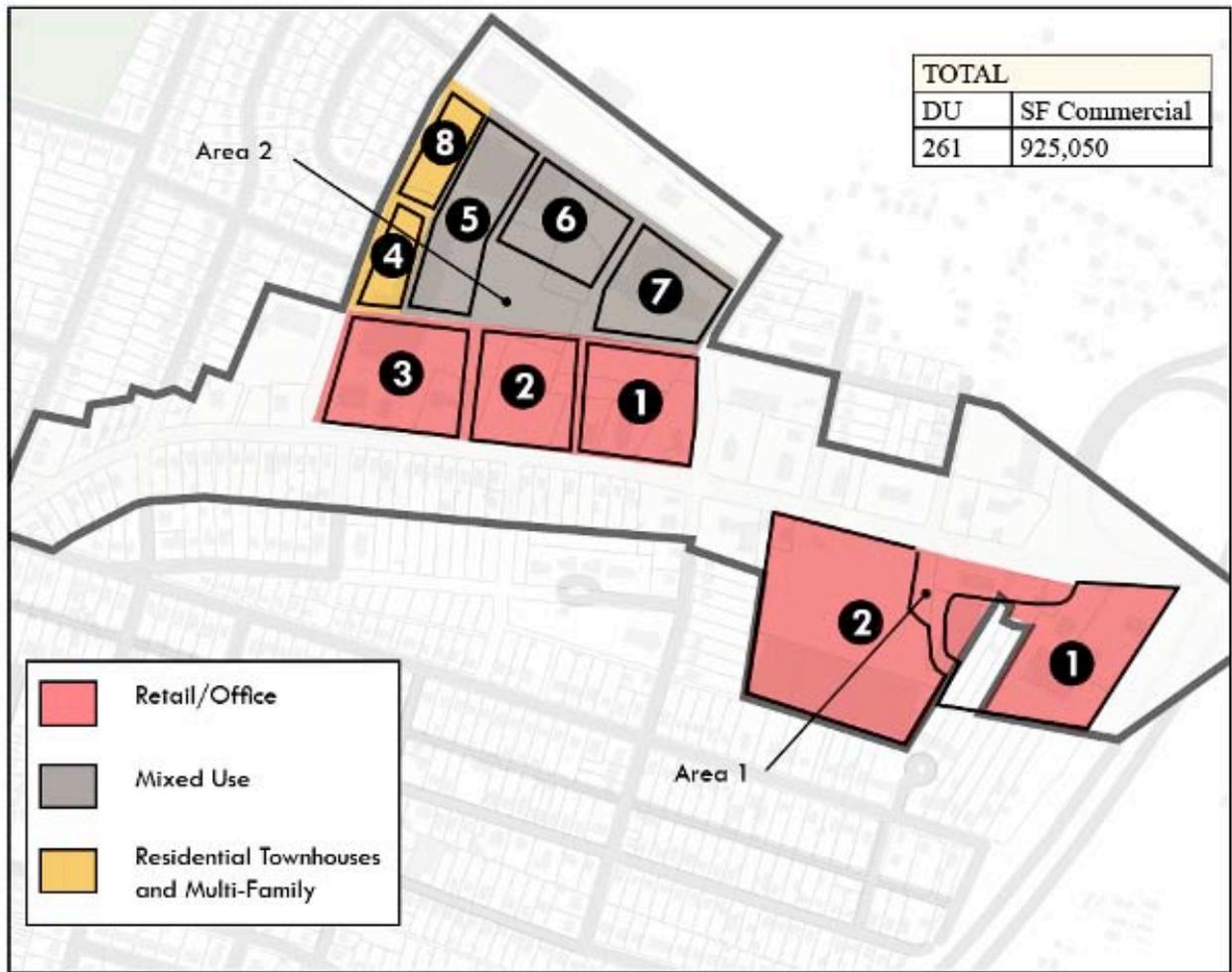


Live/Work

## Berryville Avenue







Parcel	Number	Use	# Stories	DU	Commercial
Area 1	1	Conference Center	1		155,250
	2	Conference, Hotel, Commercial	2-3		248,300
<b>Total</b>					<b>403,550</b>
Area 2	1	Highway-Oriented Commercial	2		138,000
	2	Mixed Use Commercial	3	41	81,000
	3	Highway Oriented Commercial	2		123,800
	4	Multi-family Residential	2	28	
	5	Mixed Use	3	62	61,950
	6	Mixed Use	3	49	48,750
	7	Mixed Use	3	67	67,200
	8	Townhomes		14	
<b>Total</b>					<b>521,500</b>

### Draft Illustrative Plan



Commercial/Retail



Townhouses

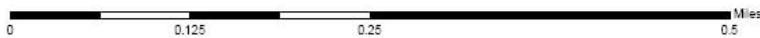


Two-level Commercial Big Box

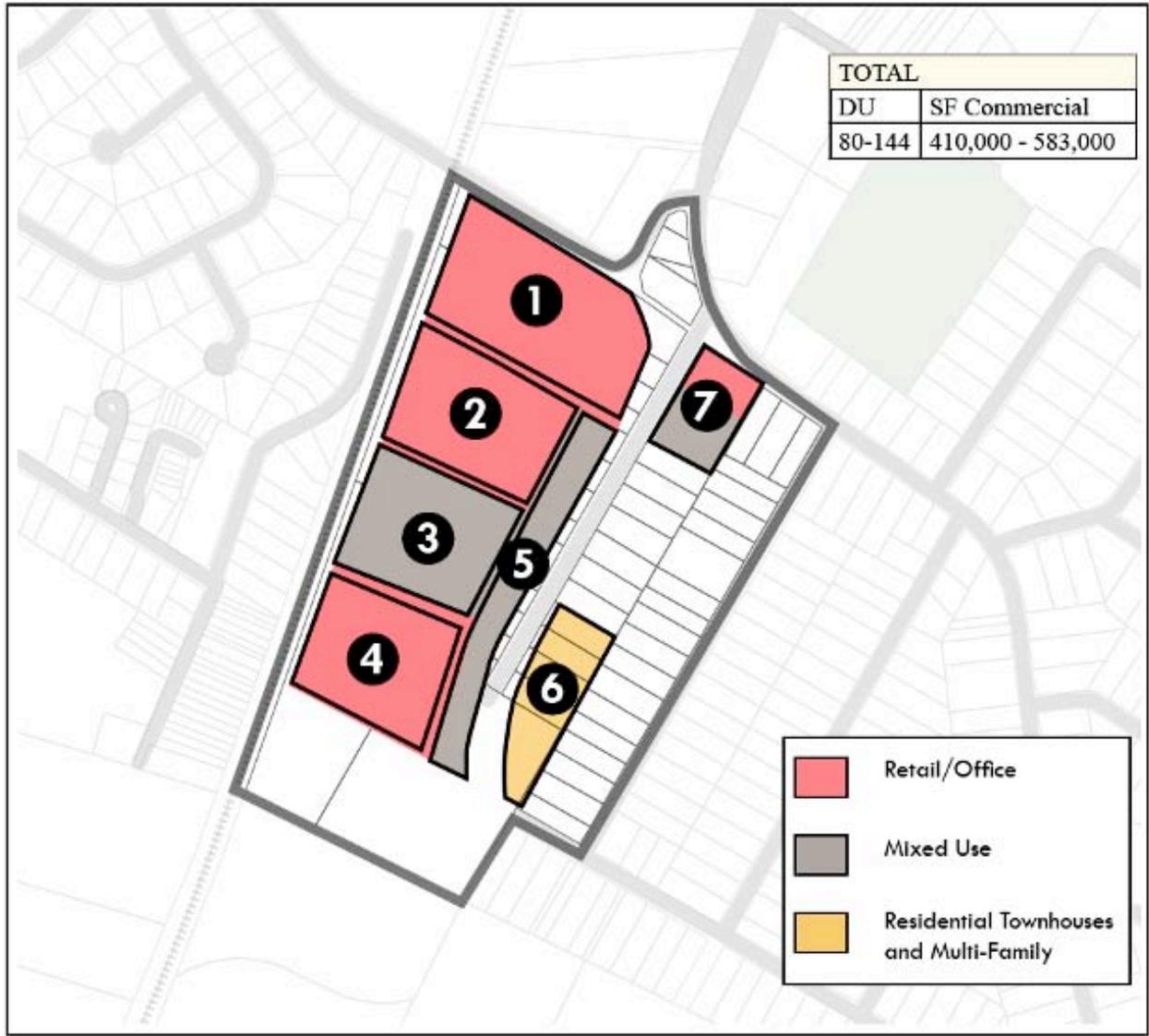
## Pleasant Valley



Lot	Gross Parcel sq foot	Total bldg sq ft. **	FAR**	Existing zoning	MYRBLT	Property Owner	Store/ Use
1	317499	n/a	n/a	MR	n/a	Henkel Harris Co., Inc.	vacant
2	273873	n/a	n/a	M1	1970	Henkel Harris Co., Inc	parking; Henkel Harris Plant (part of site)
3	266884	256314	n/a	M1	1970	Henkel Harris Co., Inc	Henkel Harris Plant (on part of site)
4	59202	n/a	n/a	MR	n/a	Tenneyson Land Trust	vacant
5	238626	19292	2.6 du/acre	MR	1962-1990	Baylis Investments and Tenneyson Land Trust	residential and vacant lots
6	61865	4617	2.6 du/acre	MR	1981-1989	Tenneyson Land Trust	vacant and other
7	32611	5099	n/a	B2	1962-1968	Whittier LLC and Richard, Susan and Robert	vacant and other
8	86901	1631	n/a	MR	1958	Tenneyson Land Trust and Coffman, Ronald and Joan	vacant and other



\* Data is based on 1 story footprint



Number	Use	# Stories	DU	Commercial SF
1	Retail/Commercial	2-3		139,000 - 208,500
2	Retail/Commercial	2-3		82,000 - 124,200
3	Mixed Use	2-3	39 - 78	39,100
4	Retail/Commercial	2-3		91,600 - 137,400
5	Live/Work	2-3	20 - 40	24,000
6	Townhouses	2	20	
7	Retail and Live/Work	2-3	3 - 6	33,200 - 49,800
<b>Total</b>			<b>80 - 144</b>	<b>409,700 - 583,000</b>

# Pleasant Valley - Alternative 1



Gross Site Acreage	25.92			
R.O.W. Acreage	N/A			
Environmental Constraints Acreage	N/A			
NULA	25.92			
Development Bay	Net Acres	Use	Density	Total square footage or dU/acre
A	23.14	Office	.25 FAR	251,995 SF
B	1.42	SFR	6 du/acre with optional accessory units	9 DU
C	1.36	Townhouses	8 du/acre	11 DU
<b>Totals</b>	<b>25.92</b>			



Winchester Economic Development Master Plan  
Work-in-Progress-Maps - April 2, 2009

## Pleasant Valley - Alternative 2



Gross Site Acreage	25.92			
R.O.W. Acreage	N/A			
Environmental Constraints Acreage	N/A			
NULA	25.92			
<b>Development Bay</b>				
Development Bay	Net Acres	Use	Density	Total square footage or dU/acre
A	23.14	Office	.35 FAR	352,792 SF
B	1.42	SFR	6 du/acre with optional accessory units	9 DU
C	1.36	Townhouses	8 du/acre	11 DU
Totals	25.92			



Winchester Economic Development Master Plan  
Work-in-Progress-Maps - April 2, 2009

PLEASANT VALLEY - ALTERNATIVE 3



Gross Site Acreage	25.92			
R.O.W. Acreage	N/A			
Environmental Constraints Acreage	N/A			
NULA	25.92			
<b>Development Bay Summary</b>				
Development Bay	Net Acres	Use	Density	Total square footage or dU/acre
A	23.14	Office	.45 FAR	453,590 SF
B	1.42	SFR	6 du/acre with optional accessory units	9 DU
C	1.36	Townhouses	8 du/acre	11 DU
<b>Totals</b>	<b>25.92</b>			



Winchester Economic Development Master Plan  
Work-in-Progress-Maps - April 2, 2009

## Pleasant Valley - Draft Illustrative Plan



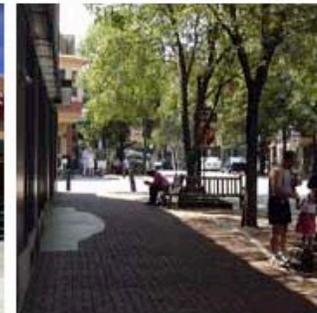
Live/Work



Mixed Use Center



2-story Commercial Retail



Wide, Tree-lined Sidewalks



Winchester Economic Development Master Plan  
Work-in-Progress-Maps - December 30, 2008

# National Fruit

## National Fruit Growers - Site Inventory



Lot	Gross Parcel sq foot	Total bldg sq ft.	FAR	Existing zoning	MYR-BLT	Property Owner	Store/ Use
1	2,924,954	742671	0.254	M1		Nat'l Fruit Production Co.	Nat'l Fruit Production Co.
2	446696	72352	0.162	M1	1970	Frederick Cty Fruit Growers Assoc. Inc.	Fred. Cty. Fruit Grow. Consolidated
3	730108			LR	1950	Smith-Fairmont LP	subdivision
4	102795	55024	0.54	M1		Trust A & B Properties, Glaize Fred L. Residual Trust	packing house
5	18808	0	0	M1		Green Chemical Co.	
6	30573	0	0	M1		Winchester & Western RR	
7	89264	11292	0.13	M1		Green Chemical Co.	store, office, warehouse

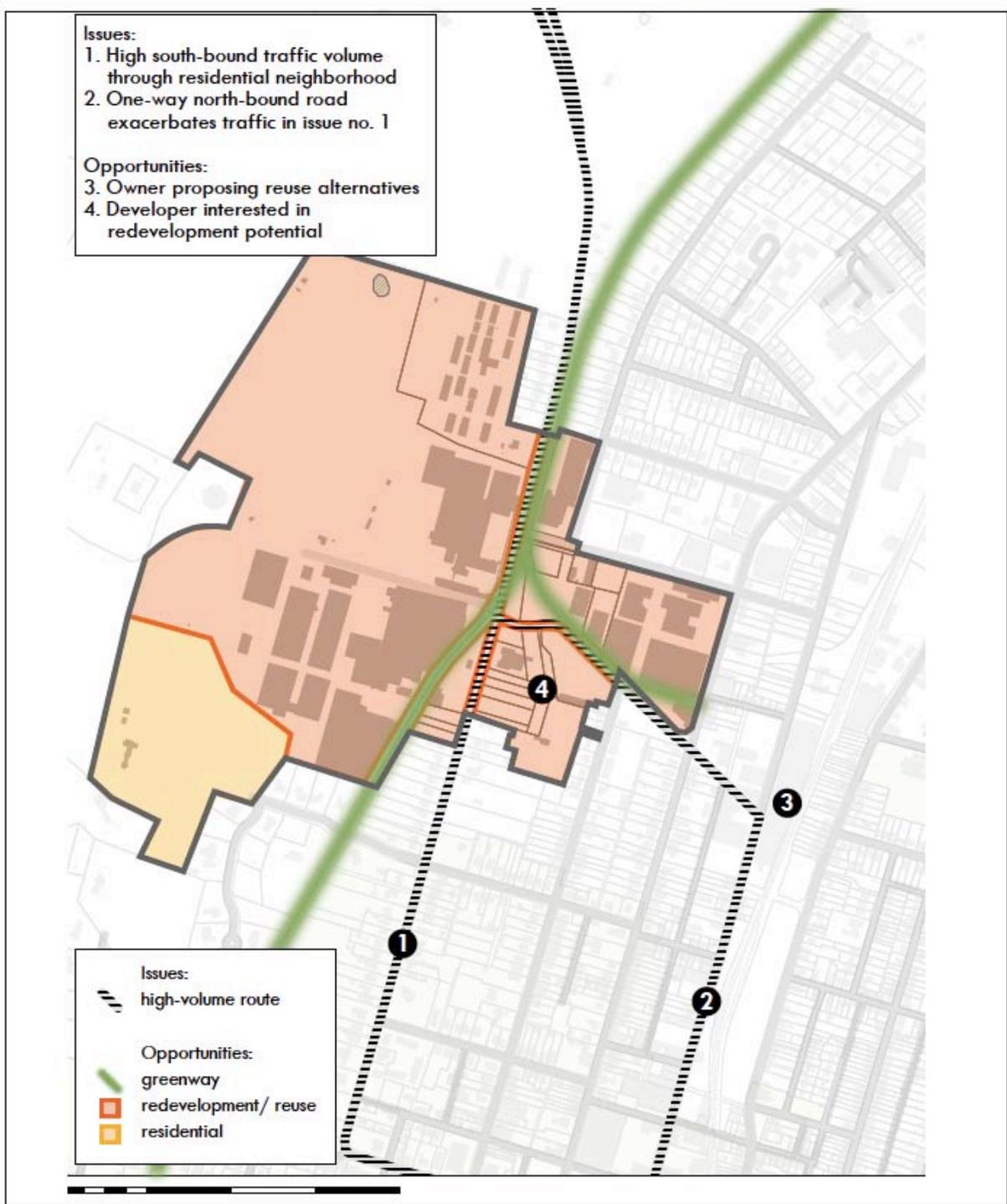


\* Data is based on 1 story footprint

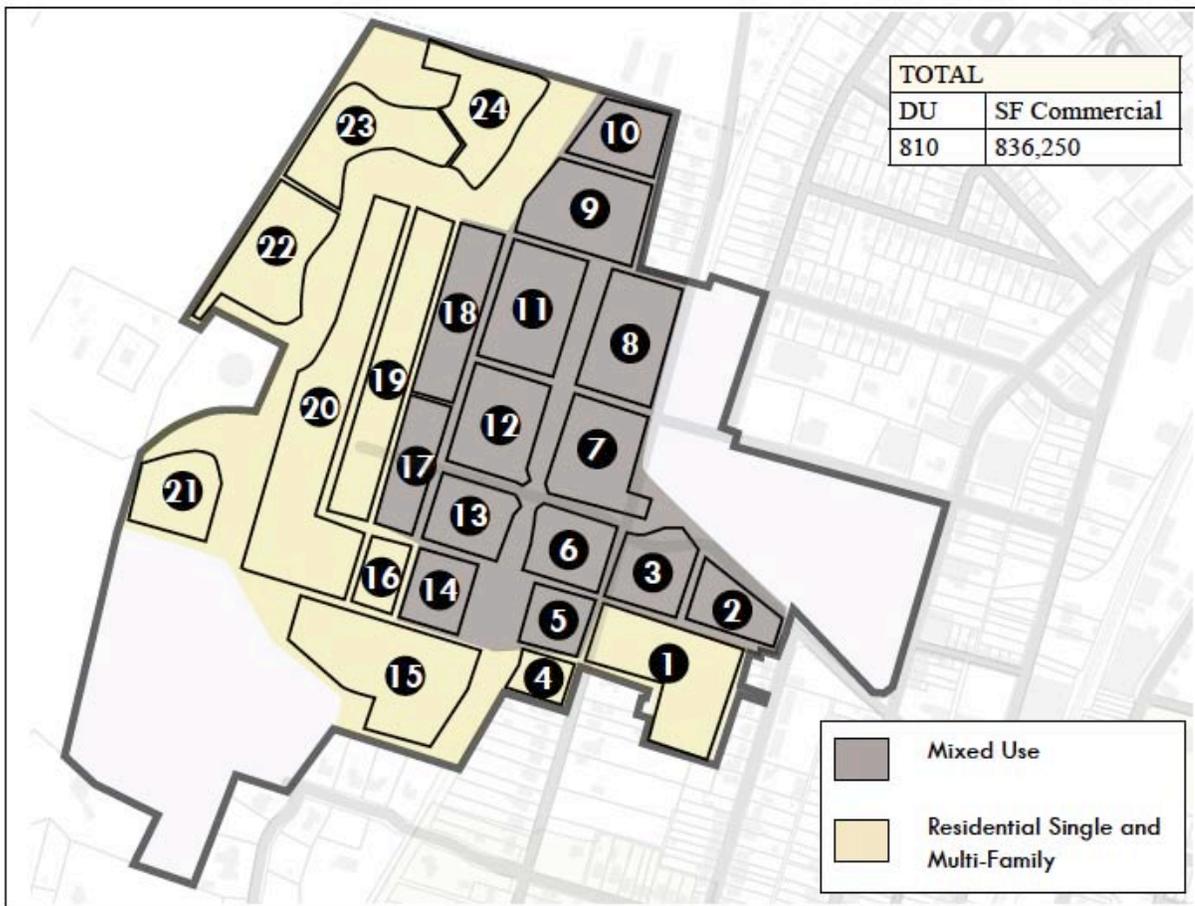


Winchester Economic Development Master Plan  
Work-in-Progress-Maps - December 30, 2008

## National Fruit Growers - Issues and Opportunities



## National Fruit Proposed Draft Development Plan



Number	Use	# Stories	DU	Commercial SF	Number	Use	# Stories	DU	Commercial SF
1	Townhouses		31		13	Mixed Use	3	55.5	55800
2	Mixed Use Commercial	3	30	60600	14	Mixed Use	3	33	33000
3	Mixed Use Commercial	3	35	70800	15	Single Family Detached		24	
4	Townhouses, Single Family Detached		6		16	Townhouses		8	
5	Mixed Use	3	18.5	25,500	17	Mixed use Residential	3	64	23700
6	Mixed Use	3	55.5	55800	18	Multi-Family Residential	2	60	
7	Commercial, Mixed Use	2, 3	28.5	29700; 90800	19	Townhouses		29	
8	Mixed Use Commercial	3	59	118400	20	Single Family Detached		33	
9	Mixed Use	3	63	64200	21	Single Family Detached		10	
10	Commercial	2		34800	22	Single Family Detached		20	
11	Mixed Use	3	67.5	68400	23	Multi-Family and Townhouses	2	36, 9	
12	Commercial, Mixed Use	2, 3	24	80000; 24750	24	Single Family Detached		19	

### National Fruit Growers Site - Draft Illustrative Plan



Commercial/Retail



Park/Greenspace



Town Center