

JOPPA/JOPPATOWNE COMMUNITY PLAN

March 2003

Department of Planning and Zoning
Harford County

EXECUTIVE SUMMARY

Harford County's 1996 Master Plan and Land Use Element recommended the creation of community-level master plans to serve as blueprints for the physical development and redevelopment of local planning areas throughout the County. The Joppa/Joppatowne Community Plan implements this recommendation by suggesting a community-level plan to guide future growth, and outline specific steps that can be taken to achieve the community's vision and Harford County's goal for community sustainability. The Planning Area contains two significantly different communities. The Plan illustrates the consensus of a diverse population representing portions of the County's Development Envelope and low intensity rural area.

This plan has five components, an (1) *Introduction*, (2) *Character Description of the Community*, (3) *Community Plan*, (4) *First Steps* and (5) *Next Steps*. The Introduction highlights the purpose of the plan, explains the planning process and establishes a link to other planning documents. The Character Description outlines the communities' key physical and demographic qualities. The Community Plan is the focal point of the document and will guide future development of the community. The First Steps affirm the State of Maryland and Harford County's commitment to Joppa/Joppatowne by highlighting funded projects intended to stimulate quality infill development and increase transportation options within this established community. The Next Steps define the actions and measures necessary to continue implementation of the Plan.

To initiate development of the community-level master plan, the Joppa/Joppatowne Community Council, a local advisory group, held a community-wide planning workshop in September 2001 at the local Good Shepherd Church. The Harford County Department of Planning & Zoning provided staff support to facilitate visual/written surveys, priority issue discussions and mapping exercises for plan development. The results of the planning workshop, and several work sessions throughout the fall, 2001, were then synthesized into a concept plan for future community development.

The Plan proposes six (6) focus areas designed to attract development appropriate to the area. These focus areas are necessary to achieve the community's vision and Harford County's goal for community sustainability. Four (4) of these focus areas are within the Development Envelope portion of the community area. Here the emphasis is on a mixed-use concept that includes stores, offices, residences, schools, and recreation spaces all within walking distance of each other. The other two (2) focus areas are located in Joppa. Here the emphasis is on retention and enhancement of the rural character of the area, not on growth. A Community Park is suggested within the Rural Area. This park is viewed as a low intensity community-gathering place. These focus areas are joined through a green space system, passive stream valley corridors, and site-sensitive bike/hike trails.

Building on the existing transportation strengths in the community, the Plan focuses on incorporating safe, convenient pedestrian, bicycle and transit options into the current system. The Plan recognizes a series of walkable neighborhoods distributed throughout the community's portion of the Development Envelope and the protection of the rural character of the Joppa Rural Area is strongly supported in the document. A community wide greenway system is suggested, following stream valley corridors and power line corridors, to link the significant historical and ecological assets of the community.

Specific actions to implement the concepts presented in this Plan include zoning code changes, and development of a strategy for screening and phased elimination of nuisance sites. Zoning changes may include incentives and design standards for underutilized sites on the MD 152 and MD 7 corridors, southeast of I-95. Zoning changes may also provide incentives and standards to encourage compact, mixed-use, pedestrian-friendly development of the community's waterfront at Towne Center and Kearney Drives. To further facilitate the goal of providing more pedestrian-friendly or "walkable" neighborhoods, an option to integrate a small core of retail, office and/or green space in new or existing residential neighborhoods within Joppatowne may be included. Finally, in order to preserve the distinctive rural character and significant environmental resources of the Joppa Rural Area, northwest of I-95, zoning changes may include design standards to limit the scale and intensity of future growth.

Ultimately, this plan depends upon both private and public support. Harford County and the Joppa/Joppatowne Community Council developed the concepts and tools for implementation of the community's vision for the Joppa/Joppatowne Community. It is critical that continued efforts are made by all partners at the Federal, State, and local level to enhance this community through capital improvements, grants, and private investment.

CONTENT LINKS
I. Introduction
II. Character Description of the Community
III. The Joppa/Joppatowne Community Plan A. Land Use B. Circulation C. Design and Appearance D. Schools E. Public Safety/Law Enforcement
IV. First Steps
V. Next Steps

I. INTRODUCTION

Harford County's 1996 Master Plan and Land Use Element Plan recommended the creation of community-level master plans to serve as blueprints for the physical development and redevelopment of local planning areas throughout the County. In 1999, Harford County made the revitalization and redevelopment of the U.S. 40 corridor a high priority. The Joppa/Joppatowne Community Plan (JJCP) further implements Harford County's recommendation by creating this community-level plan to guide future growth, and outline specific steps that can be taken to achieve the community's vision and Harford County's goal for community sustainability.

Community-level plans are developed to review local land use and development patterns and develop policies and actions that support the future sustainability of the community. All stakeholders (business, resident, non-profit, and public sector) are invited to work together to find common ground and build consensus on the future development of the community. The use of visual and written surveys, small group discussions and mapping exercises can increase understanding and the development of partnerships that enhance the plan's credibility and implementation. A consensus plan may provide the foundation for legislative changes and position the community for an array of federal and state programs targeted to economic development, neighborhood revitalization, greenways/trail development and rural land preservation.

Many of the County's earliest settlements at Havre de Grace, Aberdeen, Edgewood, Joppa and Magnolia grew during the post-World War II building boom. These communities and the U.S. 40 economy have been hurt by the relocation of existing businesses and residents to newer communities throughout Harford County. This pattern of migration has had a negative impact on both the existing established communities and the rural areas throughout Harford County including the Joppa/Joppatowne area. It has resulted in increased vacancies and blight, which depress property values, and diminish investment. Additionally, new developments have accelerated the loss of productive agricultural land, which is irreplaceable. A key to maintaining the quality of life in Harford County lies in preserving agricultural land and maintaining established communities.

To begin to restructure the local economy on U.S. 40 from primarily retail and service center outlets, Harford County adopted a marketing strategy designed to attract upscale technology driven development to the corridor. In September 2000 Harford County adopted a vision plan and legislated zoning incentives which are intended to attract quality redevelopment on underutilized sites along the U.S. 40 corridor from Joppatowne to Havre de Grace (U.S. 40 Commercial Revitalization District). Due to its close proximity to Aberdeen Proving Ground and the Chesapeake Bay, and its access to major transportation routes and other infrastructure, the U.S. 40 corridor is being re-positioned to become an economic engine for Harford County.

The JJCP supports Harford County's revitalization goals for the U.S. 40 corridor and basic concepts of the original Joppatowne Development Plan (1962) that emphasized a waterfront, pedestrian-oriented town center with a mix of land uses, neighborhood stores and easy access to recreation facilities. The JJCP seeks to fully implement these concepts and encourage quality infill development that strengthens the fabric of the community.

To balance the jobs-to-housing ratio within the community, and further fuel the revitalization of U.S. 40, the JJCP includes the addition of high-tech office and business uses on the MD 152 corridor, southeast of I-95. Quality building architecture and site planning will characterize the physical development of this area.

Since demographic trends and surveys indicate a market for active senior housing in Joppatowne, the JJCP promotes quality infill development of compact, mixed-use building forms within the Joppa/Joppatowne portion of Harford County's Development Envelope, with services targeting the senior population.

To initiate development of the community-level plan, the Joppa/Joppatowne Community Council, a local advisory group, held a community-wide planning workshop in September 2001 at Good Shepherd Church. The Harford County Department of Planning and Zoning provided staff support to facilitate visual/written surveys, priority issue discussions and mapping exercises for plan development. The results of the workshop, and several work sessions held throughout the fall of 2001, were then synthesized into a concept plan for future community development.

Residents who participated in the community workshop believe that the character of the Joppa Rural Area, which lies northwest of I-95, should be maintained. Therefore, the JJCP contains provisions to celebrate the rich history of the area, protect the Little Gunpowder and Winters Run watersheds and create greenways so that the area can be enjoyed by all the residents of the Joppa/Joppatowne community. The JJCP strongly recommends that roadway upgrades be restricted and extensions of water and sewer services be denied in this area.

The JJCP illustrates the consensus of a diverse population representing portions of the County's Development Envelope, southeast of I-95, and of the rural area of Joppa, northwest of I-95. It plans how the established communities of Joppa, Magnolia and Joppatowne can be improved to strengthen their image and provide connectivity for future growth. The JJCP may be used to guide future zoning and development decisions. The JJCP positions the community for public and private reinvestment that supports quality growth and community sustainability.

Consistency with the 1996 Harford County Master Plan and Land Use Element Plan

The Harford County Master Plan and Land Use Element Plan seeks to preserve the character of the County by providing adequate locations for development within a bounded envelope. The Plan's primary goal is to protect the integrity and economic vitality of both the area within the Development Envelope and the rural area surrounding it. The JJCP affirms the Development Envelope concept and suggests a refinement of the land use pattern to encourage quality infill development in mixed-use areas, neighborhoods and centers within the Development Envelope, and retention of a viable agricultural industry in the rural area.

Consistency with Harford County's Rural Element Plan

The Harford County Rural Element Plan seeks to preserve the rural character of the County and promote agriculture as the primary economic enterprise in rural areas. The Plan's primary goals include enhancing the viability of agriculture and the farming community, directing development away from the prime agricultural areas of the County, preserving the natural environment within the rural areas, and protecting the natural characteristics of the County's rural roadways. The JJCP reinforces these goals by affirming the desired character distinction between the Development Envelope and rural area, and suggesting growth policies and tools that attract quality redevelopment to the envelope, while preserving natural systems, rural roadways, and a critical mass of agricultural land in the rural area.

Consistency with Harford County's Transportation Element Plan

The Harford County Transportation Element Plan recognizes the important link between land use and transportation and recommends the creation of a coordinated, multi-modal transportation system designed to preserve and protect communities and the environment. The JJCP promotes compact, mixed-use development that provides the accessibility necessary to achieve bicycle-and pedestrian-friendly communities, which can decrease traffic congestion and improve air quality. The JJCP also suggests streetscape improvements and a preferred system of transit lines and hubs to increase transportation options within the community.

Consistency with Harford County's Historic Preservation Element Plan

The Harford County Historic Preservation Plan seeks to heighten citizens' interest in their collective history and heritage and set the framework to protect Harford's historic resources in a coordinated, streamlined, and thoughtful manner. The JJCP suggests the creation of a trail system – The Colonial Joppa greenway - that may be used to highlight the many historic districts and sites in the planning area for education, community celebrations and future tourism.

Consistency with Harford County's Land Preservation and Recreation Plan

The Harford County Land Preservation and Recreation Plan seeks to advance the County's role in land preservation and

leisure activities, by setting the framework for preserving open space and natural lands for a range of recreational uses and for historical and environmental benefits. A major theme of the JJCP is improved access to the Joppatowne waterfront and Gunpowder Falls State Park, and the identification and linkage of special historic and environmental resources into a major recreation amenity for the community.

Consistency with Harford County's Natural Resources Element Plan

The Harford County Natural Resources Element Plan addresses the need for identification and conservation of sensitive resources, the management of these resources during the development process, and the prioritization of areas for preservation as open space or resource enhancement/mitigation areas. The JJCP provides the framework for proactive design of expanded stream valley buffers and protected watersheds. The JJCP proposes a connected greenway system to improve recreation access, wildlife habitat, protection of wetlands, flood plains, steep sloped areas and endangered/threatened species that are part of the local ecosystems.

Consistency with Maryland's Smart Growth and Neighborhood Conservation Initiative

The State's Smart Growth and Neighborhood Conservation Initiative Program encourages balanced growth within already developed areas in order to revitalize older communities, protect environmentally sensitive areas, and use existing infrastructure. The Development Envelope within the Joppa/Joppatowne planning area is designated a State Priority Funding Area (PFA), an area where the State can fund growth related projects including economic development. State funding for revitalization efforts is further enhanced by designation of the U.S. 40 corridor as a designated neighborhood. The plan areas northwest of I-95 are outside of the County's certified PFA and therefore, the State may not be able to promote or support development by committing financial resources to growth related projects in this area.

II. Character Description of the Community

General Area Description

The Joppa/Joppatowne planning area is located in southern Harford County. The 1996 Harford County Master Plan and Land Use Element Plan defines the Joppa-Joppatowne area borders as Baltimore County across Little Gunpowder Falls on the west, Old Joppa Road on the northwest, Bel Air Road on the north, Winters Run and MD 152 on the east, and the Aberdeen Proving Ground (APG) – Edgewood Arsenal and the Gunpowder River on the south. The Joppa-Joppatowne Community planning area boundary does not follow watersheds, councilmanic districts, school districts or postal zones. Instead, the area was defined based on census tracts and transportation zones so that data could be provided and traded in a manner consistent with local, state, and federal information.

The Joppa/Joppatowne planning area contains a portion of the low intensity rural area and County's Development Envelope (Refer to [Map 1](#)). This area contains two distinct communities; each facing specific development challenges and pressures. For the purpose of this plan, the community area northwest of I-95 will be referred to as the Joppa Rural Area. The remainder of the community area southeast of I-95, west of MD 152, and north of APG (Edgewood Arsenal) will be referred to as the Development Envelope.

The Joppa Rural Area is characterized by its agricultural and rural residential uses. The Development Envelope includes a large, mature waterfront community combined with new development along the U.S. 40 corridor.

Historic Features

Originally the whole planning area was called Joppa. The town of Joppa, which was located on the Gunpowder River, was a thriving international seaport. Agricultural products, particularly tobacco, were the core exports of the port. At its pinnacle, the port had approximately 50 residential dwellings, Saint John's Parrish Church, a courthouse, a prison, inns, shops and warehouses. The Rumsey Mansion, built in 1768 by Benjamin Rumsey is the only structure that remains today. Rumsey Mansion has been placed on the National Register of Historic Sites. The Little Gunpowder Falls was a significant factor in the creation of villages in northern Joppa because of the many mills that operated along its banks. Mining and the assembly of armaments, particularly muskets at Jerusalem Mill, played an integral part in the local economy. The original settlement at Jerusalem is designated an Historic District, and includes the renovated Jerusalem Mill and Jericho covered bridge. Historic easements have been applied to significant sites at Olney Farm and Mount Pleasant Farm in rural Joppa. The McComas Institute on Singer Road, one of Harford County's first schools for free African-Americans and newly freed slaves, has been restored to its original design.

Siltation of the Gunpowder River, due to agricultural development upstream, and development of superior harbors at Baltimore and Annapolis contributed to the decline of the port of Joppa. The port of Joppa was slowly abandoned, and by 1815 the town lay in ruins except for the Rumsey Mansion. Farming and mining continued in the Joppa/Magnolia area and in 1917 the United States Army opened the Edgewood Arsenal. Historic settlement patterns on Dembytown and Fort Hoyle

Roads recall an earlier era of tightly knit communities with churches, schools, and original frame houses. Many of these small settlements that dotted Joppa, such as, Kellville, Wilna, Mandeville and Mountain are no longer extant. The post World War II economic expansion and the need to provide affordable housing brought residential expansion to the area. In 1962 Joppatowne, one of the first planned unit developments (PUD) in the nation, was started by the Panitz Company.

[View the Joppa-Joppatowne Area Map](#)
(Available in Adobe pdf Format - 232k)

Natural Features

The planning area of Joppa/Joppatowne encompasses approximately 10,600 acres. It is part of two watersheds, the Little Gunpowder Falls (57% of the planning area), and the Winters Run (43% of the planning area). The northern portion of the planning area is located in the Piedmont Plateau, a hilly upland traversed by many small streams and underlain by bedrock of crystalline rock. The plan area slopes from the north at Bel Air Road at an elevation of approximately 295 feet, south to the Fall Line (approximately at the location of I-95), through the Coastal Plain to Joppatowne at sea level. The mineral resources of the Coastal Plain are chiefly sand and gravel, which are presently mined and used as aggregate materials by the construction industry.

A portion of Joppatowne is located within the Chesapeake Bay Critical Area. The Critical Area includes all land within 1000 feet of tidal waters and tidal wetlands. Construction and other land use activities within the Critical Area are regulated to protect wildlife habitat and water quality, thereby ensuring that the health of the Bay will improve and remain productive for many generations.

Transportation

The arterial highways I-95 and U.S. 40 and the mainline track systems of CSX and Amtrak/Norfolk Southern traverse the Joppa/Joppatowne area. These transportation corridors make the Joppa/Joppatowne area directly accessible to major east coast markets, which creates significant opportunities for business development. Other collector roads in the transportation network include MD 7, MD 152, Joppa Farm Road, Joppa Road and Trimble Road.

Harford County Transportation Services (HCTS), and the Maryland Mass Transit Administration (MTA) provide transit service. The MTA operates a bus route to Baltimore along U.S. 40 and along MD 152 to I-95 during peak morning and evening periods. MARC service is available to Baltimore and Washington, D.C. from the train station on MD 755 in Edgewood. HCTS operates Route 2, a fixed bus route from Joppatowne via Edgewood to Bel Air. There are also two Park and Ride lots which serve the area, located at the interchange of I-95 and MD 152 and Cheyenne Avenue and MD 152.

Many neighborhoods include sidewalks. There is a partial bike path designated on Towne Center Drive at the entrance to Rumsey Island from Joppa Farm Road. Safe, pedestrian crosswalks are noticeably absent and the bike lane on Towne center Drive is isolated from any larger network.

Land Use/ Land Cover

The existing land uses in this planning area can be categorized as residential, commercial, institutional, industrial, agricultural, and recreational. The majority of households and population are concentrated within the residential waterfront community of Joppatowne. Commercial and service oriented activities in Joppatowne are concentrated in neighborhood centers at Joppa Farm Road and Kearney Drive, Towne Center Drive and Joppa Farm Road, and at Towne Plaza Shopping Center on U.S. 40 at Joppa Farm Road. The primary land use along U.S. 40, from Joppa Farm Road to MD 152, is dedicated to automobile and recreational vehicle sales and service. A variety of other businesses including industrial equipment rental, light manufacturing, mini storage and retail sales operate in the U.S. 40 corridor. Some industrial uses located on MD 7 and MD 152 are in close proximity to established residential enclaves. Mining operations and rural residential housing form the mixed-use area known as Magnolia.

The primary land use in the Joppa Rural Area is agricultural. Several of the area farms have been placed in agricultural, environmental, or historic preservation easements. Privately preserved lands totaling 677.6 acres are in close proximity to each other and are directly adjacent to publicly preserved lands at the Gunpowder Falls State Park and the Atkisson Reservoir/Harford Glen Environmental Education Center.

In addition, there are several large-lot rural residential communities interspersed with small farms and orchards. The residents in the Joppa area use the U.S. 1 and U.S. 40 commercial areas as their primary shopping districts and small commercial areas on MD 152 and MD 7 for convenience goods. Several surface mining uses are licensed to operate in the Joppa Rural Area.

Zoning

Current zoning within the area ranges from agricultural/low intensity (Agriculture AG and Rural Residential RR) in the Joppa

Rural Area, to low to medium density residential along the MD 7 and MD 152 corridors (R1 and R2) and Trimble Road, to higher density residential (R3 and R4) on Joppa Farm Road and Rumsey Island in the Development Envelope. Lower intensity commercial zoning (B1 and B2) is concentrated on Towne Center Drive and Riviera Drive in the center of the Joppatowne community. Commercial and industrial zoning is concentrated along U.S. 40 and MD 7 (B3 and C1) and higher intensity industrial zoning (LI) on MD 7 and (GI) on Fort Hoyle Road.

The zoning within the Joppa/Joppatowne Community Area indicates a high percentage of land zoned for agricultural (53%) and residential uses (38.4%) as compared to commercial (2.1%) and industrial uses (3.5%). This ratio indicates that the tax base is not balanced, and that a large portion of residents must travel out of the community for employment.

Table 1 - Proportion of Zoned Land in Joppa/Joppatowne

ZONING	ACREAGE	PERCENTAGE
Commercial (B1, B2, B3)	228	2.10%
Agricultural	5610	53.10%
Rural Residential	566	5.40%
Industrial (CI, GI, LI)	369	3.50%
Residential (R1,R2,R3,R4,RO)	3484	33.00%
ROW	305	2.90%
TOTAL	10562	100%

Development Patterns in the Joppa/Joppatowne Area

Residential construction in the Development Envelope has been driven by the availability of public sewer. The initial development phase of Joppatowne was started in 1962 and ended in 1975 due to a lack of capacity at the treatment plant. The current phase of residential construction, which includes Gunpowder Pointe, Lohrs Orchard, Magnolia Farms, Joppa Woods and Gunpowder started in 1995 when the upgrade of waste treatment plant was completed. The development of the Gunpowder subdivision on MD 7 is particularly significant because it brought public sewer to an area of the Development Envelope that was not previously served. There has not been any major residential development activity in the Joppa Rural Area because sewer and water service is not available.

Commercial and industrial construction in the Development Envelope has also been limited by the availability of sewer service and adequate water service. Recent commercial projects along the U.S. 40 corridor include a Rite Aid Drug Store, a Sheetz convenience station, and a mixed-use office and commercial facility, which provide space for the Mid-Atlantic Performing Arts Center. Other minor commercial projects along the U.S. 40 corridor include an RV sales facility and expansion of an existing motel. Commercial expansion along the MD 7/MD 152 corridors has been limited. The only notable project is a combined golf driving range and miniature golf facility. Commercial development in the Joppa Rural Area has been limited to the construction of the Mountain Branch Golf Course and Restaurant, a permitted use in agriculturally zoned areas, and Mountain Christian Church, which is expanding their campus.

Water and Sewer

Most properties located in the community's portion of the Development Envelope lie within the First Zone for water distribution. Adequate water pressure can be obtained in the area with the existing system of transmission mains and water tanks. There are some areas, however, that exceed the maximum First Zone elevation of 140 feet. Where these locations occur, private, individual pneumatic tanks need to be designed and installed as part of the development project. There are some areas along MD 7, which would not have fire flow for industrial uses. The Division of Water and Sewer anticipates that a major water storage tank will be needed near Trimble Road to ensure adequate water volume for future development.

There is no public water service available in the Joppa Rural Area. There is a private water system that serves the Lakeside Vista Development. Extension of water service in the Joppa Rural Area is not included in the current water/sewer master plan.

Most properties located in the Development Envelope are served by public sewer provided at the Joppatowne Wastewater Treatment Plant. This plant has limited capacity available to serve existing properties in Joppatowne. Expanding the capacity of this plant is not in the current water and sewer plan. In the early 1990's the Joppa/U.S. 40 sewer collection system was completed to divert some of the flow from the Joppatowne wastewater treatment plant to the Sod Run wastewater treatment plant and to provide sewer service to the remainder of U.S. 40. This system accommodates U.S. 40 and some additional properties in the Joppa/Trimble Road area, but it cannot serve any of the MD 7 area. The MD 7/Joppa sewer system

provides service to many of the properties between MD 7 and I-95 from the Baltimore County line to Winters Run. For the areas that lie between MD 7 and U.S. 40, and those areas south of U.S. 40 and west of MD 152 to fully utilize their potential, the existing Edgewood interceptor must be extended. Currently the terminus of this interceptor is located behind the Oldcastle Property, located on Trimble Road. Collection systems must be constructed beyond this point, both toward the Harford Square Pumping Station and the Foster Branch area of Joppatowne with the eventual abandonment of the Pine Road and Harford Square Pumping Stations, to adequately provide for the entire future sewer needs of the planning area. It is believed that this sewer system would need to be built in at least four phases. Policies are now being developed for these projects. There is no public sewer service available in the Joppa Rural Area. Extension of sewer service into the Joppa Rural Area is not included in the current water/sewer master plan.

Community Facilities

Three public elementary schools, one middle school and one high school serve the area. This plan supports both parental and governmental investment in the program needs of these schools.

The Joppa/Magnolia Volunteer Fire Department (JMVFD) provides primary fire and emergency medical services. JMVFD services the area from the main station on Old Mountain Road and substations located on Trimble Road and Hanson Road. JMVFD has mutual aid agreements with other volunteer companies around the area.

Primary law enforcement duties are the responsibility of the Harford County Sheriff's Department. The Sheriff's Department works in close cooperation with the Maryland State Police to provide policing services to the area. Harford County also has mutual aid agreements with other emergency services departments and the U.S. Army at Aberdeen Proving Ground.

The Joppa branch of the Harford County Library System, located in Joppatowne, provides service to over 17,000 area residents. The Joppa Post Office is also located in Joppatowne.

There are numerous churches representing many denominations in the Joppa/Joppatowne area. These churches operate a variety of tuition based day care, pre-school, elementary and high school programs. In addition, they provide meeting spaces for various community organizations such as Boy Scouts, Girl Scouts, homeowner associations, service organizations, Narcotics Anonymous, and Alcoholics Anonymous. Area churches provide winter shelter for Harford County's homeless on a rotating basis with other Harford County churches.

The Joppa/Joppatowne planning area is located adjacent to the regional Gunpowder Falls State Park located along the Harford County and Baltimore County line, and the Harford Glen Environmental Education Center and Atkisson Reservoir federal property on Winters Run. There are several county parks and recreational facilities provided within the community at Mariner Point Park, Robert Copenhaver Park, Mountain Road Park, Clayton Road Conservation Area, Erwin Drive and Barksdale Park. The total acreage of county parks and recreation land within the planning area equals 79 acres of passive and active space, not including the fields associated with the County schools. Gunpowder Cove Marina, one of the premier marinas and boat sales and service facilities on the Chesapeake Bay, is located near Mariner Point Park in the Joppatowne community.

Table 2 – Demographic Profile 1990-2000 / Joppa-Joppatowne Planning Area

	1990	2000	Percent Change
Total Population	4,260	14,206	-0.38%
Total Households	5,105	5,432	6.41%
Males	7,098	7,057	-0.58%
Females	7,162	7,149	-0.18%
Average Household Size	2.79	2.61	-6.42%
Population By Race / Hispanic Origin			
	1990	2000	
White	13,113	12,441	-5.12%
Black	907	1,230	35.61%
American Indian/Alaska Native	40	37	-7.50%
Asian/Hawaiian/Pacific Islander	155	172	10.97%
Other	45	115	155.56%
Population of 2 or more Races	NA	211	NA
Hispanic Population	185	258	39.46%
Population By Age			
0-4 Years	928	832	-10.34%
5-9 Years	928	843	-9.16%
10-14 Years	921	1,035	12.38%
15-19 Years	1,019	915	-10.21%
20-34 Years	3,508	2,438	-30.50%
35-49 Years	3,521	3,670	4.23%
50-64 Years	2,322	2,808	20.93%
65 and Over	1,113	1,665	49.60%
Median Household Income (in current \$)	\$44,260	\$57,455	29.81%
Household Income (# of Households)			
\$0,000 to 14,999	440	298	-32.27%
\$15,000 to 24,499	607	496	-18.29%
\$25,000 to 34,999	756	512	-32.28%
\$35,000 to 49,999	1,187	899	-24.26%
\$50,000 to 74,999	1,367	1,633	19.46%
\$75,000 to 99,999	491	875	78.21%
\$100,000 to 149,999	151	483	219.87%
\$150,000 or more	72	188	161.11%
Employment			
Total Employment	1,973	3,140	59.15%
Retail Employment	359	776	116.16%
Nonretail Employment	1,614	2,364	46.47%

III. The Joppa/Joppatowne Community Plan

Guiding Principles

Smart Growth – The Joppa/Joppatowne Community Council supports community development that is located in defined growth areas, enhances established neighborhoods, maximizes existing infrastructure, and preserves sensitive natural areas.

Public Participation – The Joppa/Joppatowne Community Council encourages the participation of all citizens in community development efforts, so residents take pride in their homes and businesses, foster partnerships, and stimulate positive investment.

Neighborhood Revitalization – The Joppa/Joppatowne Community Council is committed to maintaining a high quality of life in our community by continuing to improve the infrastructure that attracts and retains a solid mix of residents and businesses.

Sustainable Communities – The Joppa/Joppatowne Community Council recognizes the fundamental relationship between our built and natural environments, and seeks a balanced mix of housing, retail, employment, civic, and natural areas within our community.

Traditional Neighborhood Design – The Joppa/Joppatowne Community Council encourages the use of compact, mixed-use, pedestrian-friendly design in the Development Envelope, which can increase social interaction and public safety, and decrease dependence on the automobile for all trips.

Quality Design Standards – The Joppa/Joppatowne Community Council promotes the use of quality architectural and site design that enhances and preserves our community's distinct "sense of place".

Rural Preservation – The Joppa/Joppatowne Community Council supports the continuation of a viable agricultural community with low intensity rural neighborhoods that will maintain the rural character of the Joppa Rural Area.

Mineral Resources – The Joppa/Joppatowne Community Council recognizes the value of the existing mineral resource operations currently operating within the community, and seeks restoration of these areas in a manner that will increase green space and passive and active recreational opportunities. Conversion of the existing mineral resource areas into rubble fills or dumps of any kind is discouraged by this Plan.

A. Land Use

Successful metropolitan areas will be those that redevelop and strengthen existing neighborhoods and districts, integrating residential with commercial and recreational uses, rather than expanding and diffusing resources outward.

Emerging Trends in Real Estate, 1999¹

The JJCP recognizes the role that infill development – the creative reuse of vacant or underutilized lands – can perform in strengthening the fabric of the community. Visual survey results indicate a strong community preference for integrated live-work-shop environments that create a strong "sense of place". Restructuring of aging suburban business districts towards a mix of uses can provide financial and community-building returns in the form of a place-making dividend. For the community, the place-making dividend means a special place that the community adopts as its own so that it reaps the benefits of repeat visitation. For the investor, the place-making dividend means repeat patronage or tenant demand, higher rents, and enduring real estate values.²

The JJCP provides the context for future community development. The JJCP proposes six focus areas designed to attract development appropriate to the area (Refer to [Map 2](#)). These focus areas will support the community's vision and Harford County's goal for community sustainability. Four of these focus areas are within the Development Envelope portion of the community area. These focus areas propose a mixed-use concept that includes the location of stores, offices, residences, schools, and recreation spaces within walking distance of each other. The mix of uses is intended to promote independence of movement, especially for the young and elderly who can conveniently walk, cycle, or ride transit. This pattern of land use also increases social interaction and public safety, through around-the-clock presence of people. Mixed-use examples include a neighborhood market in a residential area, an apartment over a shop, or an office in a residence. Design standards

used with mixed-use zoning can assure compatibility between uses. In order to obtain the optimum benefits of a mix of uses, districts and community centers should be conveniently connected by streets and paths. Two focus areas are located in the Joppa Rural Area. Here the emphasis is on retention and enhancement of the rural character.

INSIDE THE DEVELOPMENT ENVELOPE

Within the Joppa/Joppatowne portion of the Development Envelope there are four focus areas.

- **The Joppa-Magnolia Planned Employment Center** on MD 152, south of I-95 to Sugar Hill Road is visualized as an upscale mixed-use employment center, intended to attract high-end office users in technical, research and financial services. Quality architecture and site design support the consolidation and redevelopment of underutilized sites on MD 7 and MD 152 into a coherent, quality employment center, surrounded by service and residential uses at this strategic location. The Joppa-Magnolia Planned Employment Center becomes connected to the Joppatowne Business Area, the Joppa Rural Area, the U.S. 40 Commercial Revitalization District and neighborhoods by a network of pedestrian-friendly streets, transit, and bike/hike trails.
- **The Joppatowne Business Area** on Joppa Farm Road, with a northern anchor at Joppatowne Plaza on U.S. 40, and a southern anchor at Kearney and Towne Center Drives at the waterfront, is visualized as a mixed-use business area for the community. It should include civic, office, residential, service, and green space. The Joppatowne Business Area is connected by a system of pedestrian-friendly streets, transit, and bike/hike trails to the Joppa-Magnolia Planned Employment Center, the Joppa Rural Area, the U.S. 40 Commercial Revitalization District and neighborhoods.



Figure 1- Concept of a Mixed-use Business Area for the Community

- **The U.S. 40 Commercial Revitalization District** within the Joppa/Joppatowne community planning area extends from Little Gunpowder Falls to MD 152. The Plan supports a series of mixed-use centers at Joppa Farm Road, Joppa Road and MD 152, interspersed with low intensity uses and green space. The U.S. 40 Commercial Revitalization District can become connected to the Joppatowne Business Area, the Joppa-Magnolia Planned Employment Center, the Joppa Rural Area, and neighborhoods by a system of pedestrian-friendly streets, transit, and bike/hike trails. Redevelopment along MD 7, MD 152 and U.S. 40 is to be done in a way that minimizes future curb cuts and reduces existing curb cuts. State and County redevelopment incentives including flexible zoning, special financing, and tax credits are currently available within the district.

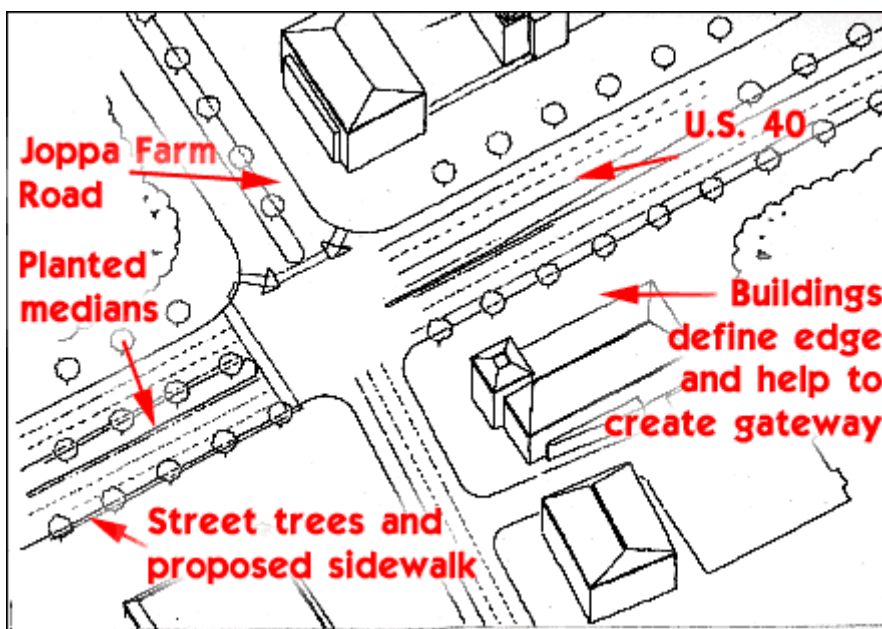


Figure 2 – U.S. 40 “GATEWAY”

- **Community Centers** in this Plan are defined as both business centers and traditional neighborhoods. Fourteen “walkable” neighborhoods are distributed throughout the Development Envelope and under special circumstances may include a small core of retail, office, and/or green space. Neighborhoods can become connected to the Joppatowne Business Area, Joppa-Magnolia Planned Employment Center, U.S. 40 Commercial Revitalization District, and Joppa Rural Area, through a system of pedestrian-friendly streets, transit, and bike/hike trails.

Community Centers are further defined by walking distances that are acceptable to the average person. They may include an identifiable core, which can contain a park, transit stop, and perhaps small-scale retail, civic, or office uses. Nelessen³ suggests that for the average adult, a five-minute walk is the optimum distance from home to a neighborhood core. A circle (O) template, sized by determining a five-minute walking distance from the core to the periphery of a neighborhood, provides the structure for suggested land use refinements and pedestrian / transit connections in the Joppa/Joppatowne Community Plan. This circle template, representing 162 acres, is also used to suggest “walkable” mixed-use business or employment centers on the Joppa Farm Road and MD 152 corridors inside the Development Envelope.

JOPPA

Within the Joppa portion of the community planning area there are two focus areas.

- **The Joppa Rural Area** is located between the Little Gunpowder Falls on the west, Winters Run on the east, Old Joppa Road on the north and I-95 on the south. This area continues to support a viable agricultural industry and low intensity rural residential neighborhoods. In order to help retain the rural character of the area, the plan recommends that there be no extension of public water and sewer into the area along MD 152 north of I-95 and maintains the Development Envelope boundary as defined by the 1996 Harford County Master Plan and Land Use Element Plan. Throughout the area, the designation of all public services should be minimized and improvements to the road network should preserve and protect the natural characteristics of the roadway while providing safe and efficient travel. Additionally, growth producing facilities will be directed south of I-95 towards U.S. 40 and the Joppatowne portion of the community. In accordance with the Harford County Rural Element Plan, new residential and commercial uses in the Joppa Rural Area will only be permitted in accordance with designated zoning. The Joppa Rural Area is connected to the community planning area through a green space system of active recreation hubs, historic sites, passive stream valley corridors, and site-sensitive bike/hike trails throughout the planning area. A community park area could be provided on MD 152,

south of Singer Road, by incorporating existing parkland and reclaimed mining sites into a low intensity community-gathering place, such as a creative playground and/or picnic pavilion.

- **The Community Park Area** is located at MD 152 and Singer Road, near one of the community's five mineral resource sites. Upon reclamation, this site offers the potential to increase green space and active recreation amenities within the community. There is strong consensus among community stakeholders that mining sites be reclaimed as green space and that additional solid waste facilities be prohibited within the planning area. Community stakeholders are especially interested in working with State and County partners and local operators on future reclamation plans for major sites in the Old Mountain Road Central vicinity to create a Community Park Area within the Joppa Rural Area. Preferred concepts for reclamation include amenities such as a stone pavilion, community playground, stocked fishpond and bike/hike trail development.

Based on State and National Recreation and Park Association standards the optimum amount of active recreational space needed in the Joppa/Joppatowne area is 142 acres. The optimum amount of passive recreation space to serve the population is 284 acres. While Harford County's current inventory of 79 acres of active and passive recreation land, in addition to the land available at public school sites, indicates a gap in service, the planning area is bordered by the Gunpowder Falls State Park, including thousands of acres of active and passive recreation space provided by the State. Improving access to this major amenity and providing bicycle and pedestrian greenway linkages throughout the community, will maintain property values and attract future investment.

Proposed Land Use Classifications

The JJCP includes eight land use classifications. These land use classifications are refined in order to fit this plan. They are grouped into sections representing the residential, non-residential and rural/green space portion of the Plan (Refer to [Map 2](#)). Opportunities for mixed-use redevelopment are incorporated into the residential and non-residential portions of the Plan.

Residential

The Joppa/Joppatowne Community contains a wide range of residential options including low intensity single family housing in Joppa, low to medium intensity housing in the Development Envelope, and multifamily housing in Joppatowne. In addition, the JJCP identifies areas that are suitable for mixed-use residential development.

Rural Area – Areas that provide for continued farming activities, conserve agricultural land, and reaffirm agricultural uses, activities and operations. These areas may contain Rural Residential. Water and sewer services are not planned for these areas.

Low to Medium Intensity Residential – Areas where low to medium density residential development is the primary land use. These areas include a wide range of densities and building types. New opportunities to incorporate a small core of retail, office or green space may be available as part of a new or redevelopment project within the development envelope. New residential development outside the community centers should continue to consist of conventional open space communities with homeowner's associations mandated to maintain their quality.

Multifamily Housing - Areas where multifamily housing is the primary land use. New opportunities to incorporate multifamily housing and services targeting the senior population may be available as part of a new or redevelopment project within the Development Envelope.

Live/Work Units – Structures that have professional offices or retail services on the first floor with residential uses on the upper level(s). New opportunities to incorporate live-work units may be available in the Joppatowne Business Area, Joppa-Magnolia Planned Employment Center and in the traditional neighborhood cores.

Non-residential

The Joppa/Joppatowne Community contains existing land and planned land suitable for non-residential uses. It also contains uses that are suitable for new mixed-use development opportunities.

Corporate Office – Areas where high-tech, research and financial services are the primary land use. New opportunities for mixed-use office development may be available as part of a new or redevelopment project within the Joppa-Magnolia Planned Employment Center.

Commercial - Areas where retail, business and service uses are the primary land use. New opportunities for mixed-use commercial development may be available in the Joppatowne Business Area, Joppa-Magnolia Planned Employment Center and in the traditional neighborhood cores.

Civic Space – Government offices, schools, postal facilities, libraries, museums, places of religious assembly, meeting halls, child-care centers and clubhouses.

Rural Area/Green Space

The Joppa/Joppatowne Community contains green space that augments the environmentally sensitive areas by focusing on preservation, enhancement, and linkage of green space with the community. The green space components of the JJCP include existing environmentally sensitive areas, preservation of the rural character of Joppa, reclaiming spent mining sites in order to increase green space and active recreation, and the possibility of a greenway system throughout the Joppa/Joppatowne Community.

Green Space – Areas that contain private or public open space or parkland. A new greenway system of active and passive recreation hubs and corridors may incrementally improve community connectivity and recreation access.

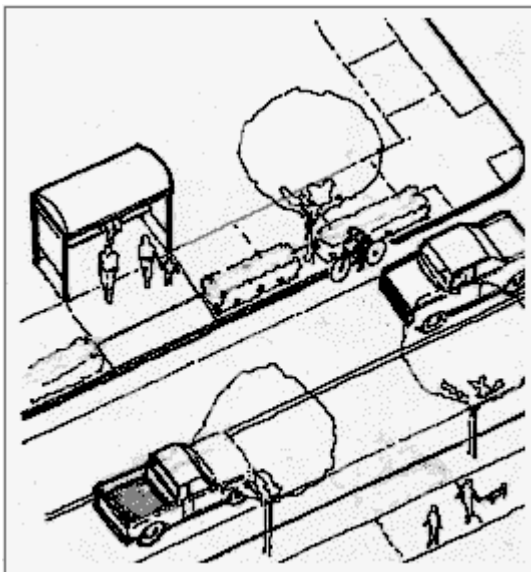


Figure 3 - Human Scale Circulation System

[View Joppa-Joppatowne Community Plan](#)
(Available in Adobe pdf Format - 386k)

B. Circulation

Traditional communities have a circulation system with many local streets and intersections, based on pedestrian-scale blocks, usually measuring between 200 and 800 feet. Occasionally, much larger blocks are incorporated to accommodate large facilities, like a manufacturing plant or hospital. Suburban communities are built with a circulation system with fewer (but larger) roads and intersections and a much greater reliance on private “driveways” instead of public streets. The suburban circulation networks define large blocks of land and are designed for vehicular, not pedestrian movement.⁴

The problem with the suburban circulation pattern is that it requires a vehicle for most trips, from one single use district (residential) to another single use district (employment). It focuses vehicles on several collector roads, increasing traffic congestion. This pattern also detracts from the use of public streets for social contact due to higher traffic speeds and the common lack of pedestrian-friendly streetscape features such as

sidewalks, street trees and benches.

The JJCP shows how to begin to retrofit the local transportation system to reinforce a more human-scale community (Refer to [Map 3](#)). Infill development of compact, mixed-use building forms, with integrated pedestrian-scale blocks, can support the accessibility necessary for more walking, cycling, and transit networks. Incorporating a higher intensity mix of uses close to available transit, and safe pedestrian and bicycle options into the current network can provide alternatives to dependence on the automobile for all trips. This multi-modal transportation system can reduce traffic congestion, air pollution and traffic speeds and help create a more “livable” community.

To promote safe bicycle and pedestrian-friendly modes of transit, the JJCP highlights priorities for traffic-calming improvements within the area (Refer to [Map 4](#)). These improvements include planted islands, roundabouts, and curb bump outs that are designed to pace automobile traffic and encourage shared use of the roads. Business and residential stakeholders noted gaps in the sidewalk network and priorities for preferred bus routes and comfortable transit stops, which may be used to plan future transportation improvements and increase mass transit ridership in the community. The community also indicated priorities for streetscape improvements and safe, pedestrian crosswalks at intersections. Small changes such as on-street parking and street tree planting strips between the roadway and sidewalks can vastly improve the livability of the community by encouraging pedestrian use and a more lively street life. Another important component of the JJCP is the creation of a greenway system and bike/hike trails to further link commercial, employment, civic, and recreation hubs to neighborhoods and the significant historical and ecological assets of the rural area.

[View Transit Map](#)

(Available in Adobe pdf Format - 158k)

[View Bicycle/Pedestrian Map](#)

(Available in Adobe pdf Format - 170k)

The Colonial Joppa Greenway

The rich history and environmental resources of the Joppa/Joppatowne Community Area is the foundation for designing a community greenway system that will provide a strong connection between the Development Envelope Area and the Joppa Rural Area. The plan proposes a greenway concept based on two elements. (Refer to [Map 5](#))

The first element is a system of trails - the Colonial Joppa Greenway - that follows the Little Gunpowder Falls, Winters Run stream valley corridor, the Foster Branch stream valley corridor, and the BGE power line corridor. This system will provide recreational opportunities for the community. Major historic sites may be highlighted throughout these corridors to create awareness and interest in the community's colorful history.



Figure 4 - BGE Power Line Trail Concept
Morgan State University Design Studio

Historical markers and brochures can be developed to educate people about these important links to the past. The Colonial Joppa Greenway might also provide an important link to the East Coast Greenway, a system of trails intended to link urban centers along a 2,600-mile north/south route from Maine to Key West, Florida. Existing greenway trails will serve as the starting point for working with residents and State and local government partners to develop a proposed trail alignment.

The JJCP also calls for converting an existing Baltimore Gas and Electric (BGE) power line corridor into a trail system through Joppatowne. This proposed concept is achieved by converting haul roads used by BGE when installing new power lines into public access trails with pocket parks scattered along the trail in strategic locations. This proposed trail and its nodal parks would start at Joppatowne High School, connecting with the existing Joppatowne High School Nature Trail, which runs across the front of the school and is adjacent to the existing BGE power line corridor. It would then run parallel with Joppa Farm Road, Haslett Road, Gilmor Road, and Acadia Road towards APG. It would then intersect with Copenhaver Park and provide a link between this park and Mariner Point Park by way of the Colonial Joppa Greenway.

The second element of the greenway system is a series of "green links" designated by the State as part of its Green Infrastructure Planning. These green links are linear features or "ribbons of land" that function as habitat highways for animals and plant seeds. These links are not proposed for recreational use because of the ecological function that they serve. To ensure the unique values of each of these systems, while also providing for the recreational needs of the community, further studies should be initiated to identify a potential recreational connection between the Little Gunpowder Falls and the Winters Run stream corridor greenways. Active acquisition of land is urged as a way to protect and enhance the habitat corridors that traverse the area. Additionally, further studies should be undertaken to identify new greenways. Together these greenways will provide a green system that is an added amenity to the Joppa/Joppatowne community.

Table 3 – Sample of Historic Districts and Sites / Colonial Joppa Greenway

HA – 433	The Jerusalem Mill	Jerusalem Road
HA – 438	Jericho Covered Bridge	Jericho Road at Gunpowder Falls
HA – 154	Olney Farm	1001 Old Joppa Road
HA - 426	Thomas Kell House	1810 Old Joppa Road
HA – 1	Rumsey Mansion	Bridge Drive
HA – 699	Glen Echo Farm	Wheel Road
HA – 307	McComas Institute	Singer Road

[View Colonial Greenway Concept Map](#)
(Available in Adobe pdf Format - 144k)

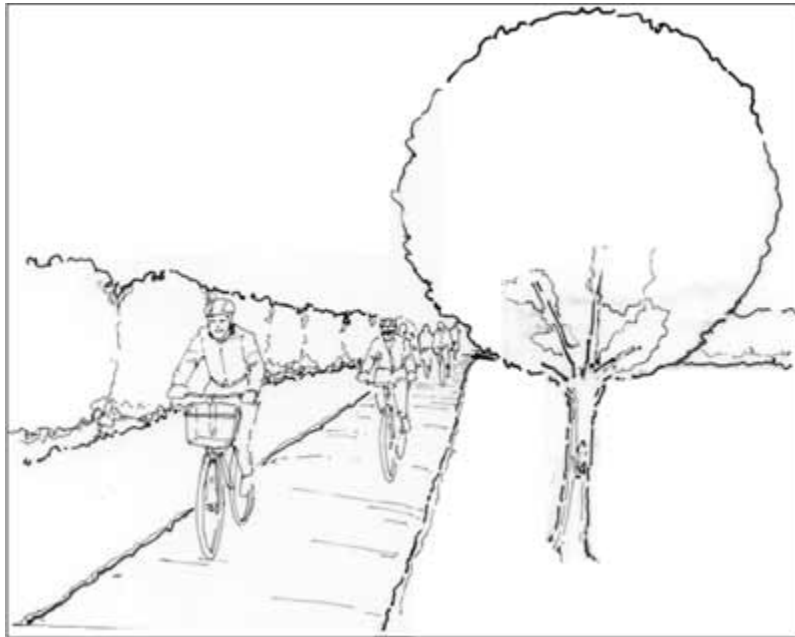


Figure 5 - Colonial Joppa Greenway Trail

C. Design and Appearance

Quality design and property maintenance are key to a sustainable future and the long-term environmental quality, economic vitality, and stability of the Joppa/Joppatowne community. The community now enjoys major assets including a waterfront location, regional marina, solid residential and business districts, active farms and rural open spaces. Business and residential stakeholders recognize the redevelopment potential at strategic “gateway” locations on the waterfront at Towne Center and Kearney Drives, on U.S. 40 at Joppa Farm Road, and on MD 152, south of the I-95 intersection. Visual and written surveys indicate strong support for redevelopment of older shopping centers and other underutilized sites into new mixed-use centers, senior housing and/or high-tech office space at these locations. Community residents are concerned, however, that nuisance uses and a lack of property maintenance in selected areas is a serious obstacle to this type of re-investment.

The JJCP recognizes that redevelopment projects with quality design standards can strengthen community sustainability and provide confidence to future investors. Zoning code changes may be necessary to address poorly maintained junkyards, and other unsightly uses, which are critical to attracting serious private re-investment in the community. The reclamation of mining sites into public green space for active recreation is of particular value to community stakeholders, as is the sensitive and compatible design of non-residential developments in the Joppa Rural Area. The following guidelines highlight preferred design features for future community development.

Design Guidelines for the Development Envelope

The purpose for standardizing design elements in the JJCP is to attract quality investment and redevelopment that enhances the fabric of the community, increases investor confidence, and enhances property values in this established community. The following standards are examples of design elements that characterize the community's vision by category.

Pedestrian-friendly public space

- Future development projects designed in traditional blocks, with pedestrian-oriented streets to begin to reweave the existing suburban fabric into a more pedestrian-friendly pattern.
- Pedestrian-oriented streets with a diverse mix of well-maintained public and private buildings fronting directly on the street.
- Streetscape elements that include sidewalks, furniture, lighting, landscaping, and public art.

- Public parks and plazas that function as focal points for higher intensity development, while a network of greenways link focus areas and neighborhoods.
- Higher intensity waterfront design with active ground floor uses and destinations, and public green space to provide “windows” to the water.



Figure 6 - Planned Employment Center -Pedestrian-Friendly Public Space With Quality Architectural And Site Design.

Quality architectural and site design

- Landmark buildings that enhance strategic gateway sites, define road edges, and screen parking areas.
- Visual coherence which is enhanced by future development that is architecturally harmonious with the best of the local building materials and styles.
- Site design features which include special site and building lighting, signage, plazas, walkways, outdoor eating or sitting areas, art, enclosed and screened dumpster units to create a better design than current designs or lack thereof.

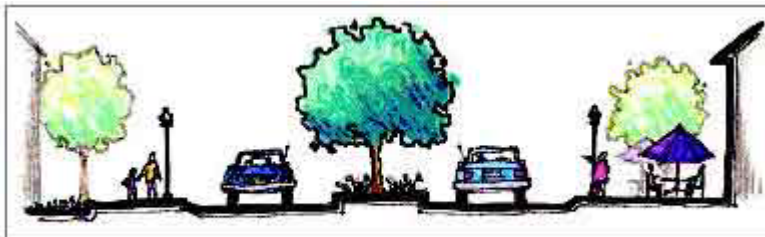


Figure 7 - Joppatowne Streetscape

- Commercial franchise design that may be modified to include quality building materials, small-scale signage, soft lighting and neutral colors.
- Parking areas which include landscaped islands and are screened from the street, with hedging, and/or walls.
- Parking areas that should be located to the side or rear of new development, and size may be reduced if on-street parking, shared parking or transit is

available.

- Scale, massing, lighting, landscaping and buffers for future development that should be designed respecting and soliciting input from adjacent property owners.
- Exteriors that should have quality building materials such as special brick, decorative concrete block or panels, colored mortar, special bond and joint types, with all sides of the building receiving the same architectural treatment.

Connectivity

- Redevelopment projects that enhance the function of the existing community by providing connectivity between on-site and off-site transportation systems, streetscapes, and green space networks.
- Improved pedestrian and bicycle linkages and access points to existing and new green space hubs and corridors which may be provided at Gunpowder Falls State Park, Winters Run stream corridor, Mariner Point Park and Copenhaver Park.
- The introduction of sidewalks/greenways in new development projects can trigger construction of adjacent linkages to system.



Figure 8 - Joppatowne Streetscape

Defensible space

- Buildings that face public spaces should include windows, doors, and other outward signs of human occupancy or “eyes on the street” to provide natural surveillance.
- Fences, pavement treatments, art, signs, good maintenance, and landscaping are physical ways that “ownership” is expressed and safety is enhanced.

Property maintenance guidelines

- The exterior of all structures and premises should be maintained in a clean, safe, secure, and sanitary condition in order to prevent blight.
- Salvage yards, open storage areas, and similar uses should be completely screened from surrounding properties.
- Blighted and other nuisance properties should be “phased out” within a certain time period.



Figure 9 - Transit Oriented Mixed-Use Center- Quality Architectural, Site Design, and Defensible Space.

Design Guidelines for the Joppa Rural Area

Development and redevelopment that is completed in a manner sensitive to the scale and character of the area will help new uses blend into the community fabric. Design guidelines for the Joppa Rural Area will help to maintain the rural character of the area.

- Non-residential developments within the agricultural zoning classification should respect the scale and character of the Rural Area by the sensitive design of site, massing, and architectural features. Lighting will be non-intrusive to the rural character.
- Greenway design should be incorporated into site designs to ensure dedication of significant linkages and may include natural footpaths or paved bike/hike trails in designated areas.
- The integrity of the Little Gunpowder Falls and Winters Run resources should be maintained by the expansion of forested buffers and retention of low intensity land uses adjacent to them.
- Rural roads should retain their narrow, winding character, when possible. This acts as a natural traffic calming technique.
- Appropriate protection measures, such as best management practices, preservation of forested stream buffers, and conservation easements should be incorporated in the Winters Run Water Source Protection Area to safeguard this valuable drinking water resource.

D. Schools

Quality education for all children regardless of their socio-economic status is an imperative of the JJCP. Since the Joppa/Joppatowne Community is home to families of modest means, the JJCP supports the following education initiatives for the community's schools.

- Highly qualified and motivated teaching professionals at all levels.
- Strong parent/teacher organizations.
- Reduced class sizes.
- Head start mentoring, advanced curriculum, and creative programs to assist children to maximize their potential.
- Accountability to the citizens of the Joppa/Joppatowne community for the quality of the education provided.

E. Public Safety/Law Enforcement

Because the Joppa/Joppatowne Community believes that families and communities should have quiet enjoyment of their property and streets, the community supports the following public safety initiatives.

- Highly qualified and motivated law enforcement professionals at all levels.
- Aggressive pursuit of and serious punishment of those who deal in drugs.
- Active community cooperation with, and participation in, law enforcement agencies to ensure safety in the community.
- Housing a community policing station as a means to provide a more active and involved police presence.

IV. First Steps

First Steps are projects which are funded and on a construction schedule. In order to stimulate redevelopment of underutilized land and attract high-tech office and mixed- use development in the U.S. 40 corridor, Harford County and the State of Maryland have taken the following first steps to support the area's long-term sustainability:

- An Edgewood/Joppatowne Enterprise Zone was established for the commercial/industrial zoned sites fronting the U.S. 40 corridor. This allows graduated State and County tax credits for 10 years upon the significant improvement or expansion of a business and/or job creation that complies with established standards.
- A weekend U.S. 40 Vision Workshop provided an opportunity for hundreds of stakeholders from Havre de Grace to Joppatowne to develop a future vision plan for the corridor.
- The U.S. 40 Commercial Revitalization District zoning overlay was applied to all those commercial/industrial properties fronting U.S. 40. This provides flexibility and incentives to attract quality redevelopment on underutilized sites.
- The State Highway Administration has funded a U.S. 40 Streetscape Enhancement Project in Joppatowne, from the Harford County line to Joppa Road. It includes removal of the concrete barrier, road resurfacing, construction of a planted and tree-lined median, and safe pedestrian crosswalks.

County-funded projects in the "pipeline" include improvements to the library, schools, roads, waterways, and a bridge:

- The Joppatowne Elementary School, originally constructed in 1965 with an addition in 1967, will be upgraded to repair the mechanical, electrical, fire alarm, and other systems. The media center, other instructional spaces and ancillary spaces will be modernized to provide for the current educational program. Preliminary engineering/design plans for the modernization project were developed in FY2002 with construction scheduled to begin in FY2005.
- The Magnolia Elementary School, has received the Qualified Zone Academy Bond award for FY2003. This is used for the replacement of the chiller and cooling tower.
- Magnolia Middle School has received FY2003 funding for the replacement of roof systems to prevent continuing damage to the building interior and indoor air quality issues.
- The existing athletic fields at Joppatowne High School and Magnolia Middle School will be renovated/repared. Funding begins in FY2003 and is completed in FY2008.
- Trimble Corridor Study – Trimble Road between Joppa Road and Garnett Road is a collector road with steadily increasing volumes. This study will project future traffic volumes, determine the necessary intersection improvements, identify sub-standard roadway sections and recommend safety improvements for future construction. Initial funding towards engineering/design became available in FY2002.

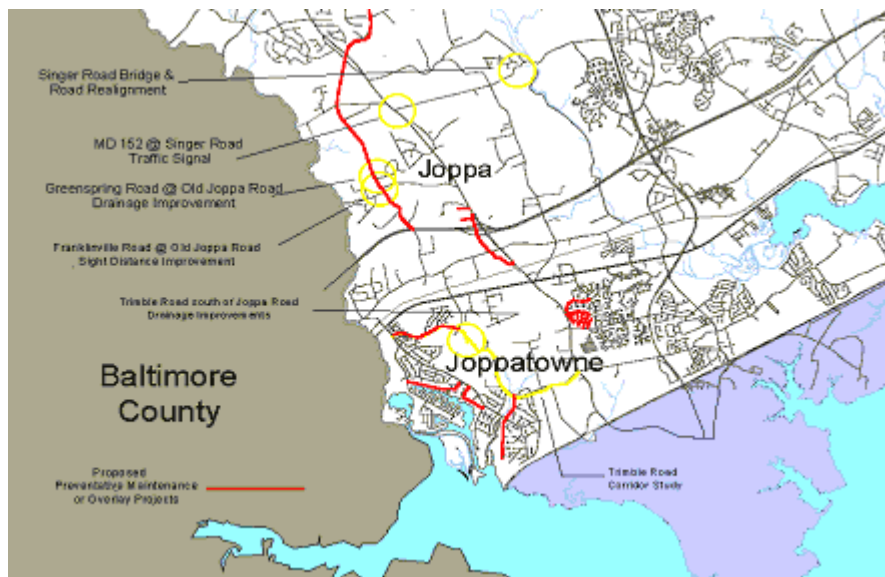


Figure 10 - Joppa-Joppatowne Capital Improvement Projects.

- Trimble Road / MD 152 – This project will provide a new roadway section, approximately 3000 feet long, to improve the horizontal and vertical alignment of the roadway to adequately handle existing and projected traffic loads. Additionally, the road will be widened with shoulders to better accommodate bicycles and a sidewalk will be constructed running the length of the project. This project is scheduled for completion in FY2003.
- Old Joppa Road Sewer - Public sewer will be provided along MD 7 and Old Joppa Road. This project is scheduled for completion in 2003.
- Joppatowne Waste Water Treatment Plant Automation – This project will provide for the design/build of a SCADA system that will remotely control and monitor the Joppatowne WWTP from Sod Run. This project will reduce the manpower efforts required at the existing plant and is scheduled for construction in FY2003.
- Oaklyn Manor/Mandeville Road Sewer – This project shall provide for the design, preparation of easement documents and construction of a public sewer system. Construction is scheduled to begin in FY2003.
- Joppa Branch of the Harford County Library - ADA renovations installed, including ramps to meeting rooms and at the rear entrance. Restrooms renovated and, carpeting and door hardware replaced (completed 2001).
- Mariner Point Park - Received funding towards its continued development. New facilities will be determined by future demands. Allocation of funding becomes available in FY2006.
- Rumsey Island - Maintenance dredging of the waterway around Rumsey Island (completed 2001).
- Singer Road Bridge - Singer Road Bridge #7 will be replaced, and the sharp curves on both the east and west sides of the structure will be partially realigned. This project is scheduled for completion in 2003.
- Singer Road / MD 152 – A traffic signal will be installed at the intersection of Singer Road and MD 152.

V. Next Steps

The successful adoption of the Joppa/Joppatowne Community Plan will provide the context for future growth and development decisions in this local planning area. It will also position Harford County and community stakeholders for an array of Federal and State programs targeted to economic development, neighborhood revitalization, greenways/trail development, and rural land preservation. Implementation of the JJCP will proceed incrementally over a number of years through both public and private investment.

There are a number of social, physical and economic strategies that may be utilized to achieve the policies and recommendations of this plan. Outlined below are the priority strategies identified by the community.

- Developing solutions to the decay of the commercial and retail businesses in the planning area should

be given high priority with incentives to redevelop the Joppatowne shopping center and abandoned and blighted facilities along U.S. 40.

- Zoning changes may include an overlay that provides incentives and design standards for underutilized sites on MD 152 and MD 7, southeast of I-95, to become coherent, quality employment centers at these strategic locations. The zoning changes may also provide incentives and standards to encourage compact, mixed-use pedestrian-friendly redevelopment of the community core on Joppa Farm Road at Towne Center and Kearney Drives. To further facilitate the goal of providing more pedestrian-friendly or “walkable” neighborhoods, an option to integrate a small core of retail, office and/or green space in new or existing residential neighborhoods within Joppatowne may be included. Finally, in order to preserve the distinctive rural character and significant environmental resources of the Joppa Rural Area, northwest of I-95, the zoning changes may include design standards to limit the scale and intensity of future growth.
- Future development of higher value, more compact development in the Joppatowne Business Area is combined with dedication of mapped green space hubs and corridors as part of each subdivision. The green space may remain local HOA open space or be dedicated as public lands if it contains significant resources. The incremental development of the connected greenway system requires site-sensitive study of existing recreation hubs and corridors as a first priority, acquisition or easement on selected parcels and linkages, and development of trails, parking, and active recreation amenities as the budget permits.
- Establish a committee of landowners and local and State government representatives to determine a proposed trail alignment that will address the goals of the Joppa-Joppatowne Community Plan and community concerns.
- Further studies should be undertaken in order to determine a potential public access connection between The Winters Run stream valley corridor and The Little Gunpowder Falls stream valley corridor. This recreational corridor is an important piece in the completion of the Colonial Joppa Greenway concept.
- In order to attain the goal of developing a public access trail through Joppatowne, there must be coordination between community stakeholders, the Harford County Board of Education, BGE and the U.S. Army (which owns the right of way). The conversion of existing haul roads and its connection to the adjacent Joppatowne High School Nature Trail provides an essential link to the proposed greenway tying together Copenhaver Park with Mariner Point Park and the Chesapeake Bay.
- Transportation analysis will be needed to determine proper solutions and priorities, in order to address the community’s transportation concerns. In addition, studies will be required to determine how to best access the Joppa-Magnolia Planned Employment Center. A sub-area analysis will help determine transportation impacts due to the potential changes to the land uses within the focus areas.
- To further support the retention of a critical mass of productive land and a viable agricultural industry in the Joppa Rural Area, local stakeholders can actively pursue donation/acquisition of prime agricultural lands in cooperation with the State Department of Natural Resources, Harford County’s Agricultural Land Preservation Program and the Harford Land Trust.
- New design standards for the Joppa Rural Area for lighting, landscaping, buffers, site design and construction should be required.
- A strategy to strengthen all property maintenance codes, with prompt correction of nuisance site conditions will improve appearance, property values and investor confidence. A “carrot-and-stick” approach of incentives and stronger enforcement may be necessary to ensure community sustainability.
- An aggressive marketing campaign and economic incentives are key next steps to achieve Harford County’s and the community stakeholders long-term vision for the Joppa-Magnolia Planned Employment Center. This redevelopment project has the potential to be a key anchor and stimulus for Harford County’s U.S. 40 revitalization initiative. The “marketing” of this area should include its close proximity to the world-class research and technology center at Aberdeen Proving Ground, strategic location at I-95, and local amenities of waterfront and executive housing, thoroughbred horse farms, golf course, Gunpowder Falls State Park and Winters Run Park. These amenities along with the qualified technical and service personnel in the Joppatowne/Edgewood area should attract the upscale technical, financial and commercial service companies to this project. It is critical that both public and private stakeholders coordinate to develop strategy, market incentives, and pursue public funding and private investment to implement this concept.
- Promotion of the community’s existing amenities, activities and events that bring residents together in order to build civic pride and a sense of belonging.
- This community plan may be reviewed and confirmed or amended in concert with the required update of

the Harford County Master Plan.

¹ *Emerging Trends in Real Estate* PricewaterhouseCoopers and Lend Lease Real Estate Investments, Inc., 1999

² *Transforming Suburban Business Districts* Urban Land Institute, 2001

³ *Visions for a New American Dream* Anton Nelessen, 1993

⁴ *Employment and community*, New Jersey Office of State Planning, 2000