



Edgewood Small Area Study

Plan Presentation November 15, 2017



Vision Statement

Edgewood is a respected and desirable community rooted in its safe, walkable neighborhoods; diverse opportunities for recreation, education, and entertainment; and a unique partnership with the world class biological, chemical and medical research at the Aberdeen Proving Ground.

Steering Committee Members

- **Karen Holt (Director, Economic Development)**
- **Steven Overbay (Deputy Director, Economic Development)**
- **Jake Adler (Project Coordinator, Economic Development)**
- **Fred Anderson (Partner, Thompson Automotive)**
- **Donna Blasdell (Legislative Aide, Harford County Council, District A and Edgewood Resident)**
- **Quynh Budzynski (Edgewood Business Owner and Resident)**
- **Dean Ertwine (BG, USA (RET)(Assistant Director, Military & Federal Affairs)**
- **John Kearney (Edgewood Garrison Manager, Aberdeen Proving Ground)**
- **Jenny King (Deputy Director, Harford County Planning & Zoning)**
- **Jansen Robinson (Member, Harford County School Board/Edgewood Resident)**
- **David Woods (Executive Director, The EpiCenter and resident)**

Office of Economic Adjustment (OEA)

- U.S. Department of Defense's primary source for assisting communities that are impacted by Defense program changes, including base closures, expansions and mission growth.
- The Edgewood Small Area Study was funded through OEA as part of their ongoing support, who have spent over \$10 million for our defense community.

Study Area



Why a Small Area Study?

- Proximity to APG and ability to help support APG's mission
- Area where County has assets which can stimulate desired change; and
- Area that most likely would not change on its own.

Project Timeline



- **June 2017:** Project Kick-off
- **July 18th:** Visioning Session 1 at American Legion
- **July/August:** Stakeholder Interviews
- **September 12th:** Visioning Session 2 at Edgewood Middle School
- **November 15th:** Edgewood Small Area Study Plan Rollout
- **November, 2017:** Implementation team created and organized. This is an opportunity for anyone here today to be involved; make sure you have shared your email with us.

Jennifer Leister Reitz, AICP

Bio



- Jennifer Leister Reitz, AICP is a Certified Planner with the American Institute of Certified Planners and a municipal planner with Thomas Comitta Associates, Inc. with 12 years of strategic planning, ordinance preparation, and public participation experience. Jennifer's educational background is in community planning, land use planning, public administration, and community health and nutrition.
- Focuses on comprehensive planning, ordinance preparation, demographic and fiscal impact analysis, and public outreach strategies. She has completed more than ten Comprehensive Plans, and has also served as interim Planning Director for Salem County, New Jersey.

Consultant Team



THOMAS COMITTA ASSOCIATES, INC.
Town Planners & Landscape Architects



Planning Process



Source: Allan Vought, Baltimore Sun

A word cloud featuring several terms in different colors and orientations. The most prominent words are 'PROUD' in large green letters, 'OPPORTUNITY' in large brown letters, and 'EDGEWOOD' in large brown letters. Other words include 'UNAPOLOGETIC', 'POTENTIAL ENERGY', 'FORGOTTEN', 'TRANSITIONING', 'DIVERSITY', 'JEWEL-IN-THE-ROUGH', 'EMERGING', 'OVERLOOKED', and 'ONE-OF-A-KIND'.

UNAPOLOGETIC
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Opportunities



- Vacant land presents an opportunity to inject new energy into the study area, stabilize home values, and better meet resident needs
- APG-South, is positioned to grow significantly, yet faces challenges with a potential wave of retirement and difficulty retaining young talent
- Home values are lower than elsewhere in the County and there is a lack of investment, but there is potential demand for senior options, veterans, and for APG's young, growing workforce

Opportunities...



- Train station is underutilized: better scheduling, more convenient connections with transit, sidewalks, and commercial opportunities nearby could help to build this asset.
- Schools are state of the art, but people are unaware and underestimate the quality programs



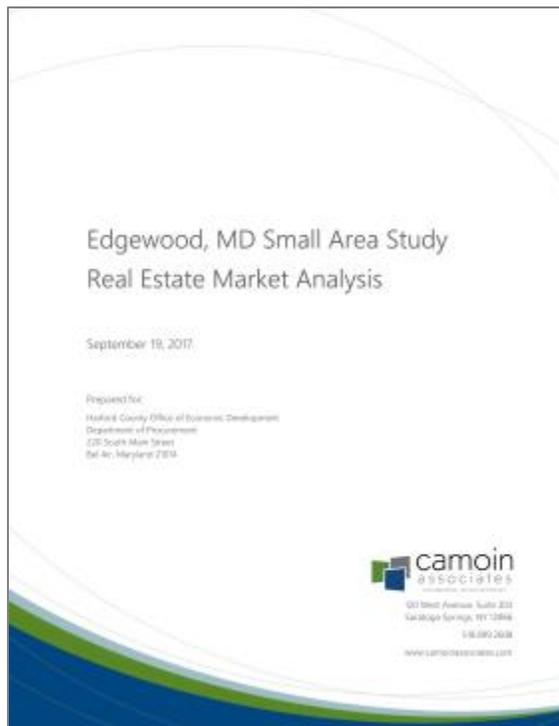
Opportunities...

- Community desires more recreation, restaurants, entertainment, and family oriented opportunities



- Negative perceptions from outsiders deter new investment and new residents; need to promote **positive** side of Edgewood

Real Estate Market Analysis



Edgewood Demographics



Population growing slower than County



Younger Population



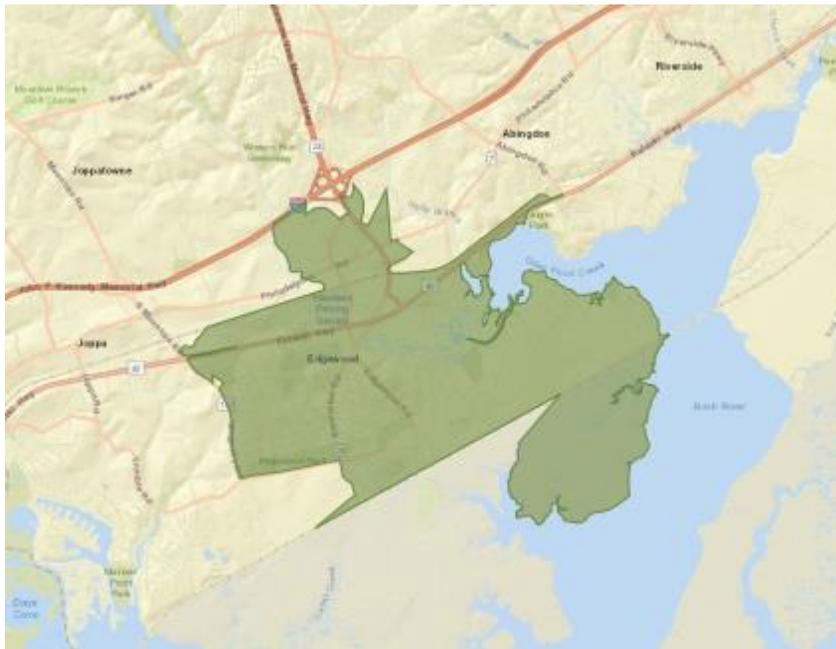
Fewer advanced degrees



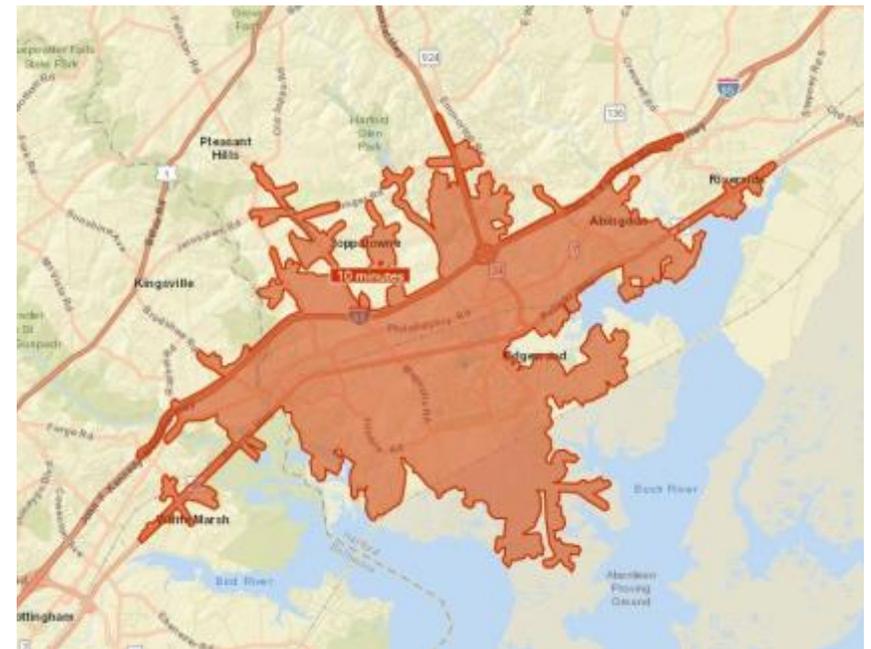
Lower Median Income than County

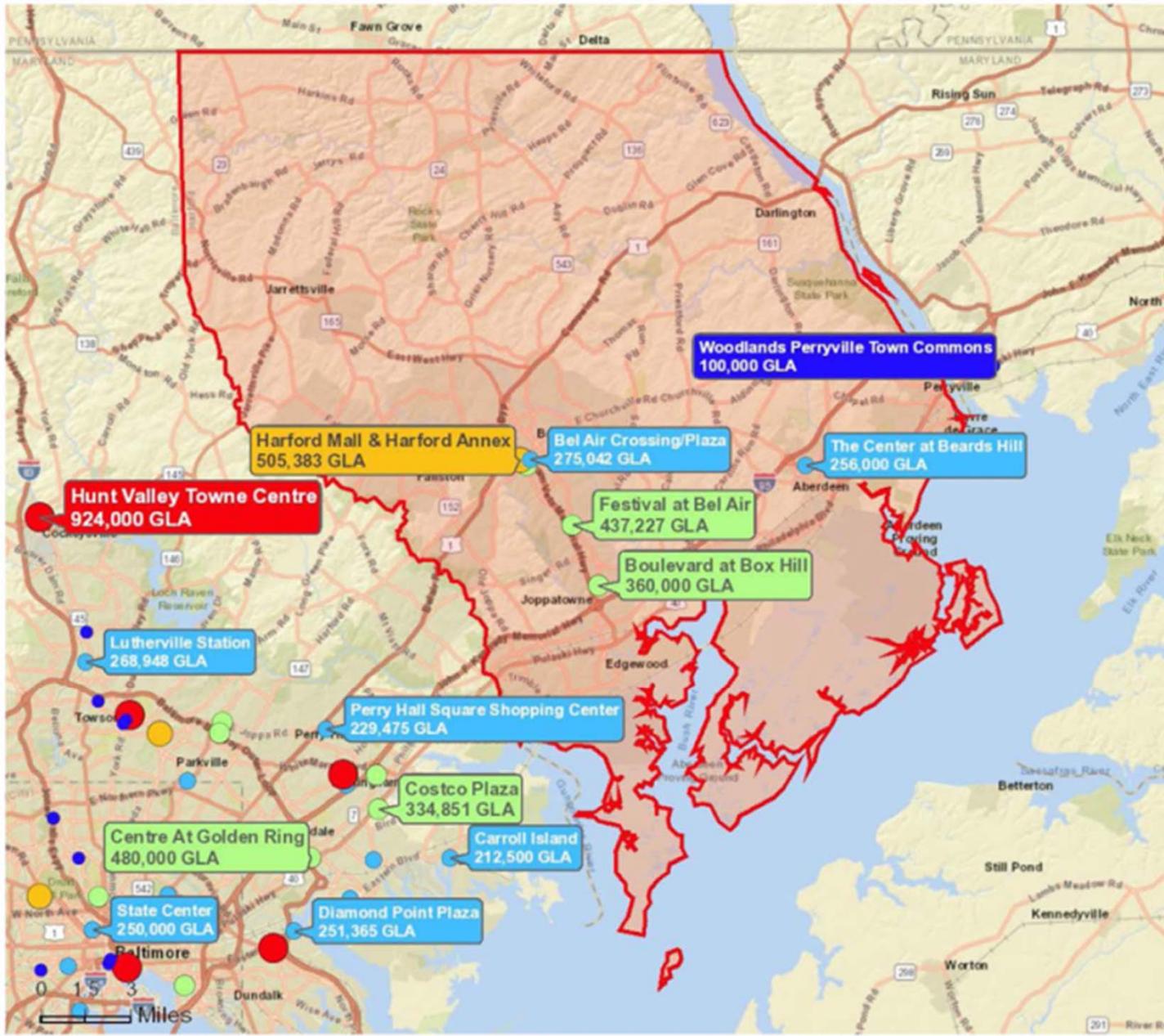
Trade Areas

21040 Zip Code Area



Local Trade Area





There is retail demand for...



Restaurants/Eating Establishments



Clothing Stores



Sporting Goods/Hobby/Music



Jewelry, Luggage & Leather

There is retail demand for....



Office Supplies, Stationary, Gift Stores



Furniture Store



Health & Personal Care Stores



Florists

Office Demand



Medical Office Space



APG Contractors ??

Residential Demand



Multifamily Rentals

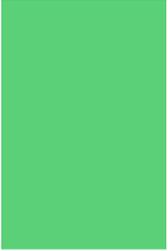
Summary of Real Estate Demand



Retail Opportunities



Medical Office Space



Multifamily Rental Units

Plan Themes



Building for
the Future

Making
Connections

Green &
Growing

Positive
Impressions

Edgewood Small Area Study

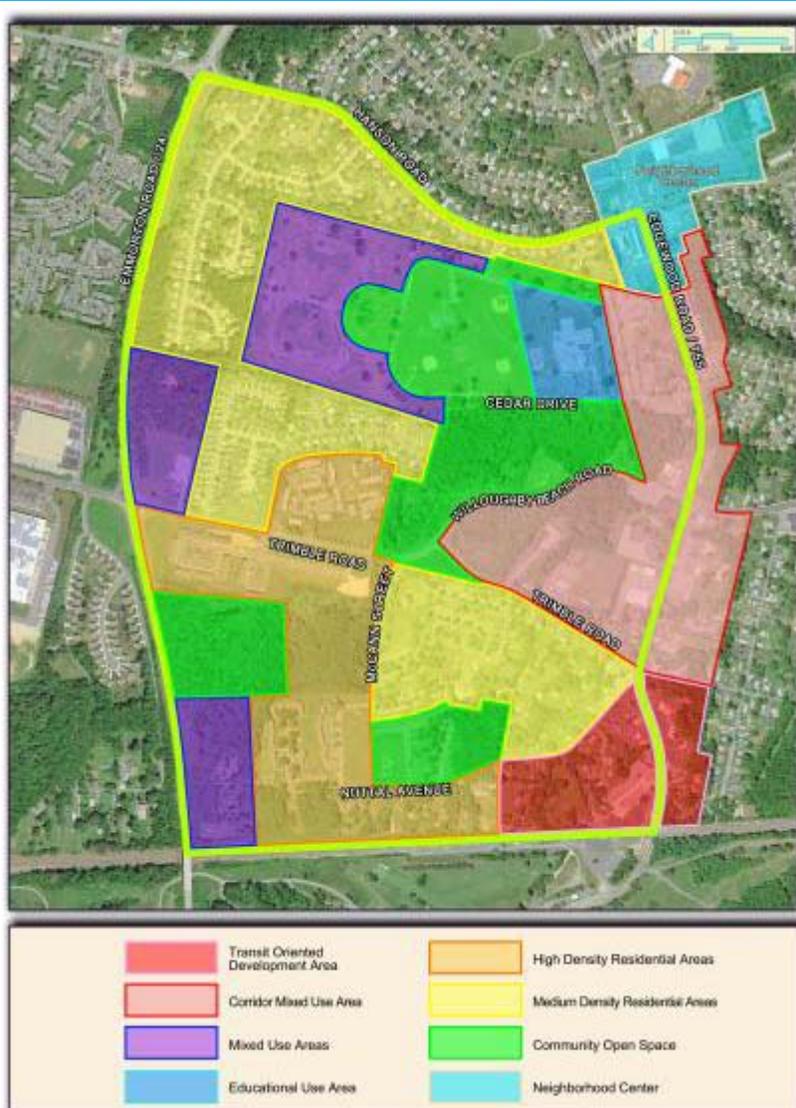
Study Themes:

Building for the
Future

Green & Growing

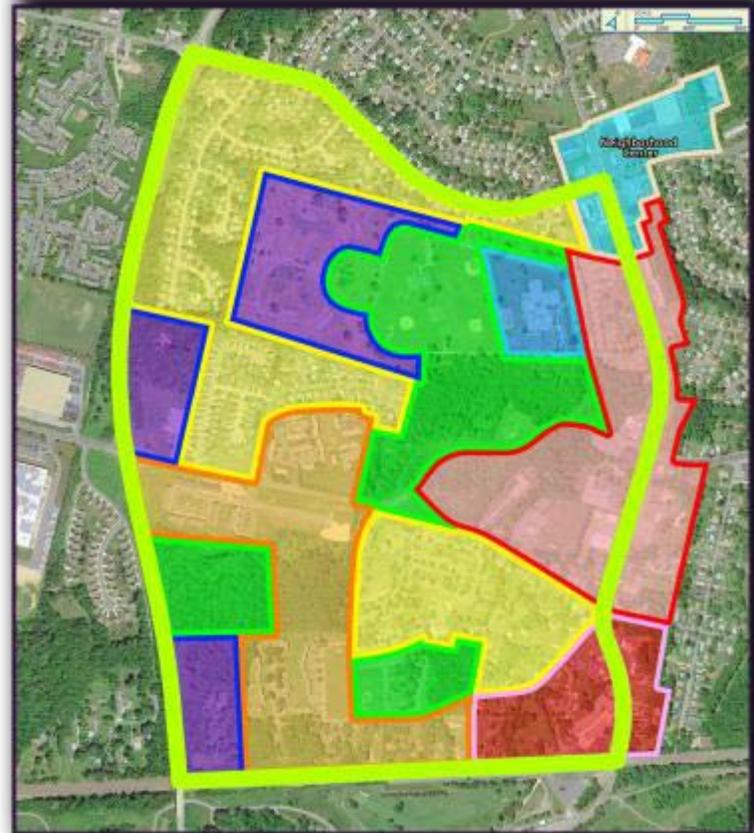
Making
Connections

Positive
Impressions



Mixed Use Development

Mixed Use Development:
practice of integrating retail, office,
open space, institutional uses, and
residential within walkable
neighborhoods



Washington Court Mixed Residential



Design Elements

Traditional Neighborhood Development

- Mix of housing types and open space
- Interconnected street network
- Sidewalks and trails
- Variety of quality open spaces
- Cars and parking are less visible
- Landscaping/landscape buffers
- Flex space for retail later on



Design Elements

Traditional Neighborhood Development

Edgewood Small Area Study
Edgewood - Harford County, MD

Design Guidelines for the Edgewood Small Area Study



Prepared by:



First Draft: October 1, 2017

Pedestrian Gathering Areas

Design Guidelines for the Edgewood Small Area Plan
Edgewood - Harford County, MD



Small Pedestrian Gathering Area



Plaza as Pedestrian Gathering Area

Legislative Intent:

6.1. Pedestrian Gathering Areas are intended to promote a pedestrian-friendly environment in small spaces along the 755 corridor and TOD area.

6.2. Pedestrian Gathering Areas are intended to provide viable opportunities to celebrate the public realm, and to provide pedestrian orientation and amenity.

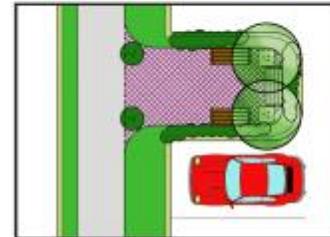
Design Guidelines:

6.3. Benches, shade trees, plantings, and lighting should be installed and maintained in Pedestrian Gathering Areas to enhance attractiveness and safety.

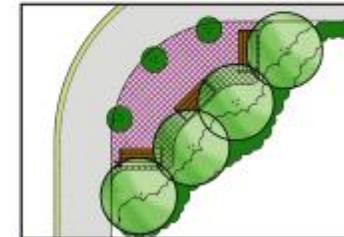
6.4. Pocket Parks as Pedestrian Gathering Areas should be in the range of 50 to 500 square feet in area.

6.5. Courtyards as Pedestrian Gathering Areas should be at least 30,000 square feet in area.

6.6. Dog Parks should be at least 10,000 square feet in area.



Pedestrian Gathering Area as an extension of the sidewalk

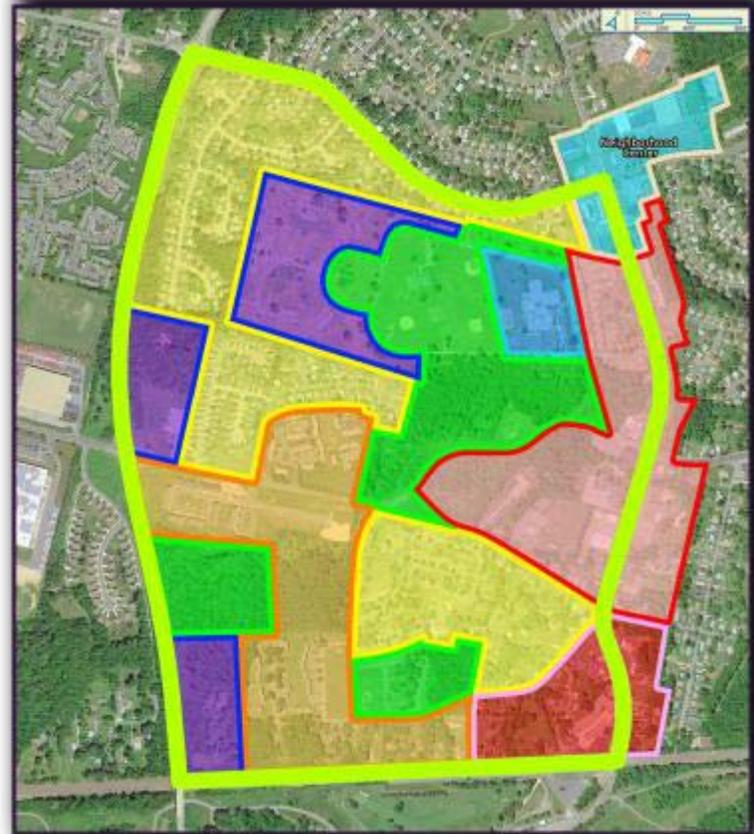


Pedestrian Gathering Area at a street corner

Transit Oriented Development

Train Station Area

Transit Oriented Development:
Mixed-use development integrated
into a walkable neighborhood and
located within ½ mile of a public
transportation hub.



Transit Oriented Development

Train Station Area



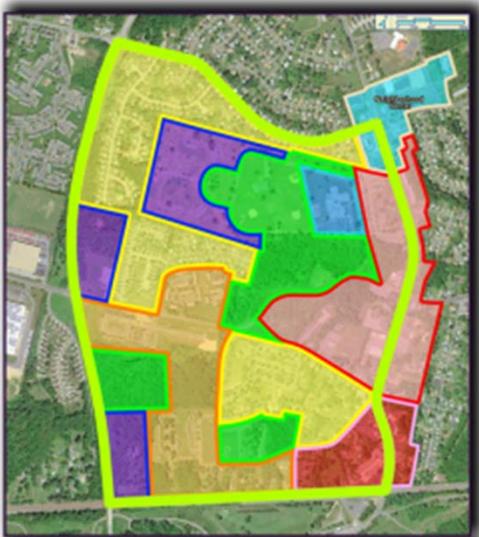
- Revise Zoning Ordinance
- Talk to MTA about the parking lot
- Encourage the consolidation and redevelopment of parcels



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Corridor Revitalization

Route 755



Edgewood Small Area Study

Study Themes:

Building for the
Future

Green & Growing
Making
Connections

Positive
Impressions



Existing Sidewalk	Potential Wayfinding	Event Site	Transit Oriented Development Area
New Sidewalk Link	New Edgewood Sign	Mural Under Bridge	Mixed Use Areas
Envisioned Trail	New Street Trees	Community Garden	Community Greens
Primary Bikeway	Interactive Playground	Shuttle Bus	
New Road Link			

Green & Growing



- Nuttall Avenue Park
- Upgraded Fields at Edgewood Elementary
- Washington Court common spaces
- Playground
- Trails/Natural areas
- Street trees & Landscaping

Making Connections

Proposed Street Connections (pink)

- Nuttal Avenue to Route 24
- Cedar to Willoughby Beach
- Trimble Rd to Washington Court
- Old Edgewood Rd to Railroad Avenue

Sidewalk gaps (blue)

Trails and Bike Lanes

Shuttle Bus/Extension of the LINK



Edgewood Small Area Study

Study Themes:

Building for the
Future

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Impressions



	Transit Oriented Development Area		High Density Residential Areas
	Corridor Mixed Use Area		Medium Density Residential Areas
	Mixed Use Areas		Community Open Space
	Educational Use Area		Neighborhood Center

Implementation Plan

Short Term Strategies

1 to 3 years

Intermediate Strategies

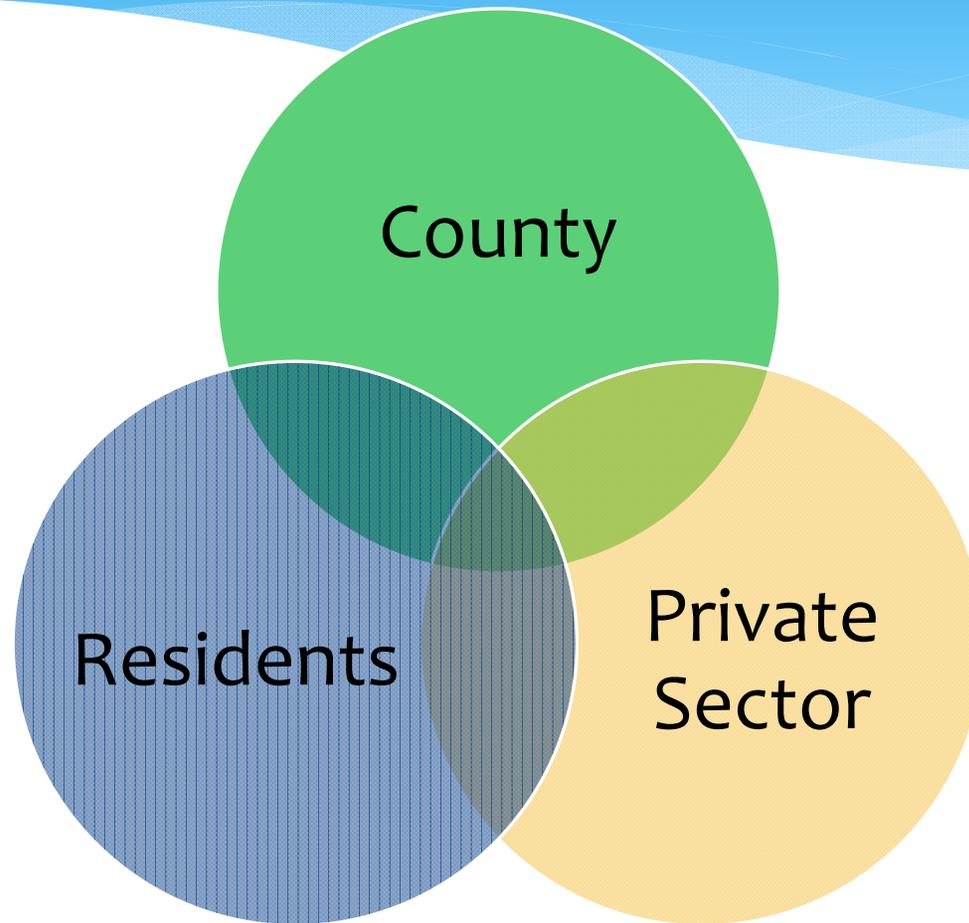
3 to 5 years

Long Term Strategies

5 + years



Implementation Plan



Claymont, Delaware

In 2000, the Claymont community struggled with many of the same challenges facing Edgewood today:

- An aging main street corridor (US Rt 13) with retail vacancies yet not enough diversity in shops and restaurants to meet the community's needs;
- Absentee landlords and high rental rates;
- A negative reputation due to higher crime rates in isolated areas; and
- Lower home values than the surrounding community.



Claymont, Delaware

Claymont in 2017 Toolbox:

- Hometown Overlay District with Design Guidelines
- Community Champions
- Tax Increment Financing
- Economic Development Corporation



Implementation Plan

Priority Tasks

SHORT TERM TASKS	LEAD
1. Form implementation Committee	HC/Community
2. Zoning Ordinance Amendments	HC Planning & Zoning
3. Further prioritize implementation strategies	Implementation Committee
4. Expedited Land Development and building permit review	HC Planning & Zoning
5. Evaluate a permit and fee grant program	HC
6. Provide educational opportunities for realtors regarding Edgewood Public Schools	HC OED

Implementation Plan

Priority Tasks

SHORT TERM TASKS	LEAD
7. Evaluate tax abatement programs.	HC OED
8. Move forward with plans for Nuttal Ave Park	HC Parks & Rec
9. Implement a façade grants program.	OED/HCP&Z
10. Approach MTA regarding TOD land; train schedules	HC
11. Approach State Highway Association regarding Rt 24/Nuttal Connection	HC
12. Conduct further study regarding impact of planned APG growth on Edgewood	HC OED
13. Explore potential community events	Implementation Committee

Implementation Plan

Intermediate Tasks

INTERMEDIATE TASKS	LEAD
1. Evaluate need and effectiveness of Tax Increment Financing program	HC
2. Consider a redevelopment authority	HC
3. Work with HCSD to upgrade sports fields	HCSD; Implementation Committee
4. Explore housing assistance programs	HC
5. Collaborate with the Route 40 Business Improvement District	Implementation Committee
6. Approach potential partners for a rail overpass mural.	Implementation Committee

Implementation Plan

Intermediate Tasks

INTERMEDIATE TASKS	LEAD
7. Coordinate with Harford Community College on potential satellite location in Edgewood	HC OED
8. Cedar Drive/Willoughby Beach Rd Connection	HC
9. Cedar Drive Trails and Interactive Playground	HC; Implementation Committee
10. Create a marketing brochure depicting Edgewood assets	Implementation Committee
11. Work with SHA to add APG-South to highway signage	
12. Work with APG to strengthen community ties and partnership	

Implementation Plan

Long Term/Ongoing Tasks

Long Term/Ongoing	LEAD
1. Promote the positive side of Edgewood	Implementation Committee/HC
2. Coordinate community events on open space	Implementation Committee
3. Nuttal Avenue/Route 24 Street connections	HCSD; Implementation Committee
4. Advocate for improved convenience in train schedules	HC
5. Work to expand police presence/community policing in and around the study area	Implementation Committee
6. Work to expand community access to public meetings	Implementation Committee

Next Steps: Implementation

- * Make sure we have your email address to be included on future correspondence regarding the Implementation Team.
- * Email Jake Adler your contact information if you would like to be added to the list.

Implementation Plan

Where to find the full Edgewood Small Area Study:

<http://www.harfordcountymd.gov/2356/Edgewood-Small-Area-Study>

For more information, contact:

Jake Adler, Project Coordinator:

jzadler@harfordcountymd.gov

(410) 638-3414

Questions and Comments?



Vision Statement

Edgewood is a respected and desirable community rooted in its safe, walkable neighborhoods; diverse opportunities for recreation, education, and entertainment; and a unique partnership with the world class biological, chemical and medical research at the Aberdeen Proving Ground.