

A BLUEPRINT FOR  
THE NEXT CENTURY

# RANSON RENEWED

CHARLES TOWN  
CONNECTED

Ranson, West Virginia  
HUD Challenge Planning Grant  
Charrette Report



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## CHAPTER 1. INTRODUCTION

### 1.1 THE HUD CHARRETTE TEAM

#### City of Ranson

- + A. David Hamill - Mayor
- + Andy Blake - Acting City Manager and City Attorney
- + David Mills - Economic Development Director

#### City of Charlestown

- + Joe Cosentini - City Manager
- + Katie See - City Planner

#### Jefferson County

- + Jennifer M. Brockman - Director of Planning & Zoning

#### PlaceMakers, LLC

- + Susan Henderson - Coding / Planning / Project Principal
- + Geoff Dyer - Lead Designer / Planning
- + Howard Blackson - Planning
- + Scott Doyon - Communications
- + Ben Brown - Communications / Public Relations
- + Hazel Borys - Economic Development
- + Nathan Norris - Development / Schools
- + Lori McLaren - Design

#### Hurley~Franks & Associates

- + Jennifer Hurley - Facilitation / Administration

#### Gibbs Planning Group

- + Bob Gibbs - Retail

#### Andrews University

- + Andrew von Maur - Planning

#### Christopher Illustration

- + Dede Christopher - Illustration

#### New Urban Water Works

- + Milt Rhodes - Stormwater / Environmental

#### William H. Gordon Associates, Inc.

- + Mark Dyck - Landscape / Transportation / Utilities

#### Bartman Planning

- + Dan Bartman - Design

#### SmartCode Education Partners

- + Chad Emerson - Adoption Process

#### AccessPlaces

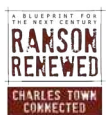
- + Bruce Donnelly - Analysis

#### In collaboration with EPA Grant Team

- + Stromberg / Garrigan & Associates, Inc.
- + HR&A
- + The Ferguson Group
- + Redevelopment Economics
- + Gaito & Associates

#### In collaboration with DOT Grant Team

- + Hall Planning & Engineering
- + Stromberg/Garrigan & Associates, Inc.
- + William H. Gordon Associates, Inc.
- + Zanetta Illustration
- + Utility Professional Services, Inc.
- + PlaceMakers, LLC



## 1.2 THE LIVABLE COMMUNITIES CHARRETTE

From September 8 through the 14th, 2011, in an unprecedented week-long mega-workshop, city officials, residents, business community and a team of international consultants considered ideas and actions to help guide Ranson, Charles Town, and Jefferson County towards a future rich in opportunity for citizens and businesses.

The Ranson-Charles Town community was selected by HUD, DOT and EPA to serve as a national model for how small rural cities on the fringe of a major metropolitan area can foster sustainable economic development, transit, and community livability through targeted and strategic planning and infrastructure investments. To facilitate this transformative change, planning funds are being used for the following linked and interdependent project components:

- + Develop a new zoning overlay district for downtown, as well as undeveloped, outlying areas (the topic of this report and funded by HUD);
- + Redesign the Fairfax Boulevard-George Street Corridor into a "complete street" with green infrastructure, to promote a better transportation route for pedestrians, cyclists, and transit (DOT);
- + Design a new regional Charles Washington Commuter Center in downtown Charles Town that will facilitate access to regional rail and bus transit systems for Ranson, Charles Town and Jefferson County (DOT); and
- + Continue brownfield revitalization for multiple sites in the downtown area. The current effort will update the Commerce Corridor plan to match changes in the economy, take advantage of new job creation opportunities, deploy green infrastructure and sustainable community design, and connect the brownfield project to broader smart growth strategies, sustainable transportation investments, workforce housing, and community facilities and parks (EPA).

Together, these HUD / DOT / EPA efforts work to create a master plan for downtown Ranson that spurs job growth and economic development in former dilapidated manufacturing sites, as well as modeling strategies for compact, walkable, sustainable development patterns throughout the region.

"We couldn't be happier about the way this process is shaping up," says Ranson Mayor A. David Hamill. "It is our goal to continue evolving Ranson into

a vibrant community where residents can live, work, and recreate within cohesive neighborhoods. Exciting things are beginning to happen, and I expect the next 12 to 18 months to be even more exciting as the real work begins to plan our future."

In the spirit of an open, collective design process, a charrette was conducted with the task of establishing a set of rules and regulations that would allow for a real implementation of The Partnership for Sustainable Communities Livability Principals. This public workshop was conducted by PlaceMakers, LLC in the Ranson City Hall, where a core design team worked to calibrate a model land use code, the SmartCode, to reflect the character of Ranson and provide an implementation tool for the Livability Principals as well as the City's Comprehensive Plan. Public meetings and presentations were scheduled throughout the week to allow constant feedback to the design team from the public, and to foster a broad public discussion on the code and vision.



September 2011 mega-workshop collected ideas and constraints, and tested urban design alternatives.

PROJECT TIMELINE

Phase One 1910

Phase Two 2011

HOME

PROJECT TEAM

SCHEDULE + LOCATIONS

RESOURCES

IN THE NEWS

CONTACT US

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### Mayor's Rezoning Notification Mailing to Residents

Improved zoning options envisioned during last year's Ranson Renewed community initiative take another step forward this week as residents within impacted areas receive, via certified mail as required by state law, notification of the update. A copy of that notice can be reviewed [here](#) while supporting documents can be found [here](#).

There are still multiple opportunities to learn more and comment on proposed changes. Check [here](#) for the complete schedule.

February 19th, 2012 at 5:27 pm      No Comments | Read More

### Next Steps for New Plans? Public discussions, Jan. 30, 31 & Feb. 1

Almost there.

That's how we'd describe the work in progress towards new Ranson zoning options, an update of the City's Comprehensive Plan, the Fairfax Boulevard plan, and the brownfield redevelopment plans addressed during fall, 2011 public meetings.

Here's what happens next... [\[cont.\]](#)

January 16th, 2012 at 3:01 pm      No Comments | Read More

### Ranson and Charles Town's Future? Sustainable, connected, in character

On Wednesday, September 14, Ranson and Charles Town citizens and leaders sloshed into Charles Town's Old Opera House from a dusk downpour to celebrate the conclusion of an intensive week of planning with their consulting team.

"Unless you were on the third floor of city hall this week to watch these people work," said Ranson Mayor A. David Hamill, "it would be hard to imagine how hard they went at it..." [\[cont.\]](#)

September 15th, 2011 at 12:57 am      Comment (1) | Read More

### Workshop Wraps Wednesday Night at the Old Opera House, 7 p.m.

The weeklong Ranson Renewed/Charles Town Connected workshop concludes at 7pm Wednesday evening, September 14, at the Charles Town Opera House with a presentation by the **teams** working in collaboration with the community on plans and ideas to shape future growth for the region.

Here's what attendees will see... [\[cont.\]](#)

#### PROJECT OVERVIEW

A HUNDRED YEARS OF PROGRESS TO BUILD ON.

Ranson and Charles Town's next 100 years begin now.

From **September 8** through the **14th**, we're charting the course for our next century. And everyone's invited.

In an unprecedented week-long mega-workshop, city officials, residents, business community and a team of international consultants will be considering ideas and actions to help guide Ranson, Charles Town, and Jefferson County towards a future rich in opportunity for our families and businesses.

#### INFORMATION

**DRAFTS AVAILABLE**  
Review drafts of our Comp Plan update and new zoning option [here](#).

**FEDERAL GRANTS**  
Moving forward, whenever appropriate, you'll see our news posts identify the respective source(s) of project funding with one or more of these icons:

HUD

EPA

DOT

This video explains the grants, along with the process overall.

**PROJECT CALENDAR**

« Jan Feb Mar »

**February 2012**

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

**FOLLOW**

**SEARCH THIS SITE**

**SEARCH BY TOPIC**

- Events
- Implementation
- Preparation
- Workshop Week

**PROJECT LINKS**

Ranson, WV  
Charles Town, WV



The project website, [www.RansonRenewed.com](http://www.RansonRenewed.com), hosts an online idea exchange and clearinghouse of work in progress.





### 1.3 LIVABILITY PRINCIPLES

These livability principles guided the Ranson Renewed charrette, as well as the resulting master plans, form-based code, and zoning maps.

- + **Provide more transportation choices.** Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.
- + **Promote equitable, affordable housing.** Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility, lower cost of housing and transportation.
- + **Enhance economic competitiveness.** Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers, as well as expanded business access to markets.
- + **Support existing communities.** Target federal funding toward existing

communities—through strategies like transit oriented, mixed-use development, and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.

- + **Coordinate and leverage federal policies and investment.** Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy
- + **Value communities and neighborhoods.** Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods—rural, urban, or suburban.<sup>[1]</sup>

1 [www.sustainablecommunities.gov](http://www.sustainablecommunities.gov)



The Ranson SmartCode implements Livability Principles.

## CHAPTER 2. THE URBAN GROWTH BOUNDARY

### 2.1 INTRODUCTION

Ranson's Comprehensive Plan maps out where development is preferred within the Urban Growth Boundary using a Sector Plan. This plan updates the timeless principles of Ranson's original town plan in response to new community-building Challenges. The vision is to renew and build neighborhoods, districts and corridors throughout the City.

The Challenges include introducing urbanism to the suburbs, maintaining agricultural production within neighborhoods and adjacent to the town center, introducing transit-oriented developments, and encouraging appropriately scaled redevelopment.

The building block for a sustainable region is the compact, walkable, complete, neighborhood. A neighborhood is defined by a pedestrian shed, roughly measured by a 5-minute walk (1/4 mile) from center to edge.

The SmartCode defines a number of neighborhood types, called Community Unit Types, each measured by a pedestrian shed. The traditional grid pattern of interconnected streets is the recommended model for both new and existing neighborhoods.

Much of the 6,700+ acres within the Urban Growth Boundary is made up of farmlands and vacant land. Ranson/Charles Town's direct relationship with the surrounding agriculture is part of its character and its appeal as freestanding, independent towns.

To maintain this positive relationship in the community, it is necessary to understand the Urban Growth Boundary as more than land that can ultimately be annexed to Ranson. Rather, it is an area of transition within which the more urbanized area of Ranson (and Charles Town) gives way into countryside.

Instead of being a blurred transition, it should be a carefully modulated one

that celebrates the contrast between town and country. The economic, environmental and societal benefits of maintaining this clear edge are significant, and required for implementing the Livability Principles.

The Sector Plan, Figure 2.3, is the primary regulating tool in the Urban Growth Boundary for guiding future growth. Instead of regulating for pods of separate land uses, the Sector Plan regulates for Community Units: compact, pedestrian-oriented, mixed use neighborhoods as well as identifying areas to remain suburban for the near term.

This regional perspective identifies regional synergies and opportunities for economic development sparked by land use planning. The Economic Development section of the Comprehensive Plan details those strategies. This charrette report lays out how to connect resources in a community-based way to increase livability and capture value.

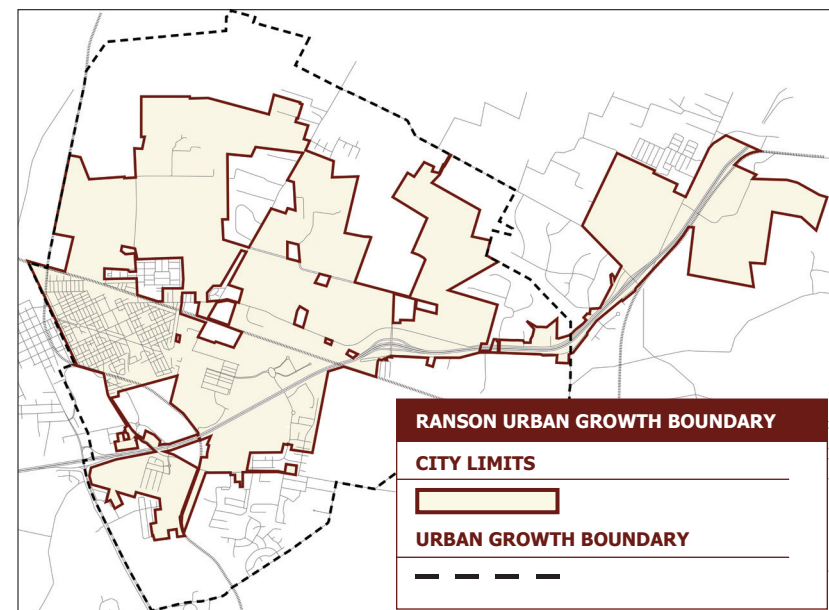
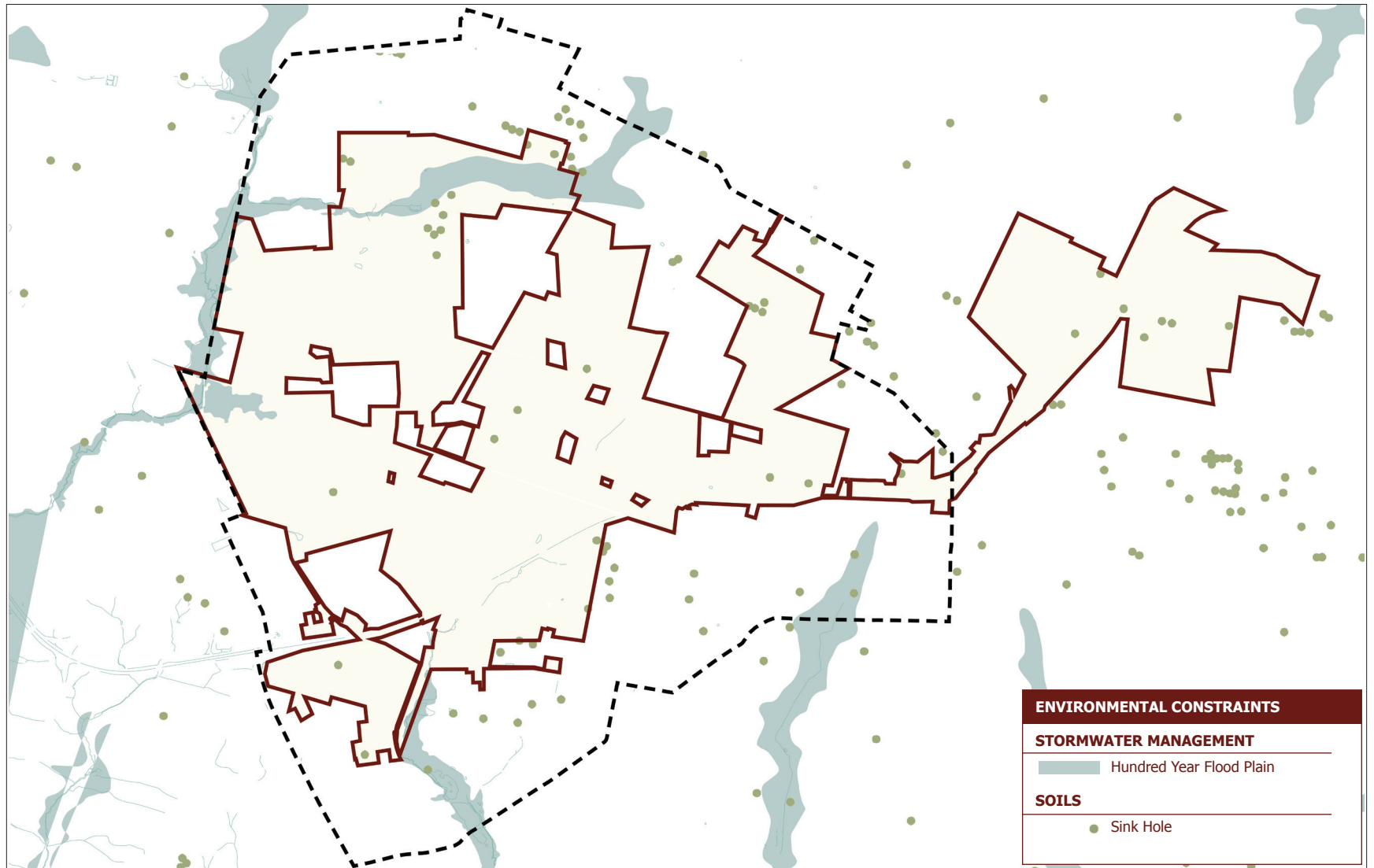


FIGURE 2.1 URBAN GROWTH BOUNDARY

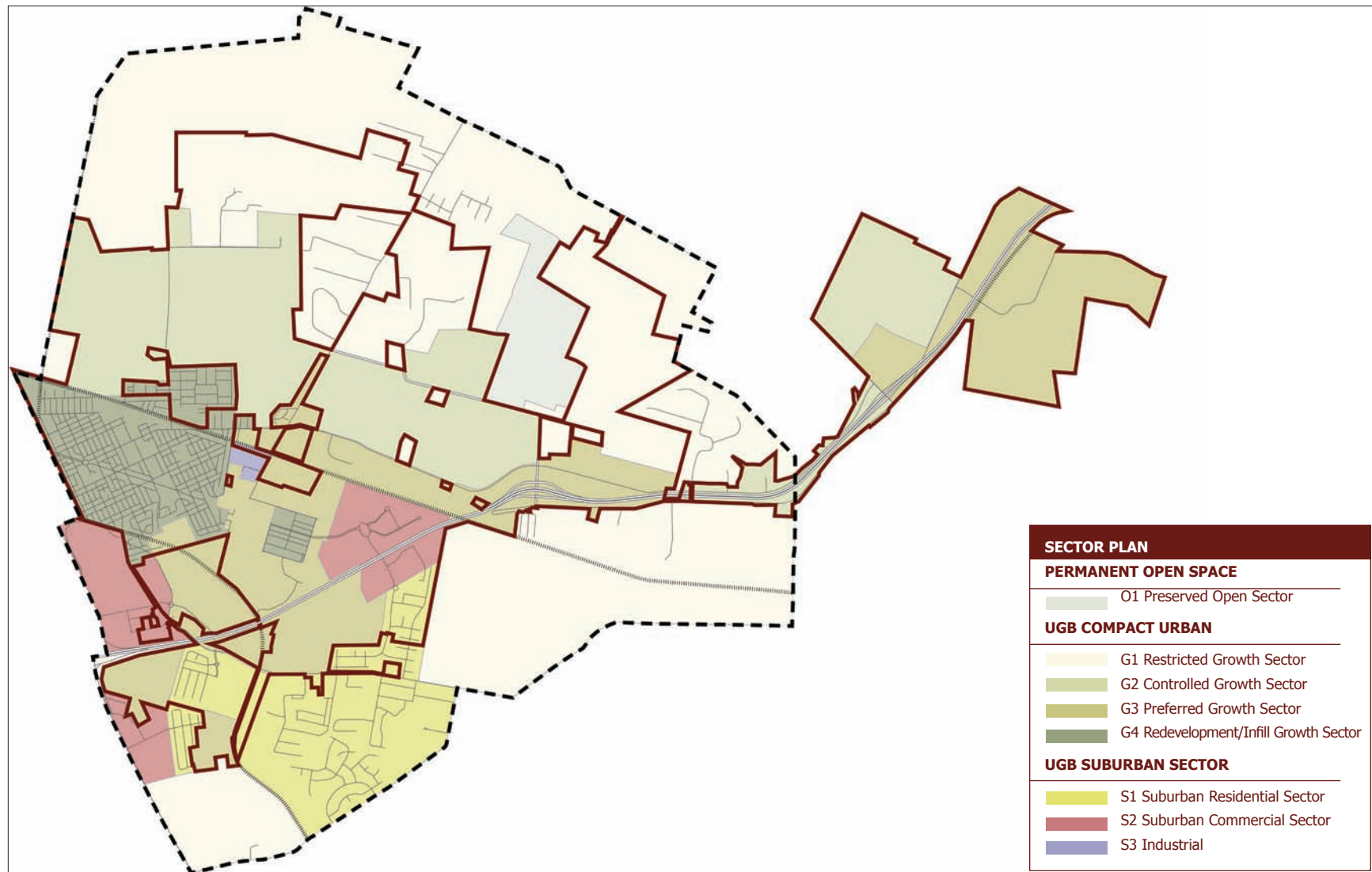


FIGURE 2.2 NATURAL RESOURCES



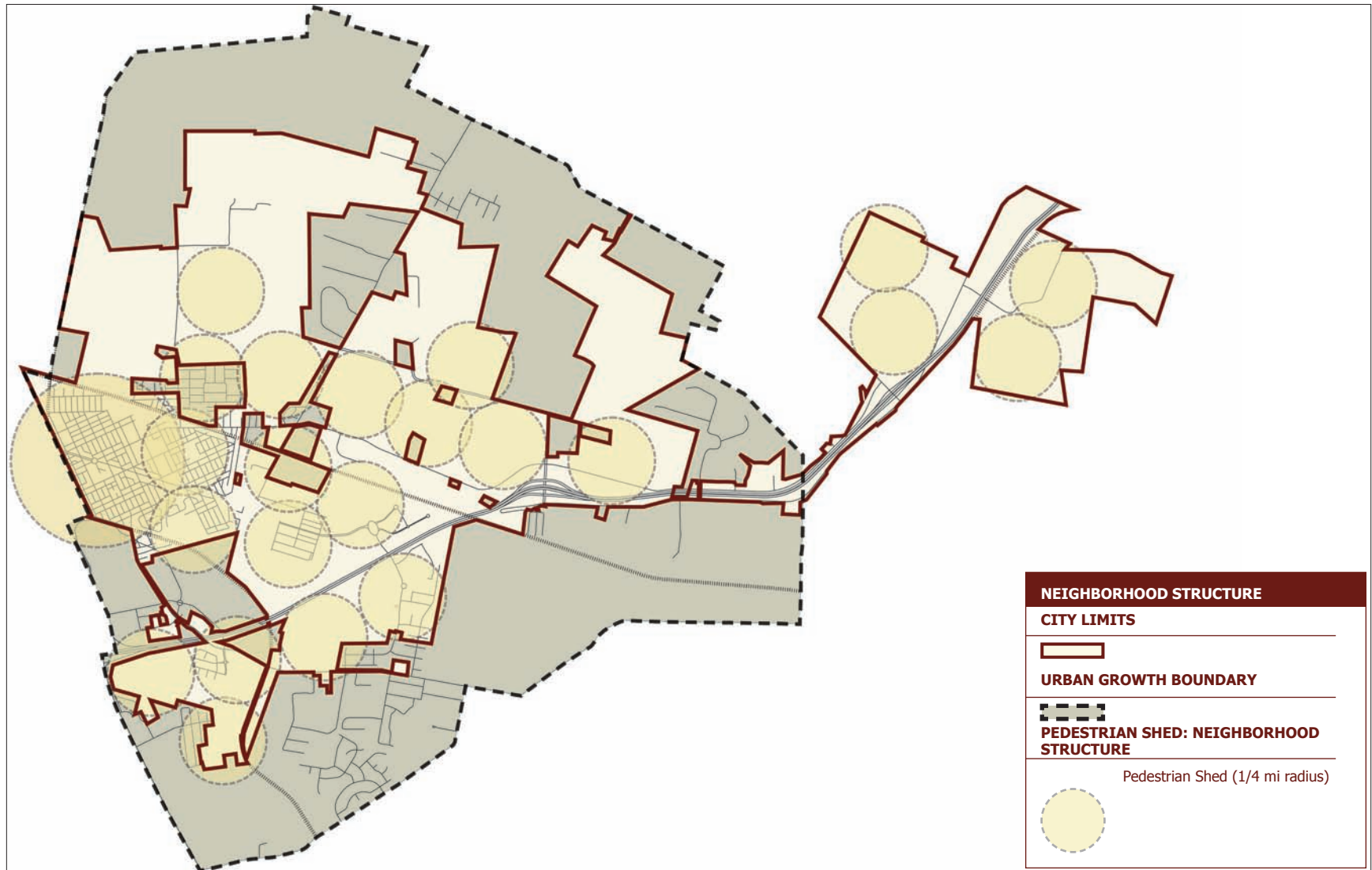
Areas of natural significance must be carefully considered as future growth areas are identified. Flood plains and sink holes are particularly critical with the limited stormwater management currently in place.

FIGURE 2.3 SECTOR PLAN



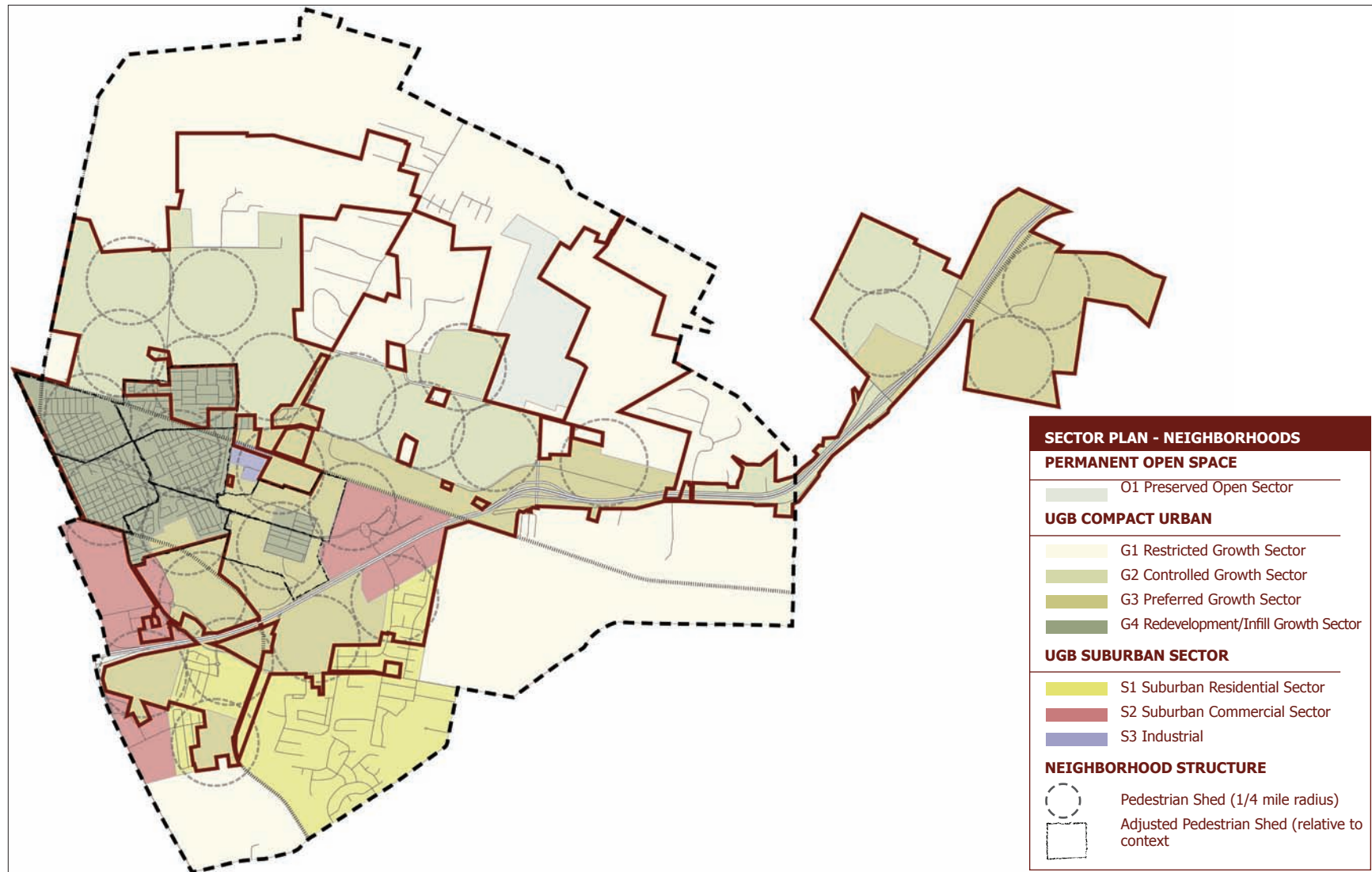
The sector plan is the primary planning tool in the Urban Growth Boundary for guiding future growth. Instead of regulating for pods of separate land uses, the Sector Plan regulates for Community Units: compact, pedestrian-oriented, mixed use neighborhoods as well as identifying areas to remain suburban for the near term.

FIGURE 2.4 NEIGHBORHOOD STRUCTURE



The building block for a sustainable region is the compact, walkable, neighborhood. This is defined by a pedestrian shed, roughly measured by a 5-minute walk (1/4 mile) from center to edge. This graphic shows how the city might be structured into distinct neighborhoods with the pedestrian shed.

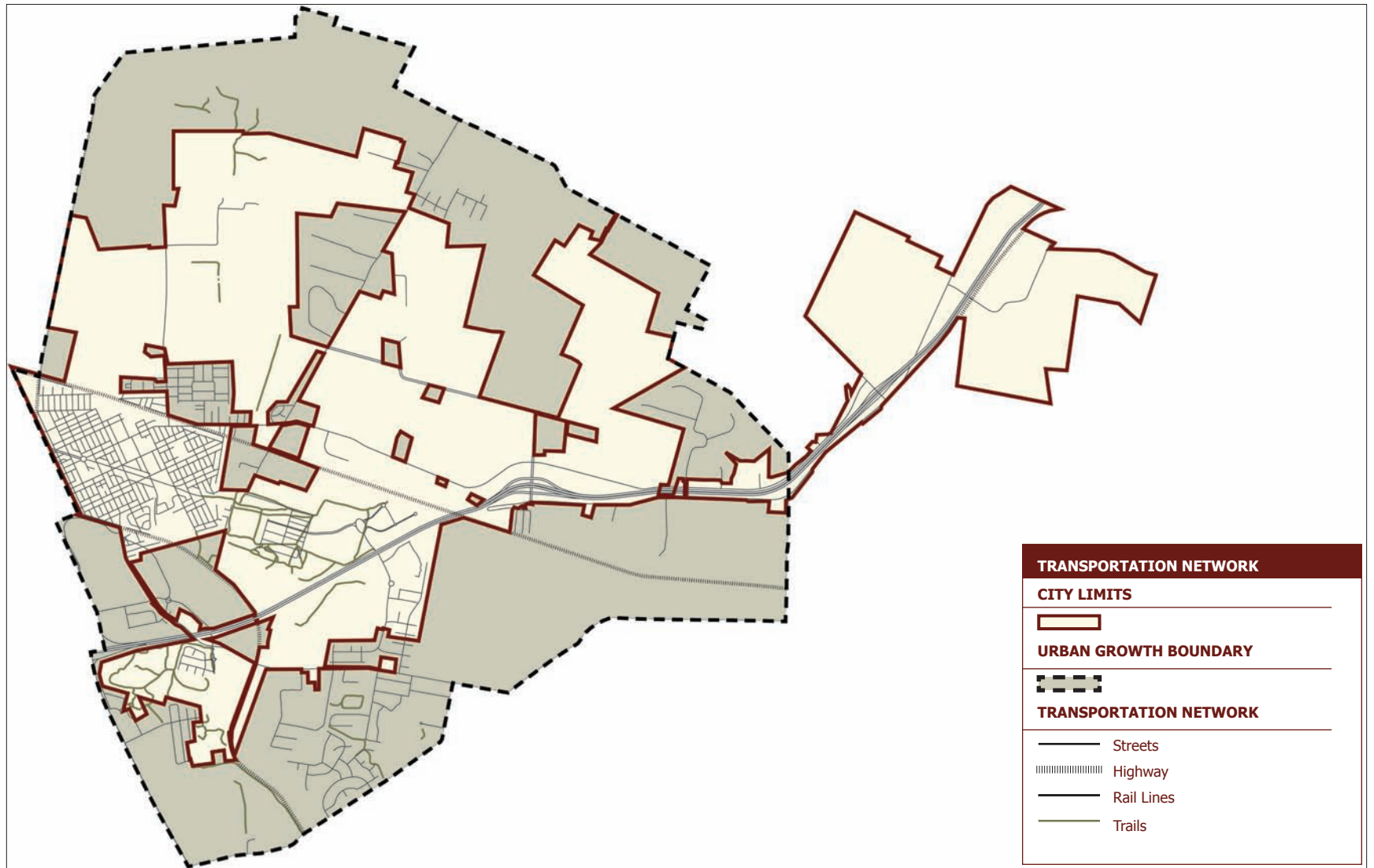
FIGURE 2.5 SECTOR PLAN / PEDESTRIAN SHEDS



Each sector allows for certain Community Types. As measured by the pedestrian shed, this map demonstrates how neighborhood structure could establish distinct community units on the Sector Plan.



FIGURE 2.6 UGB TRANSPORTATION



The transportation plan provides a basis for the Sector Plan, aiming to plan and reserve transportation corridors in coordination with land use as well as prioritizing development adjacent to existing infrastructure.



## CHAPTER 3. THE CITY

### 3.1 THE TRANSECT

The Fairfax Boulevard – George Street Corridor as well as the brownfield revitalization is being planned within the context of a new form-based zoning and subdivision code, the SmartCode. Ranson wants to ensure that future development in this central area of Jefferson County is traditional-neighborhood, mixed-use, green-focused development. The new code links together revised downtown zoning to protect existing character with a new zoning approach for the undeveloped, outlying areas of the City to enable traditional neighborhood mixed use development and green infrastructure.

The vision for Ranson is a thriving small-town community where people want to live, learn, work, visit, shop, and play because the economy and neighborhoods support a comfortable lifestyle for residents from all walks of life. The current zoning does not support this vision. The code is primarily use-based, dividing the city into segregated land use pods regardless of the underlying character. The pods discourage walkability, transit, and community services.

The “transect” of Ranson provides a visual summary of how Ranson becomes more intense as it moves from countryside to downtown. The “character zones” of the proposed SmartCode zoning overhaul, designated T-Zones 1 through 5, are based on the varying character that occurs along this natural system. These character-based T-Zones regulate the form of the built environment first, and then use second.

Property within a T-Zone may have the option of the following sub-districts:

T-2 Open (T2O): a transition district modifying a T4 frontage on a T2 parcel by permitting agricultural uses at the rear of the lot, and limiting block perimeter requirements.

T-4 Open (T4O): transition modifying T4 by permitting more commercial uses.

T-5 Limited (T5L): transition modifying T5 by limiting commercial uses.



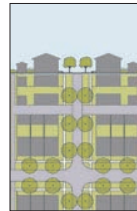
**T1 Natural** Lands approximating or reverting to a wilderness condition, including lands unsuitable for settlement due to topography, hydrology or vegetation.



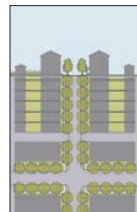
**T2 Rural** Sparsely settled open or cultivated lands. Woodland, agricultural land, and grassland. Typical buildings are farmhouses, agricultural buildings, cabins, and estate homes.



**T3 Sub-Urban** Low density residential. Some mixed use, home occupations, outbuildings. Naturalistic plantings, deep setbacks. Blocks may be large and irregular.

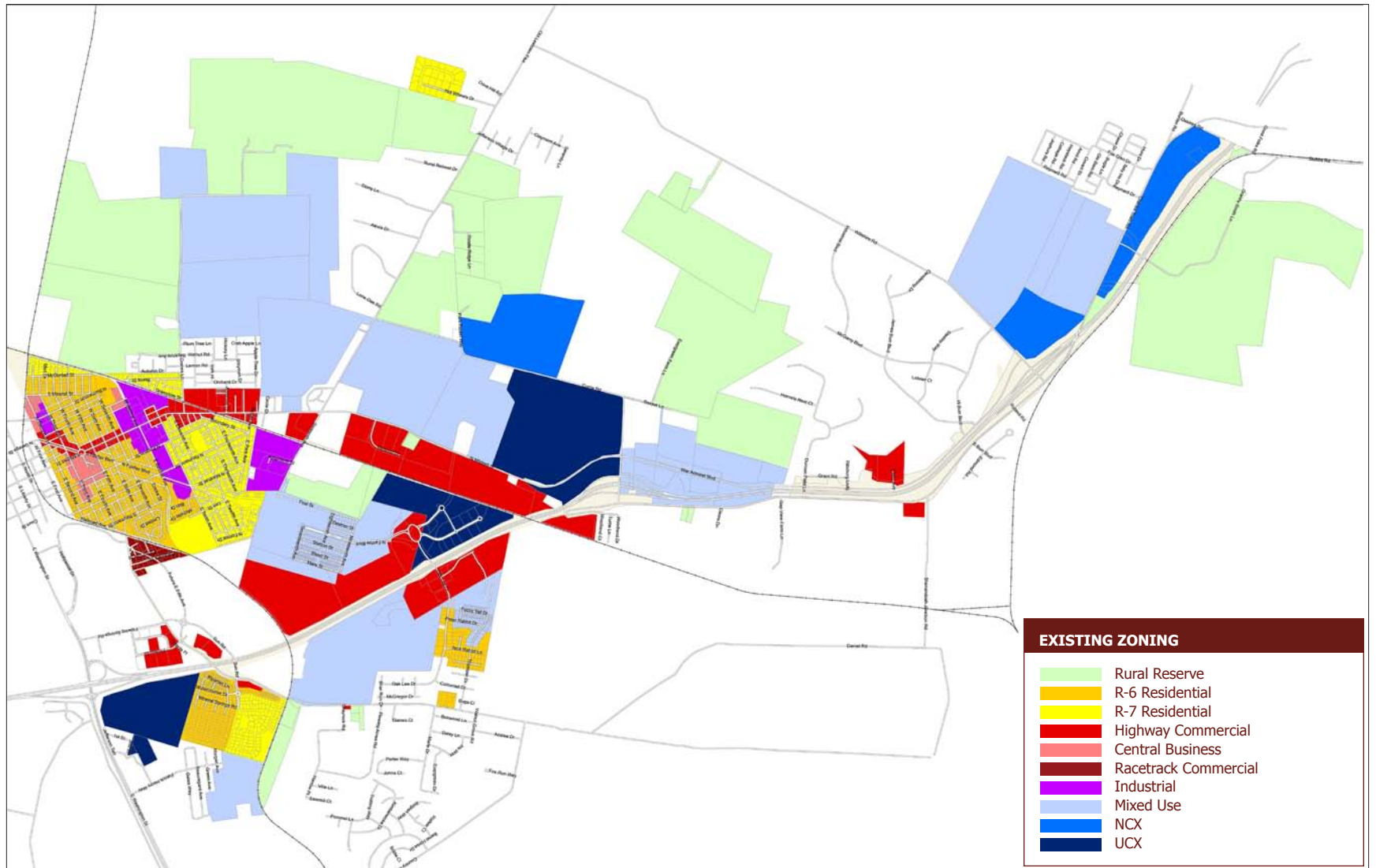


**T4 General Urban** Mix of uses, but primarily residential. Houses, townhouses, duplexes, small apartment buildings, and live-work units. Variable setbacks, medium-sized blocks.



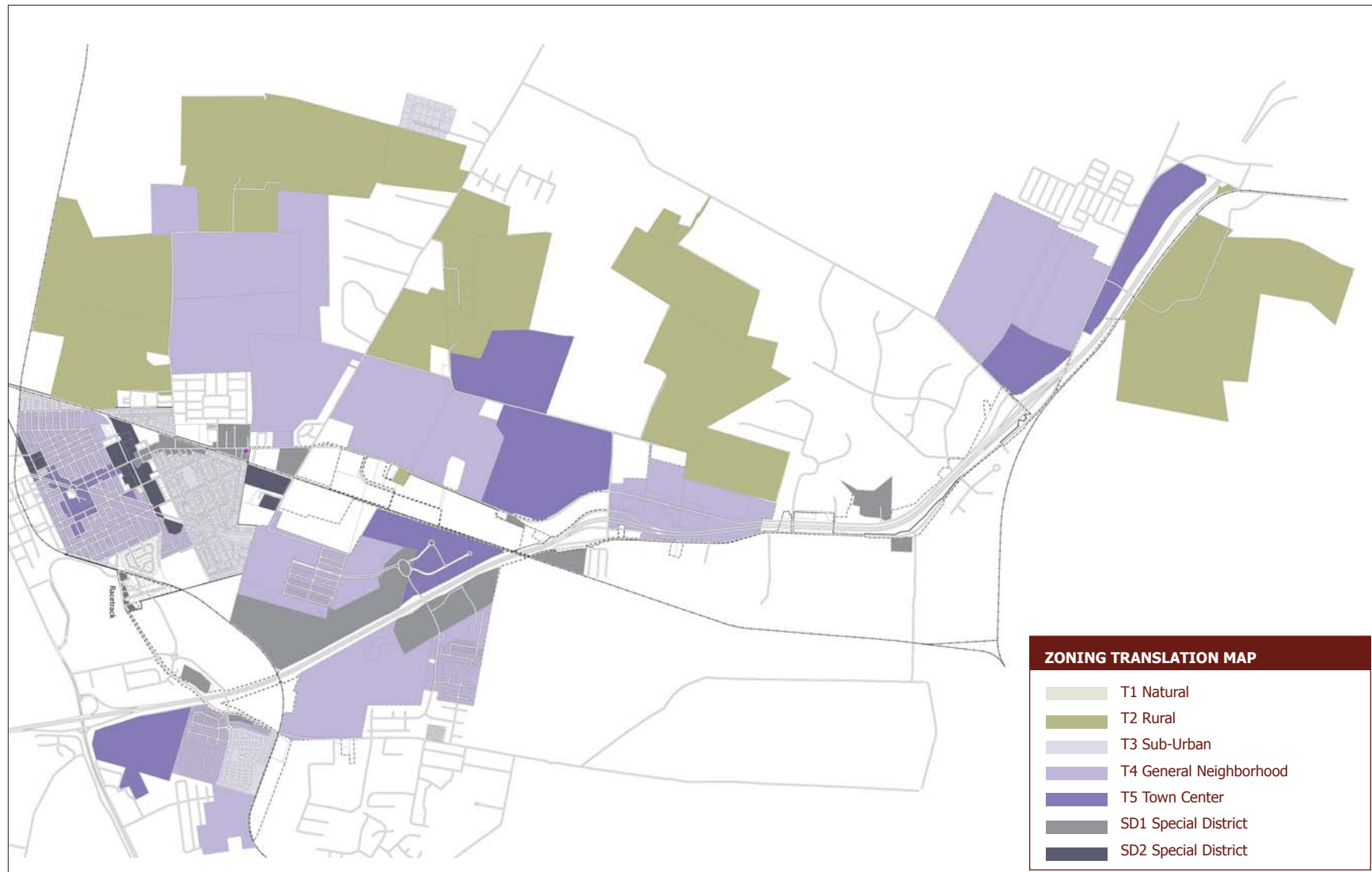
**T5 Urban Center** Higher density mixed-use buildings of retail, offices, townhouses and apartments. Finely-gridded streets, street trees, buildings close to wide sidewalks.

FIGURE 3.1 CURRENT ZONING



This map shows the existing zoning designations for the City of Ranson. The current zoning is primarily use-based, dividing the city into segregated land use pods regardless of the underlying character.

FIGURE 3.2 ZONING TRANSLATION MAP



This map demonstrates a translation from existing zoning to the new form based code system. While the new districts allow for more development options and flexibility, the translation map is a study to prevent unintended down zoning. The zoning translation reflects current conditions and has too large of swaths of single intensities, rather than the finer grained quality of Old Town



**FIGURE 3.3 REGULATING PLANS**



Old Town rezoning plus seven major regulating plans illustrate form-based code application of Livability Principles. Each of these regulating plans are illustrated and discussed in the pages ahead.

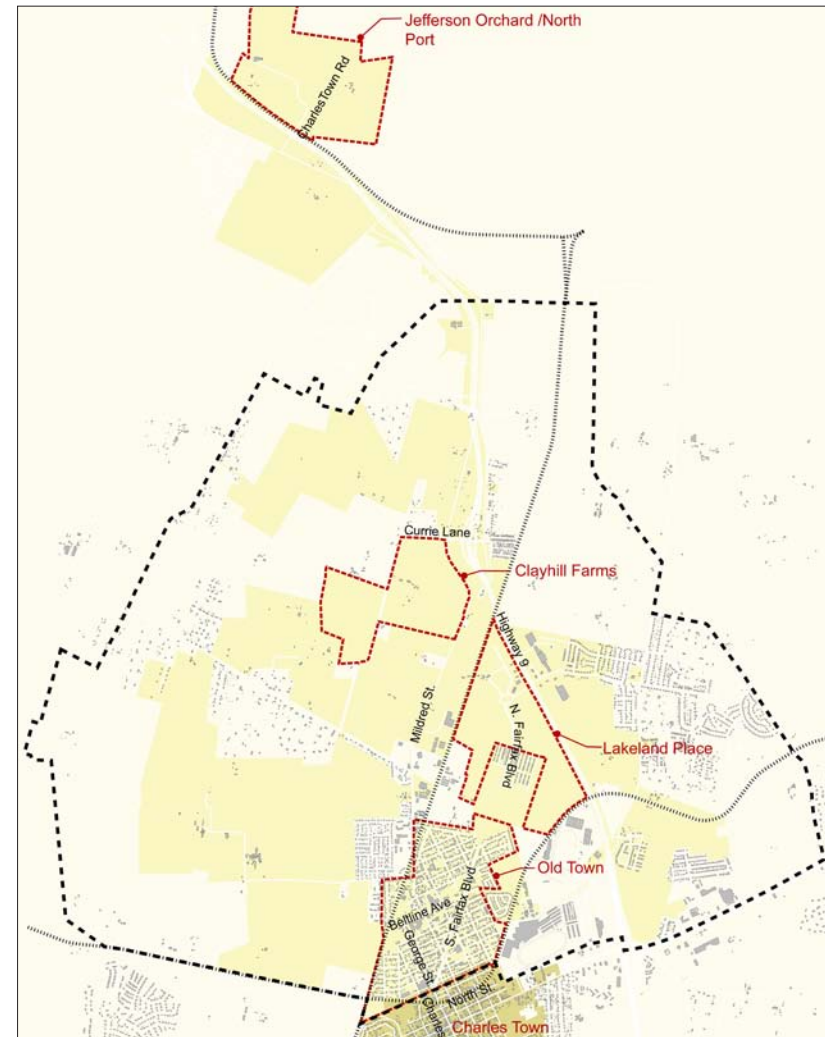
## CHAPTER 4. MASTER PLANS

To enact the Ranson SmartCode, the Old Town is proposed to be rezoned to the SmartCode because of its fine network of streets and existing mixed use. Additionally, seven major redevelopment and development projects were proposed within and adjacent to Ranson, and two on a rural farms:

- + **Old Town:** rezoning to allow for redevelopment and to bring historic parcels into compliance.
- + **Powhatan Place Town Center:** N. Mildred Street at W. Beltline.
- + **Beltline Square:** E. Beltline Avenue at N. Fairfax Boulevard: mixed-use neighborhood center.
- + **Lancaster Circle at City Hall:** plan enhances pedestrian access and provides redevelopment sites that frame the circle.
- + **University Plaza:** Fairfax Boulevard at George Street. Redevelopment began with the American Public University System's academic center building; this plan has been refined by the Green Corridor project, and is included by reference.
- + **Lakeland Place:** a proposed connection between Fairfax Boulevard and Lakeland Place, with new neighborhoods surrounding.
- + **Clayhill Farms:** a new agrarian urbanism neighborhood on a historic farm.
- + **Jefferson Orchard / North Port:** A proposed relocation of the Duffields MARC station and development of a TOD in an intended growth urban area. This area is also proposed for an Industrial Special District that would utilize the rail access.

Illustrative plans, regulating plans, and hand-drawn illustrations were developed to test the application of the SmartCode in these areas, and ensure it complies with the Livability Principles while implementing the collective regional vision.

FIGURE 4.1 RANSON RENEWED KEY PLAN



To demonstrate and enact the proposed Ranson SmartCode, several development areas were identified as focal areas for the Ranson Renewed Charles Town Connected Process. Each of these areas are described in more detail in the subsequent pages.







[illegible]

The Livability Principles depend on creating new streets and parcels, in coordination with associated land and business owners. This shows a possible future redevelop scenario that implements the Old Town Demonstration Plans.

#### 4.1 OLD TOWN

Old Town Ranson has a great urban structure of a finely-grained street network. However, the current zoning does not support this character, leaving many lots noncompliant and unable to be redeveloped. Nor does the existing zoning reflect the City's direction toward mixed-use, walkable communities.

Five Old Town Demonstration Project are discussed individually in upcoming pages. The Old Town Future Scenario Regulating Plan shows how these plans can be implemented by the Ranson SmartCode. Charrette recommendations include a mandatory rezoning of Old Town to honor historic character.

The new zoning approach is form-based, dividing the city into areas of a specific intensity and character. This allows flexibility in use while ensuring an appropriate character, mix of uses, and pedestrian-orientation.

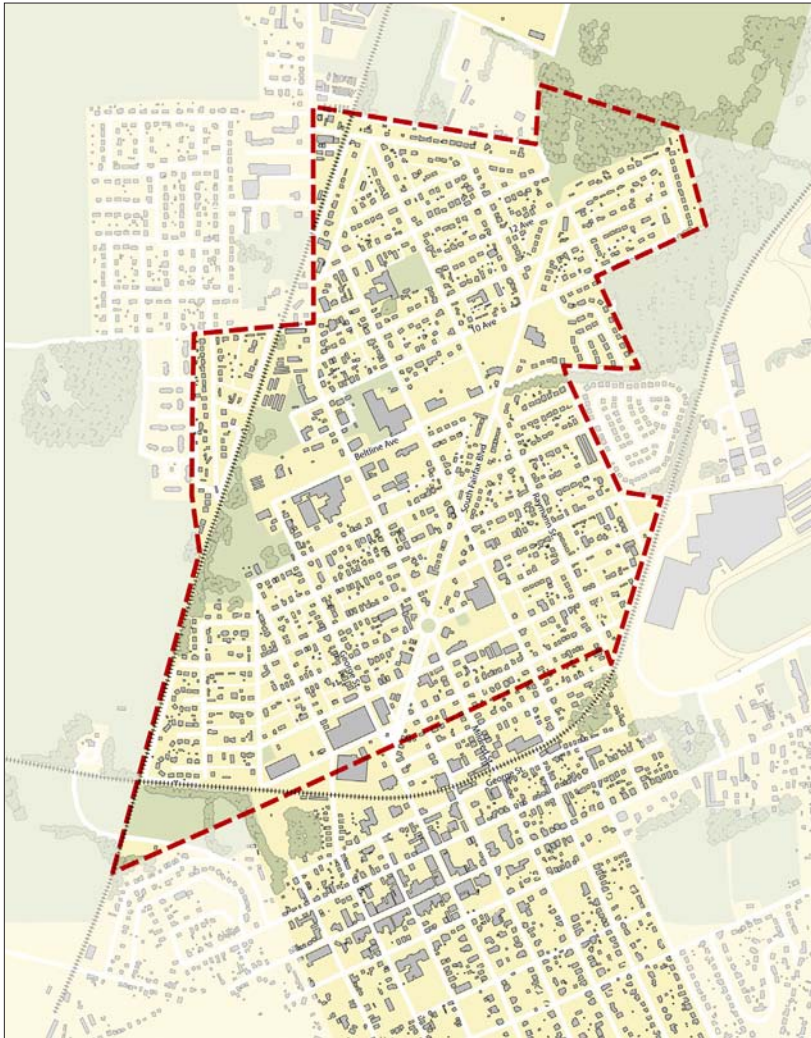
There are a number of large blocks that offer redevelopment, but only after establishing the smaller block sizes that walkable places depend on. Many of the redevelopment schemes demonstrated through the Ranson Renewed process will depend on creating new streets and parcels. These plans will only be possible in coordination with their associated land and business owners. The Future Scenario Regulating Plan shows a possible future redevelopment scenario that implements the Old Town Demonstration Plans.

A continuation of the residential/commercial use along Mildred Street (WV Route 115) is envisioned north of Old Town Ranson. Beyond its intersection with Leetown Pike, the land east of Mildred Street and north along the Norfolk Southern Railroad is planned for commercial/employment uses to capitalize on access to the railroad and WV Route 9. Beltline Avenue, an existing commercial/employment area, is expected to remain as brownfield sites are developed.

Brownfield redevelopment is the essential catalyst to Old Town, with significant emphasis put on Powhatan Place Town Center to spark the beginning of what is envisioned here.

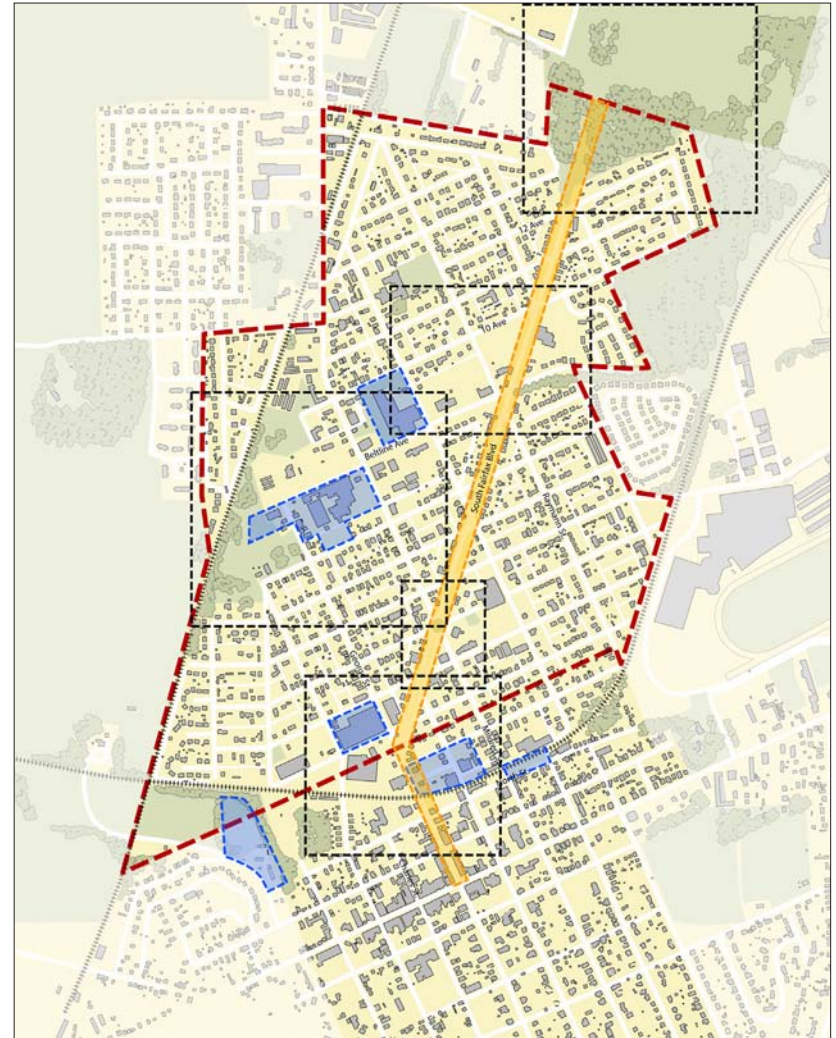


FIGURE 4.5 EXISTING CONDITIONS



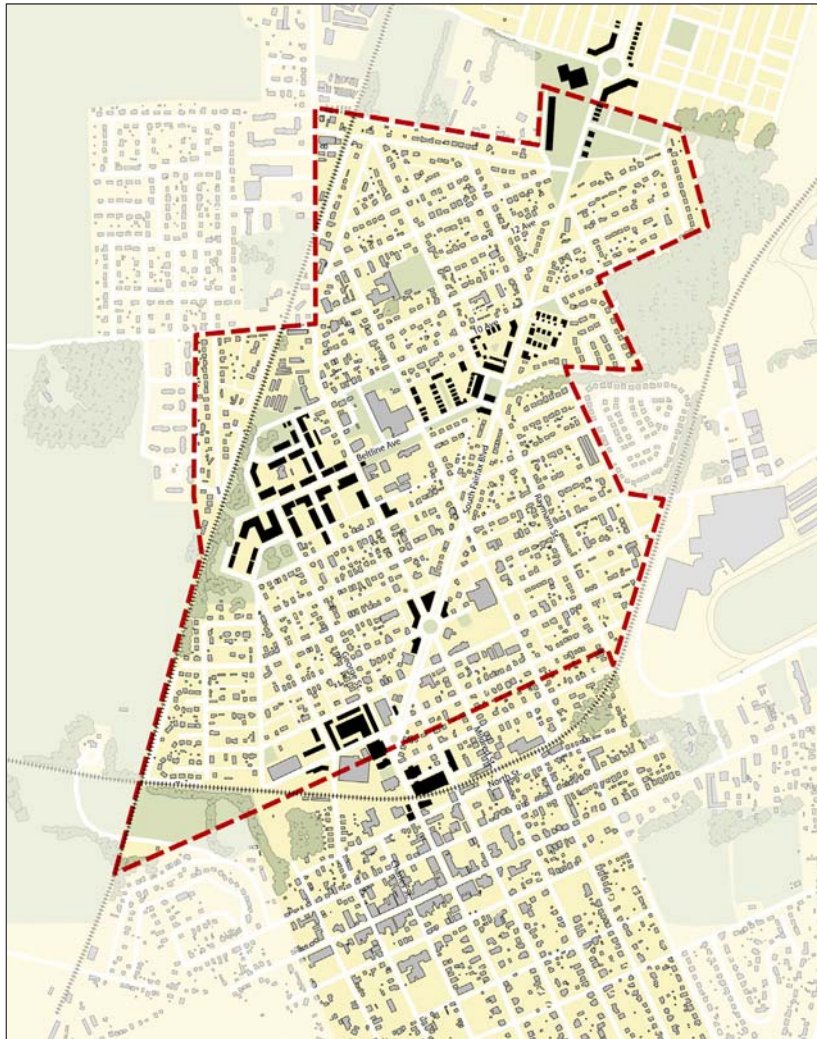
This graphic shows existing streets and buildings in Old Town. Zoomable images of maps available at project website, [www.RansonRenewed.com](http://www.RansonRenewed.com).

FIGURE 4.6 INTEGRATED EFFORTS



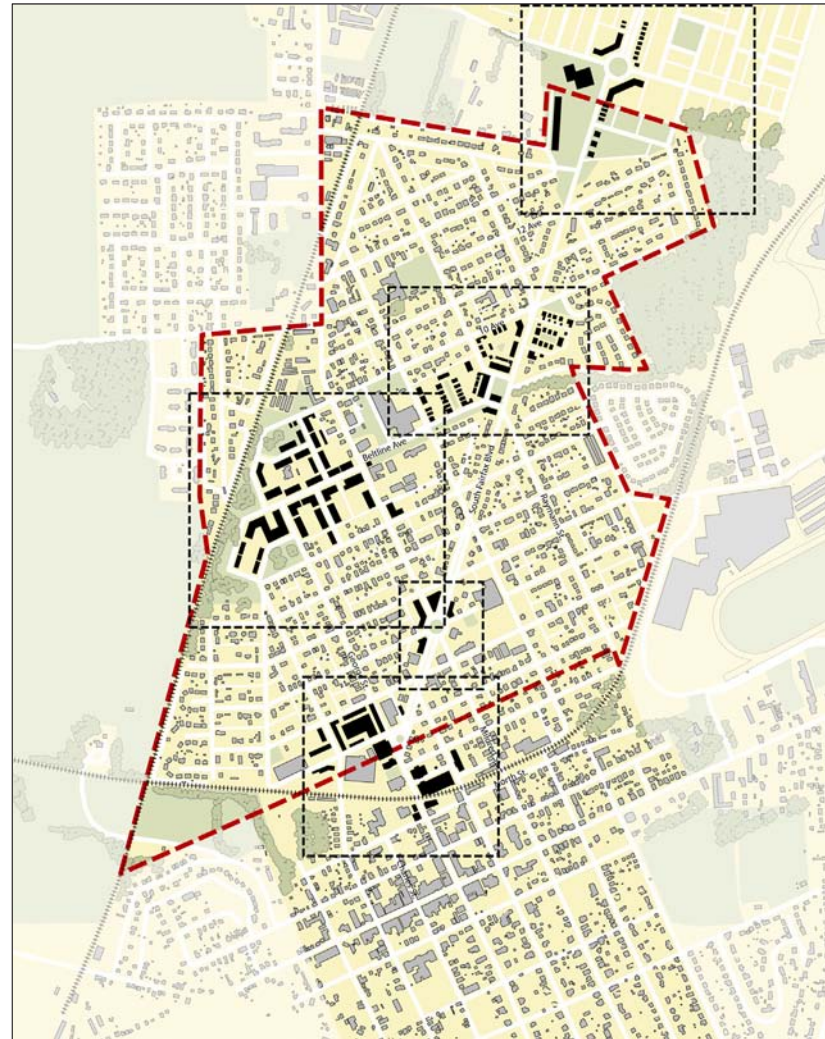
DOT team focuses on Fairfax Boulevard corridor, while EPA team establishes brownfield remediation and redevelopment strategies. HUD team develops a SmartCode to guide and implement the collective redevelopment strategies.

FIGURE 4.7 REDEVELOPMENT WITH SMARTCODE



Several redevelopment schemes now possible under SmartCode. Black demonstrates potential new buildings as part of five consolidated redevelopment areas. Other individual properties able to redevelop under SmartCode as well.

FIGURE 4.8 CONSOLIDATED DEVELOPMENT AREAS



To demonstrate and enact SmartCode, five consolidated redevelopment areas were identified. Each was chosen in coordination with Fairfax Boulevard and brownfield redevelopments, as well as imminent development opportunities.



## 4.2 LANCASTER CIRCLE

The first redevelopment site is in the heart of Ranson at Lancaster Circle. As the civic center of the City, many of the abutting parcels are under-utilized and disinvested. The streets cater more to cars than they do to pedestrians, and mixed-use is minimal.

The Regulating Plan establishes the properties around the Circle as T5-Urban Center, the most intensely mixed-use and pedestrian oriented zone. A suitable interface with the nearby residential neighborhoods, shown here as T4-Urban General, is established by zoning to the rear alley, or at corner parcels. Civic buildings are shown in red, for the Ranson City Hall.

The Illustrative Plan demonstrates a redevelopment scenario possible under the SmartCode. In coordination with Fairfax redevelopment plans, an intense urban city is formed at Lancaster Circle with ground floor pedestrian oriented commercial. Due to challenging parcel sizes, most parking is accommodated on-street, creating an additional buffer to pedestrians on the sidewalk. Upper storey office and residential uses are also possible.

FIGURE 4.9 LANCASTER EXISTING CONDITIONS

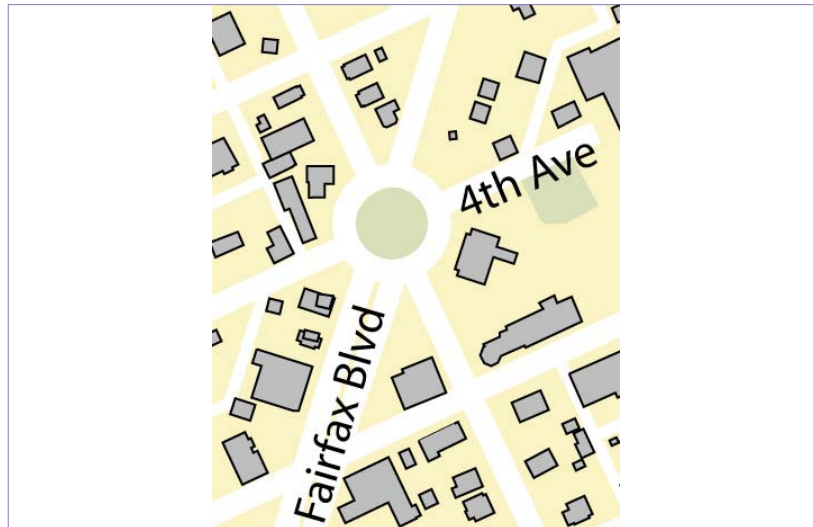


FIGURE 4.10 LANCASTER REGULATING PLAN

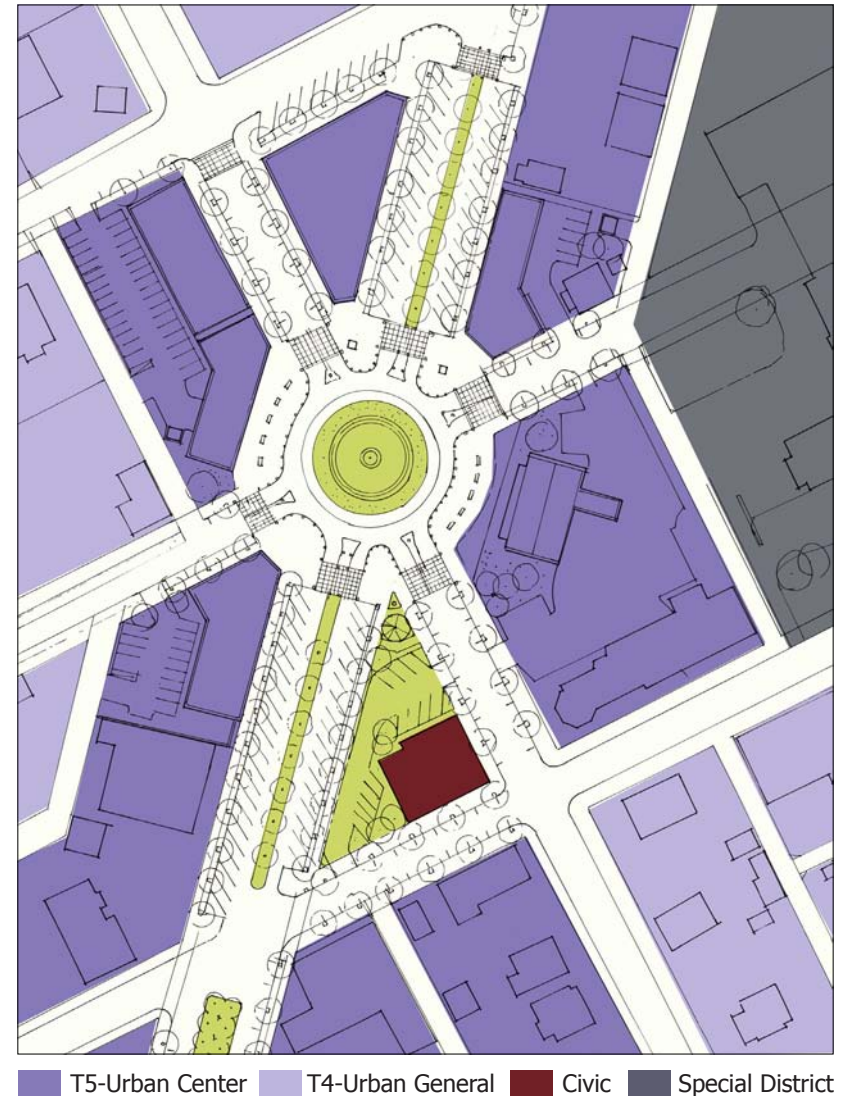




FIGURE 4.11 LANCASTER ILLUSTRATIVE PLAN

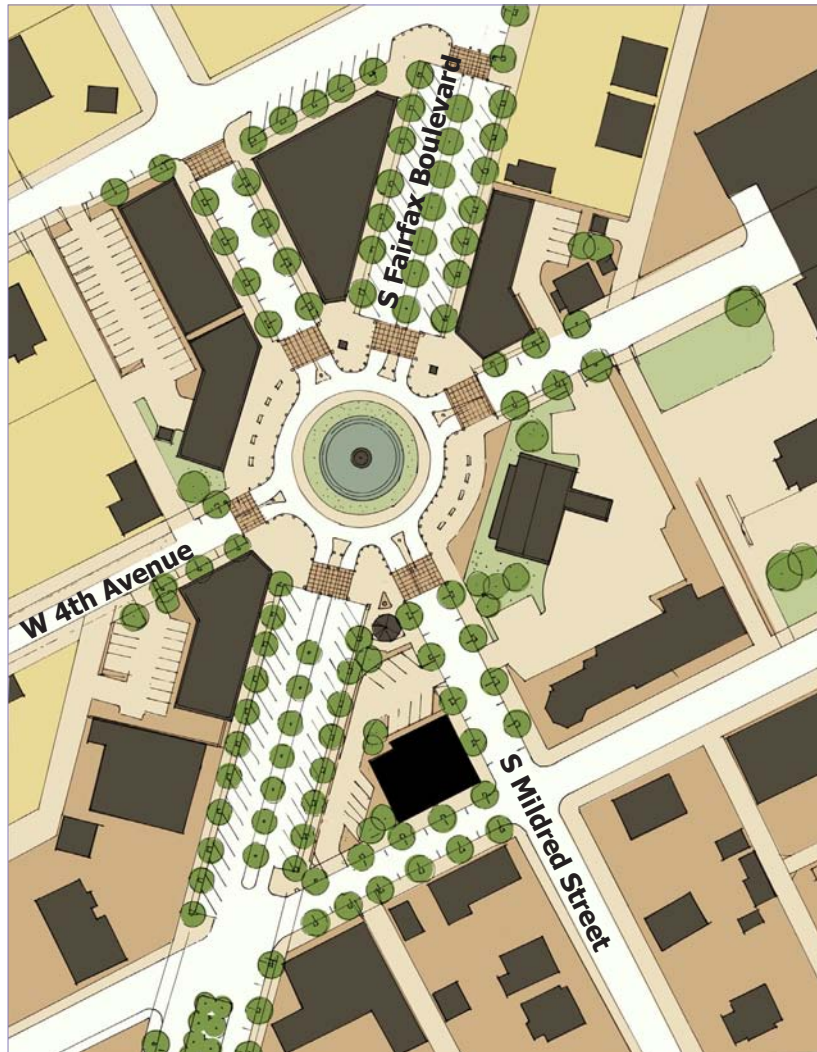
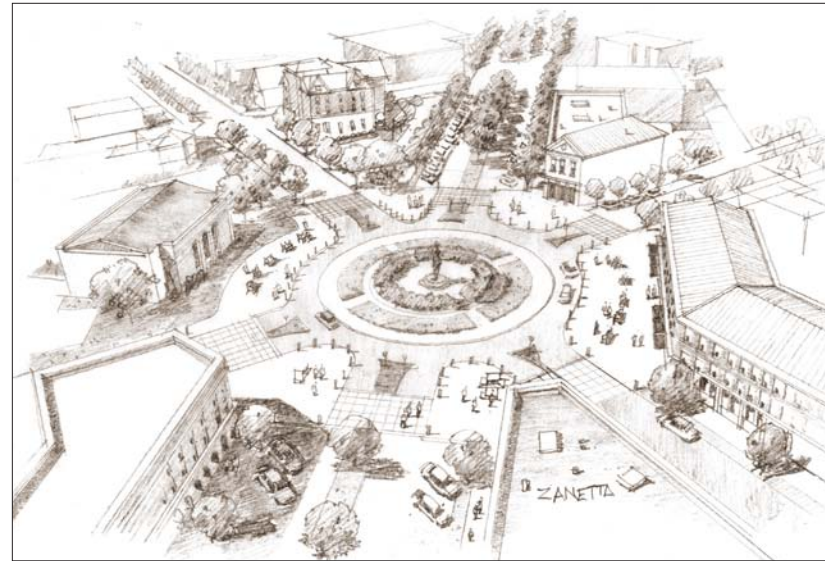


FIGURE 4.12 LANCASTER ILLUSTRATION



The buildings frame Lancaster Circle, celebrating a signature Ranson civic space at City Hall. This sense of enclosure, along with street and sidewalk upgrades, and onstreet parking, make for a walkable, mixed-use environment.

The center of Old Town Ranson is considered to be at Fourth Avenue and Mildred Street's (Route 115) intersection with Lancaster Circle. Fairfax Boulevard leaves Lancaster Circle to the northeast, as it cuts diagonally through the street grid. The original street aligns with Charles Town's, but the diagonal extends in the direction in which Ranson grew. This street was planned as a major route, with a 100-foot right-of-way, but was never completed to the north. The \$1.2 million U.S. DOT TIGER II grant will plan, engineer and provide construction drawings for the completion of Fairfax Boulevard to Route 9.



### 4.3 BELTLINE SQUARE

The intersection of Beltline Avenue and Fairfax Boulevard is unremarkable, defined by a mix of low density housing, industrial yards, and vacant parcels. This area has great potential as an important neighborhood gathering place, particularly as it links to the future Powhatan redevelopment along Beltline.

Reconfiguration of parcels in collaboration with landowners would allow for a new public square along the redeveloped Fairfax Boulevard streetscape. The square would allow for passive recreational green space and a possible public building that terminates the view along Beltline Avenue from the east. This T4-General Urban zoning allows a number of redevelopment opportunities in character with the neighborhood.

The cost of the square is off-set by higher density housing that frames the square as an outdoor room. The public building could be a privately run recreation centre, daycare, or community hall. A possible small corner store at the corners of Fairfax and Beltline provide local convenience shopping.

FIGURE 4.13 BELTLINE EXISTING CONDITIONS

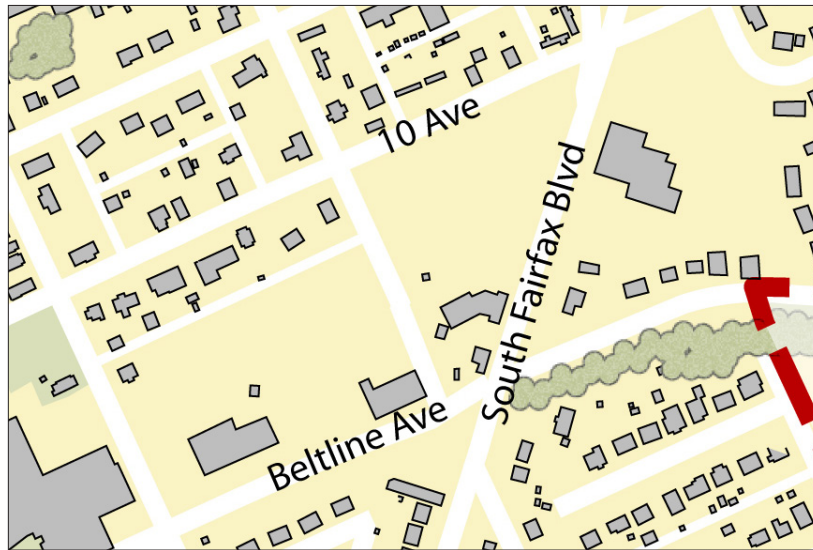


FIGURE 4.14 BELTLINE REGULATING PLAN



FIGURE 4.15 BELTLINE ILLUSTRATIVE PLAN DETAIL





FIGURE 4.16 FAIRFAX BOULEVARD ILLUSTRATION



This shows the Fairfax Boulevard redevelopment that might lead up to the new square, an example of T4-Urban General character from the Ranson SmartCode.



FIGURE 4.17 BELTLINE ILLUSTRATIVE PLAN



A possible redevelopment scenario reconfigures the parcels to allow for a new public square along the redeveloped Fairfax Boulevard streetscape. The square would allow for passive recreational green space and a possible public building that terminates the view along Beltline Avenue from the east.



FIGURE 4.18 BELTLINE SQUARE AERIAL ILLUSTRATION



With North Fairfax Boulevard heading from bottom left to top right, this illustration shows how the intersection of Beltline Avenue and Fairfax Boulevard might look in the future with the new Beltline Square.



## 4.4 FAIRFAX GREEN

Fairfax Green adds the missing link between Fairfax Boulevard in Old Town and the Fairfax Crossing Development to the north. This linkage is an important task of the Fairfax Boulevard redevelopment, reducing vehicle miles traveled both by increased transportation connections as well as a neighborhood center adding services and amenities to the existing residential.

Fairfax Green is defined by T4 leading to a new traffic circle edged by modest T5, which provides a significant visual termination from the north and south along Fairfax Boulevard.

Plans are well underway for a large green space and recreational buildings at the interface of Fairfax Boulevard between Fairfax Crossing and Old Town. Defined as a large green, this creates yet one more unique public space along Fairfax Boulevard. Guided by the Regulating Plan, this Illustrative Plan shows the mix of potential buildings that would frame and activate this green and the future Fairfax Boulevard connection.

FIGURE 4.20 FAIRFAX GREEN EXISTING



FIGURE 4.19 FAIRFAX GREEN REGULATING PLAN



FIGURE 4.21 FAIRFAX GREEN ILLUSTRATIVE PLAN





FIGURE 4.22 FAIRFAX GREEN ILLUSTRATION



Looking northward on Fairfax Boulevard toward a new traffic circle, this aerial rendering illustrates a possible future scenario for the Fairfax Green area. This is the sort of place Ranson's SmartCode T4-Urban General will produce, moving into T5-Urban Center around the circle.



FIGURE 4.23 UNIVERSITY PLAZA AERIAL ILLUSTRATION



An initial design scenario for the University Plaza area based on the Illustrative Plan looks beyond American Public University toward a proposed new plaza at the intersection of Fairfax and George.



## 4.5 UNIVERSITY PLAZA

The bend of South Fairfax Boulevard as it nears Charles Town marks an important, highly visual point. American Public University is currently redeveloping this area, providing an opportunity to increase the visual appeal of this significant intersection. The regulating plan provides a higher intensity T5-Urban Center zoning to allow the University to pursue its expansion vision, while a T4-Urban General makes a suitable interface with adjacent properties.

The illustrative plan necessarily bridges the municipal boundaries of Ranson and Charles Town. While the SmartCode is currently limited to the City of Ranson, the transportation planning efforts along Fairfax Boulevard bridge municipal lines, proposing a plaza at the intersection of 2nd Street where Fairfax Boulevard bends into North Charles Street.

FIGURE 4.24 UNIVERSITY PLAZA REGULATING PLAN

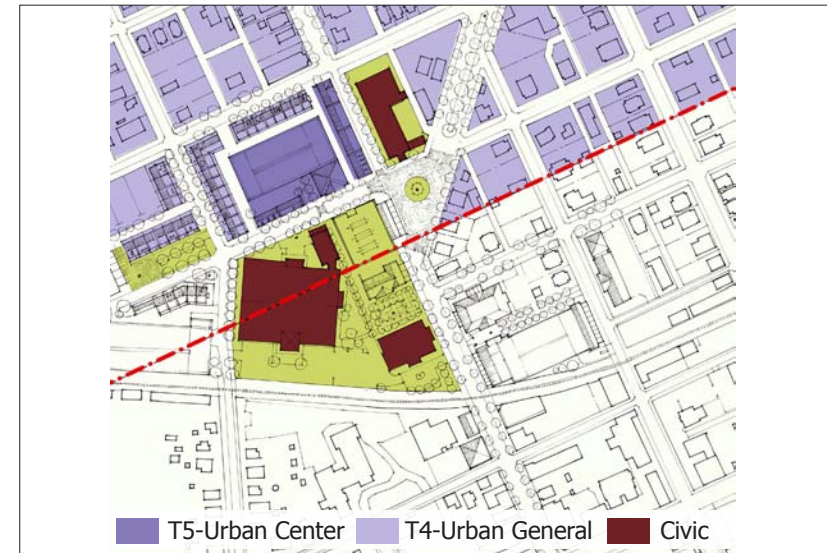
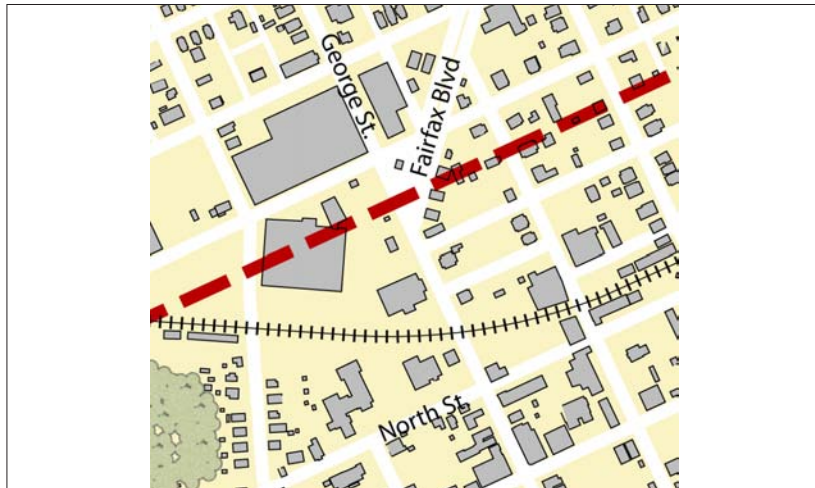


FIGURE 4.26 UNIVERSITY PLAZA ILLUSTRATIVE

FIGURE 4.25 UNIVERSITY PLAZA EXISTING





## 4.6 POWHATAN PLACE

The City of Ranson owns a 7-acre United Technologies brass foundry and plans to redevelop Powhatan Place, a mixed-use infill project with 150 units of affordable and market-rate housing. A HUD Brownfields Economic Development Initiative (BEDI) grant has been awarded to assist with site development, making this a key economic development tool within this planning effort.

In addition to the redevelopment strategies focused specifically on the brown-field remediation site, a number of other plans are under development in the area. Several large, underutilized parcels add potential to the development mix of this neighborhood.

Following the intent of the SmartCode and the need for coordinated planning, this plan shows a coordinated vision for the entire area, across property boundaries and beyond the brownfield site. Should this regulating plan be pursued, this regulating plan shows how the vision would be implemented under the Ranson SmartCode.

FIGURE 4.27 POWHATAN PLACE EXISTING



FIGURE 4.28 POWHATAN PLACE REGULATING PLAN



FIGURE 4.29 POWHATAN PLACE ILLUSTRATIVE



Powhatan Place is identified as a secondary focal point for Ranson's downtown with significant T5-Urban Center opportunities along Mildred as it leads to Lancaster Circle. To activate this center with more population, additional parcels to the east are designated as T5L-Urban Center Limited, a designation that allows for limited commercial but higher density residential.

The concept enables an immediate redevelopment of the brownfield remediation site while establishing a broader vision for a cohesive walkable urban center. Beltline Avenue is proposed to form an active urban street. If the City were to purchase 40' of railway right of way to provide an 80' deep parcel that could be used to leverage and incentivize adjacent land owners to build street-oriented buildings along Beltline.

New streets in adjacent parcels make street oriented residential viable. A possible public building along Beltline Avenue visually terminates Charles Street

to the northeast from the University Plaza. The interface with the railway to the east includes usable green space and storm water management facilities.

Figure 4.30 shows a proposed mixed use pharmacy as part of an immediate redevelopment opportunity at the southeast corner of Mildred and Beltline Avenue. A redeveloped Beltline Avenue falls away to the right with a mixture of higher density housing and a link to the new greenspace formed at the railway.

Additional mixed use buildings line Mildred to the left, as illustrated further in Figures 4.31 and 4.32. Several parcels along Mildred are identified with T4O-Urban General Open, which allow a variety of existing and new building forms to retain commercial zoning rights.

**FIGURE 4.30 POWHATAN PLACE ILLUSTRATION**





FIGURE 4.31 NORTH MILDRED STREET EXISTING



Many of the buildings along Mildred have great potential for conversion into other commercial uses more in line with the future Powhatan Place opportunity. This is a far less expensive redevelopment opportunity than wholesale demolition and redevelopment. Pictured lots are proposed as T40-Urban General Open.



FIGURE 4.32 NORTH MILDRED STREET ILLUSTRATION



This illustration shows possible conversion of an existing automotive garage to an outdoor cafe and restaurant, with a new mixed use building nearby - all possible under T40.

## 4.7 THE TRANSECT EXPLAINED

Section 3.1 defines the rural-to-urban Transect in legal terms, and illustrates it with diagrams and Ranson / Charles Town photos. The Transect is a shape sorter, helping to find “a place for everything, and everything in its place.” Each city and town has its own particular Transect, and in it is found the local character.

The SmartCode extracts this DNA of place, and allows it as a matter of right. The SmartCode is a form-based code, but it is also a Transect-based code. The operating system is the Transect. The SmartCode prioritizes form over use, and the way it characterizes that form is with the Transect.

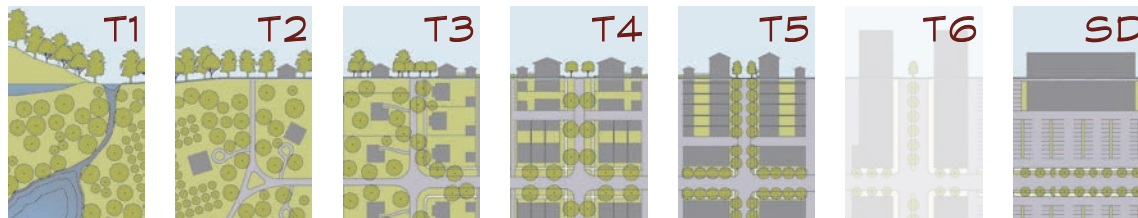
This illustration of the Ranson Transect is a visual summary of how Ranson becomes more intense as it moves from countryside to downtown. The “character zones” of the proposed SmartCode zoning overhaul, designated T-Zones 1 through 5, are based on the varying character that occurs along this natural system.

Biologists and ecologists have long used the Transect to study the environment, and the symbiotic elements required for different species to thrive. Just like plants and animals, different people thrive in different environments. Regardless of personal preference, people and economies thrive more in walkable environments than they do in places with few mobility choices.

The SmartCode guides the form of redevelopment, infill, or greenfield development into complete neighborhoods at the hamlet, village, or town scale. The Transect Zones within the SmartCode are designed to create complete human habitats ranging from the very rural to the very urban. Whereas conventional zoning categories are based on different land uses, SmartCode zoning categories are based on whether their character is urban or rural, or somewhere in-between.

All Transect Zones allow some mix of uses, enabling complete neighborhoods. The Transect ensures that a community offers a full diversity of building types, thoroughfare types, and civic space types, and that each has appropriate characteristics for its location.

Because the Transect offers a range of compatible character within each Transect Zone, it provides flexibility in a changing marketplace which makes for economic resilience. Compact development patterns provide more frugal infrastructure investments, while intensive placemaking delivers significant economic returns.





## CHAPTER 5. GREENFIELD MASTER PLANS

The six infill master plans addressed so far are located in Old Town Ranson, and implement much of the concurrent work being done by the EPA Brownfields team and the DOT transportation team. The proposed Old Town rezoning updates all of Old Town to the SmartCode, at a translation of existing conditions to allow and encourage redevelopment. The additional five regulating plans within Old Town incentive landowner and developer collaboration with appropriate upzoning, but will require the private sector to actualize.

In addition to these six infill master plans in Old Town, three large greenfield sites have been identified to demonstrate the New Community Plan regulations of the SmartCode. Each of these will be further developed as actual Community Plan proposals that may then be pursued by the associated landowners. See Chapter 6 for applications under development.

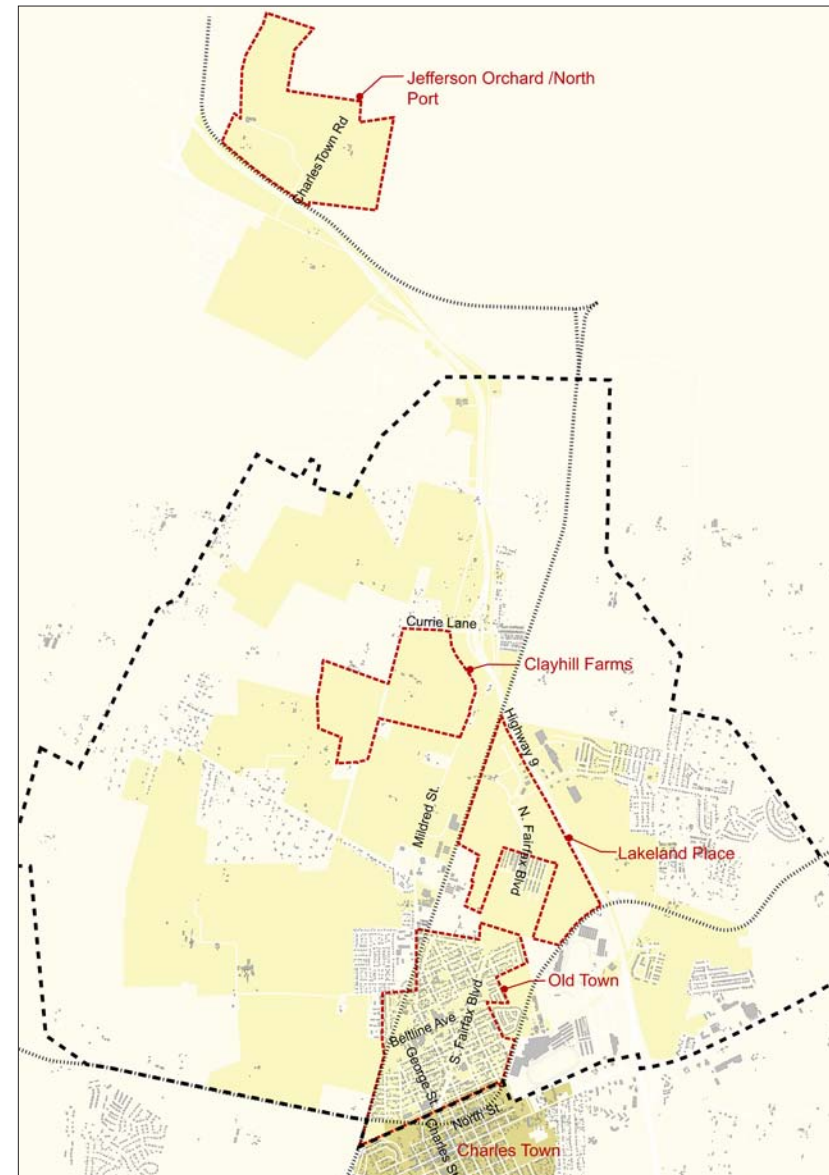
The greenfield sites are:

- + **Lakeland Place:** a proposed connection between Fairfax Boulevard and Lakeland Place, with new neighborhoods surrounding.
- + **Clayhill Farms:** a new agrarian urbanism neighborhood on a historic farm.
- + **Jefferson Orchard / North Port:** A proposed relocation of the Duffields MARC station and development of a TOD in an intended growth urban area. This area is also proposed for an Industrial Special District that would utilize the rail access.

The proposed Old Town rezoning updates make the SmartCode mandatory for Old Town. Elsewhere within Ranson, the SmartCode is an additional option. Within the G1, G2 and G3 Sectors, developers of 10-50 acres may apply for a Hamlet, or 40-200 acres for a Village. Within the G3 Sector, developers of 80 to 200 acres may apply for a Town Center.

The following three greenfield plans illustrate what those might look like in illustrative plans, regulating plans, and illustrations.

FIGURE 4.33 RANSON RENEWED KEY PLAN REVISITED



## 5.1 JEFFERSON ORCHARD / NORTH PORT

On the far north of the City, Jefferson Orchards has a sector designation of G-3 Intended Growth, allowing for a Village, Town Center or Transit Oriented Development Community Type. This regulating plan demonstrates a Transit Oriented Development in addition to a single use industrial "District." Alternatively, a Village might also be appropriate in the District location.

This plan demonstrates conformance to the New Community Plan criteria of the SmartCode. It should be noted that lot lines and other details are not typically part of a regulating plan, as this plan is demonstrative only.

While this area has great potential, there are a number of opportunities that need to come together to mutually support a successful development. These include:

- + Securing of local employment through a large industrial district or other employment district
- + Employers seeking office and industrial areas outside the D.C. security perimeter
- + The relocation of the Duffields MARC commuter rail station to the site that would attract Ranson traffic
- + A new connection over Highway 9

The industrial area could be either to the east or the west of a central mixed use Transit Oriented Development centered on the new commuter rail station and the Charles Town corridor. The illustrative plan is formed by a dense town center that expands into lower densities at the edge, where existing orchards and agricultural uses are maintained and integrated into the neighborhood.

FIGURE 5.1 NORTH PORT REGULATING PLAN

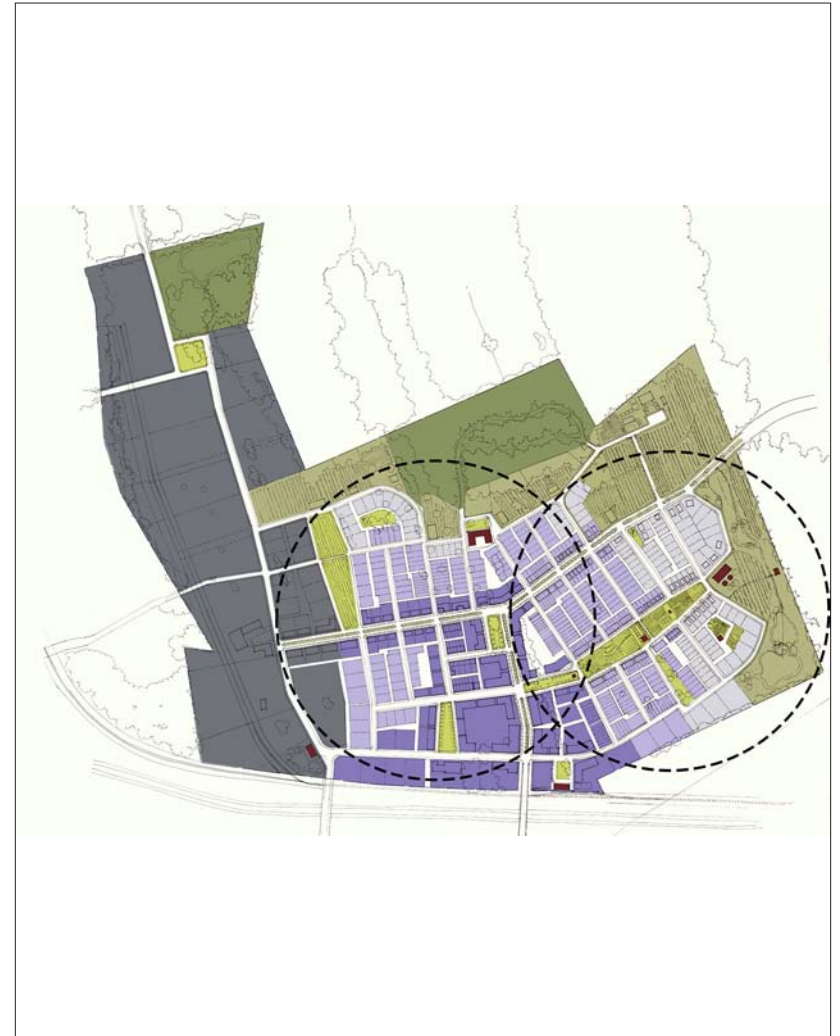




FIGURE 5.2 JEFFERSON ORCHARD / NORTH PORT ILLUSTRATIVE PLAN



## 5.2 LAKELAND PLACE

Lakeland Place is a proposed connection between Fairfax Boulevard and Lakeland Place, with new neighborhoods surrounding.

The Lakeland Place area is currently under active development and is fully entitled. With some modification, the SmartCode-based regulating plan demonstrates improved walkable neighborhood structure, a range of valuable green-spaces, additional possible densities, and a better transition to the nearby big-box area.

With the SmartCode in place, this illustrative plan demonstrates a possible future development scenario. Additional flexibility and some moderate density increases create incentives for the developer while the community gets a more walkable plan with an improved system of public spaces.

FIGURE 5.3 LAKELAND PLACE REGULATING PLAN

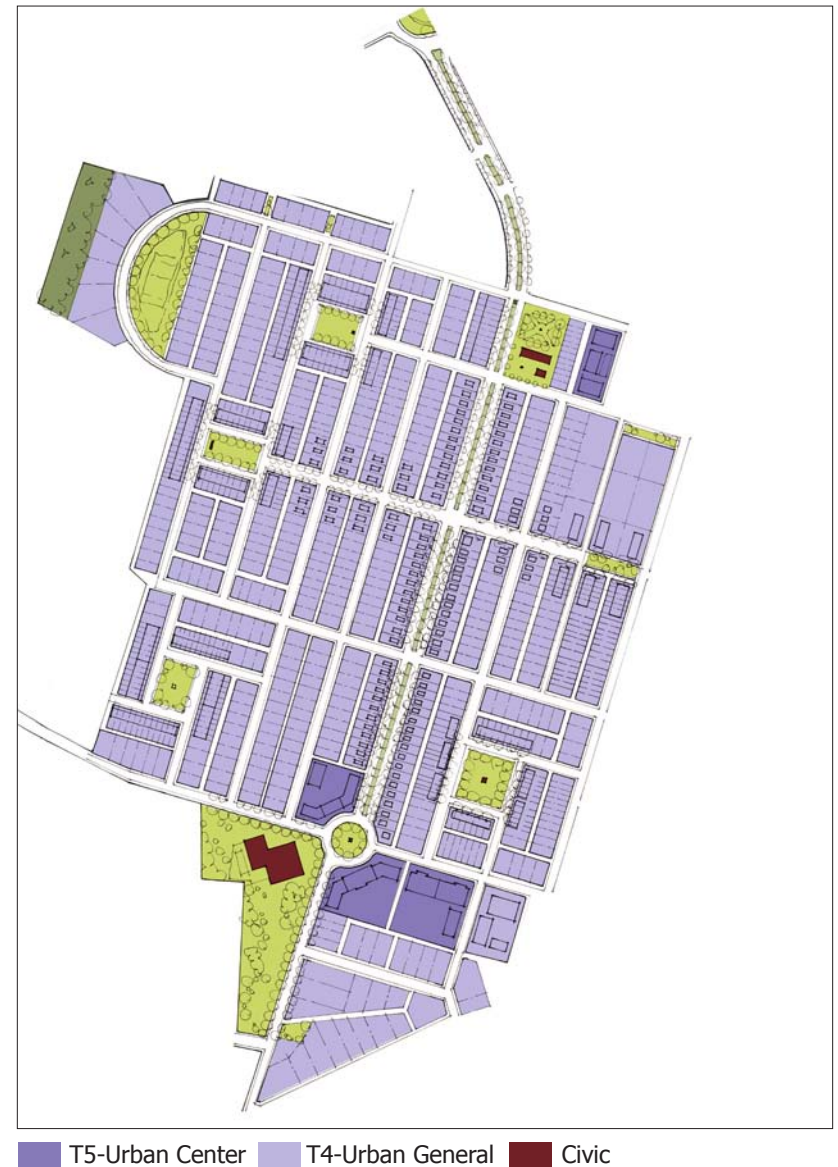




FIGURE 5.4 LAKELAND PLACE ILLUSTRATIVE PLAN



### 5.3 CLAYHILL FARMS

Clayhill Farms is envisioned as a new agrarian urbanism neighborhood on a historic farm. The land presents a unique opportunity to create a lively mixed use town center adjacent to active agriculture and scenic countryside.

Settled on a gentle rise, Clayhill Farms could be a unique picturesque new neighborhood where buildings and public spaces take advantage of scenic views, and the village is an attractive complement to the landscape as viewed from afar.

This regulating plan, pictured in full in Figure 5.9, allows for a range of options while maintaining a walkable, compact, mixed-use character. The plan details of Figures 5.6 and 5.7 approximate the land covered by the illustration of Figure 5.8.

The illustrative plan in Figure 5.10 demonstrates a possible development scenario as enabled by the SmartCode. The proposed concept can allow for the current commercial entitlement in a street-oriented, mixed-use town center format, while providing additional flexibility in uses to better respond to future market conditions.

The plan also demonstrates integration with the existing farmstead and other historical structures in an emerging agrarian urbanism neighborhood concept, where residents live nearby and can participate in local agricultural production and processing. This production can in turn integrate with the markets and restaurants in the town center.

A market square might replace a shopping square. In agrarian urbanism, the farmer's market is a gathering place that is not only fully integrated into both local urbanism and culture, but is also essential to life.

Agriculture is making its way back into culture in its search for the organic, the connected, and the communal. In the search for meaningful daily rituals and seasonal celebrations. In the search for slow food, localism, community, economic resilience, environmental stewardship, health and fitness, and just plain fun. In a time when people are seeking to wean themselves off of petroleum for a wide range of reasons, localism may be a viable path forward.

FIGURE 5.5 CLAYHILL FARMS REGULATING DETAIL



FIGURE 5.6 CLAYHILL FARMS ILLUSTRATIVE DETAIL





FIGURE 5.7 CLAYHILL FARMS ILLUSTRATION





FIGURE 5.8 CLAYHILL FARMS REGULATING PLAN



Clayhill Farms draft regulating plan allows for a range of options while maintaining a walkable, compact, mixed-use character. Importantly, this reflects the current commercial entitlement of the property, which is now enabled in a more suburban format.



FIGURE 5.9 CLAYHILL FARMS ILLUSTRATIVE PLAN



Agrarian urbanism illustrative plan demonstrates a possible development scenario as enabled by the SmartCode. The proposed concept can allow for the current commercial entitlement in a street-oriented, mixed-use town center format, while providing additional flexibility in uses to better respond to future market conditions.

## CHAPTER 6. THE RANSON SMART-CODE

The Ranson SmartCode is proposed as a form-based and Transect-based code augmenting the existing use-based zoning ordinance. The update will take the form of a new zoning overlay district for Old Town, as well as undeveloped, outlying areas of the city.

The SmartCode implements Livability Principles, DOT transportation planning, and HUD brownfield remediation. It also enables many objectives of the 2012 Ranson Comprehensive Plan, including:

- + Encourage the preservation and extension of existing neighborhood character. Create incentives for infill.
- + Encourage a variety of building types, particularly for affordable housing.
- + Allow residential, single and multi-family, retail, office, and light industrial in most zones. Provide a range of zones from rural to urban, so that people have a choice of where to live and work.
- + In older building fabric, tailor the zones to permit buildings of the existing type and character, rather than rely on their being legally non-conforming.
- + Designate locations for industrial development to reduce travel time for employees. Promote the development of complete neighborhoods (coordinating adjacent developments as necessary). Encourage connectivity in new and existing developments.
- + Allocate higher densities appropriately: the most intense neighborhoods should have the highest densities and enhanced infrastructure and services, particularly transit. Encourage connectivity of streets, sidewalks, and paths.
- + Consider a program for connecting cul-de-sacs and “collectors” into the existing thoroughfare network – by building complete street sections, or by connecting sidewalks and/or paths between them.
- + Incentivize redevelopment and expansion in areas most appropriate to promote well designed communities, and to prevent sprawl.

The Ranson SmartCode draft may be downloaded in full at [www.RansonRenewed.com](http://www.RansonRenewed.com). A few summary pages have been excerpted here.

FIGURE 5.10 T20 / T3 ILLUSTRATION

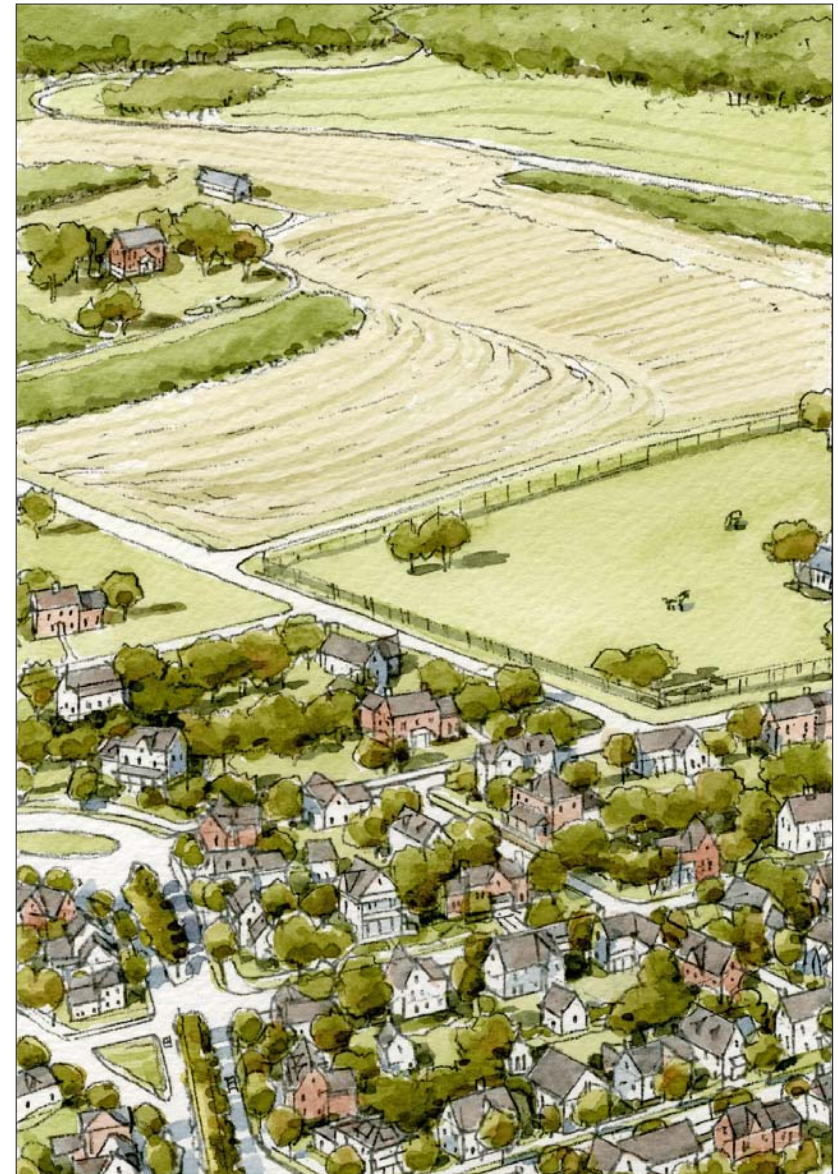
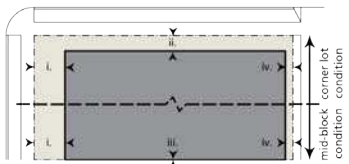
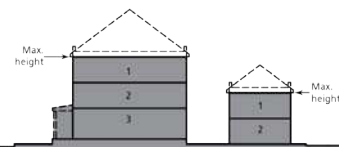
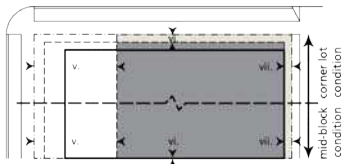
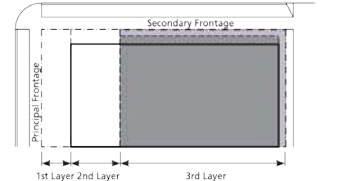


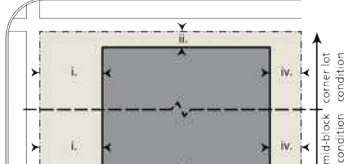

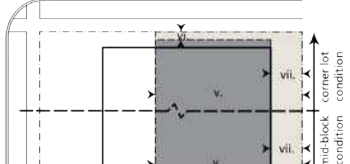
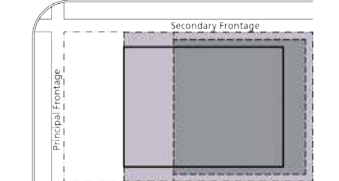


FIGURE 6.2 T20 SMARTCODE SUMMARY TABLE

Article 5 Subdivision & Zoning	
53	
TABLE 11. T20 STANDARDS	
A. BUILDING PLACEMENT	B. BUILDING FORM
PRINCIPAL BUILDING	HEIGHT
	
i. Front Setback (Principal) 18 ft. max. ii. Front Setback (Secondary) 10 ft. max. iii. Side Setback 0 ft. or 6 ft. min. total iv. Rear Setback 3 ft. min.	PRINCIPAL BUILDING Stories 3 To Eave / Parapet 48 ft. max..
OUTBUILDING(S)	OUTBUILDING BUILDING Stories 2 To Eave / Parapet 35 ft. max.*
	MASS Lot Width 40 ft. min., 96 ft. max. Lot Coverage 50% max. Facade Buildout at Setback 60% min.
v. Front Setback (Principal) 20 ft. min. + bldg. setback vi. Side Setback 0 ft. or 3 ft. at corner vii. Rear Setback 3 ft. min.	PARKING AND STORAGE LOCATION
ENCROACHMENTS	
i. Setback Encroachments	
Open Porch 80% max.	
Balcony and/or Bay Window 80% max.	
Stoop, Lightwell or Terrace 80% max.	
ii. Sidewalk Encroachments	
Awning or Gallery 80% max.	
iii. Encroachment Depths	
Open Porch 10 ft. max.	
Balcony and/or Bay Window 6 ft. max.	
Stoop, Lightwell or Terrace 6 ft. max.	
Gallery n/a	
Awning n/a	
	PARKING 1st layer (see Table 16) not permitted 2nd layer (see Table 16) side or rear entry permitted 3rd layer (see Table 16) permitted 4th layer (see Table 16) permitted
	Trash & Storage ** Location 1st layer (see Table 16) not permitted 2nd layer (see Table 16) not permitted 3rd layer (see Table 16) permitted 4th layer (see Table 16) permitted
	* Agricultural buildings may be 48 ft. max. in height.
	** Storage includes boats and recreational vehicles.

DRAFT 3

FIGURE 6.1 T3 SMARTCODE SUMMARY TABLE

Article 5 Subdivision & Zoning	
54	
TABLE 12. T3 STANDARDS	
A. BUILDING PLACEMENT	B. BUILDING FORM
PRINCIPAL BUILDING	HEIGHT
	
i. Front Setback (Principal) 20 ft. min., 30 ft. max. ii. Front Setback (Secondary) 2 ft. min. 12 ft. max. iii. Side Setback 8 ft. min. iv. Rear Setback 24 ft. min.	PRINCIPAL BUILDING Stories 2 To Eave / Parapet 35 ft. max.
OUTBUILDING	OUTBUILDING BUILDING Stories 2 To Eave / Parapet 35 ft. max.
	MASS Lot Width 50 ft. min., 150 ft. max. Lot Coverage 50% max. Facade Buildout at Setback n/a
v. Front Setback (Principal) 20 ft. min. + bldg. setback vi. Side Setback 3 ft. or 6 ft. at corner vii. Rear Setback 3 ft. min.	PARKING AND STORAGE LOCATION
ENCROACHMENTS	
i. Setback Encroachments	
Open Porch 50% max.	
Balcony and/or Bay Window 25% max.	
Stoop, Lightwell or Terrace n/a	
ii. Sidewalk Encroachments	
Awning or Gallery n/a	
iii. Encroachment Depths	
Open Porch 10 ft. max.	
Balcony and/or Bay Window 6 ft. max.	
Stoop, Lightwell or Terrace n/a	
	PARKING 1st layer (see Table 15) not permitted 2nd layer (see Table 15) side or rear entry permitted 3rd layer (see Table 15) permitted
	TRASH & STORAGE * LOCATION 1st layer (see Table 15) not permitted 2nd layer (see Table 15) not permitted 3rd layer (see Table 15) permitted
	* Storage includes boats and recreational vehicles.

DRAFT 3



FIGURE 6.3 T4 ILLUSTRATION



FIGURE 6.4 T5 ILLUSTRATION

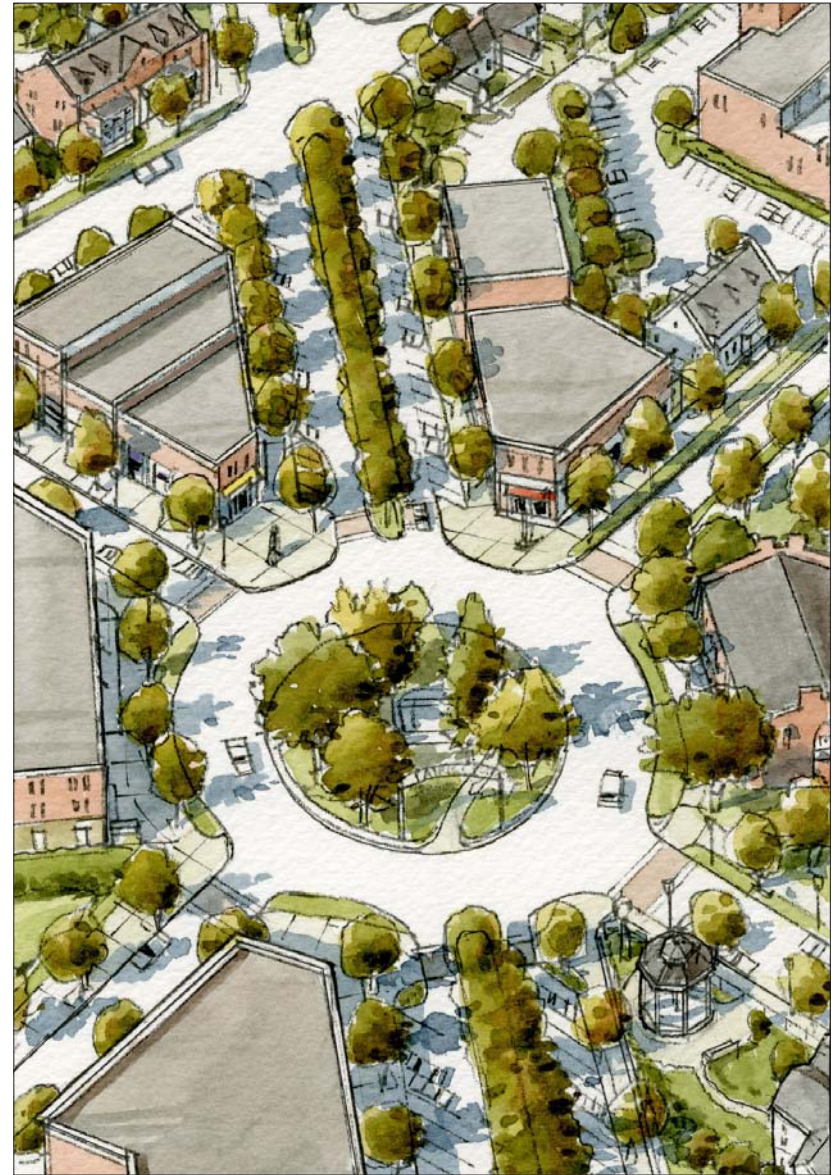
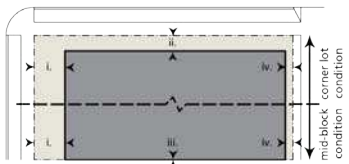
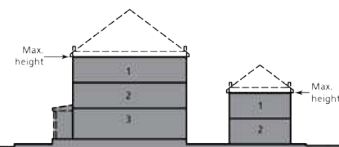
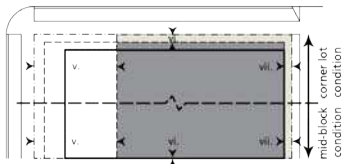
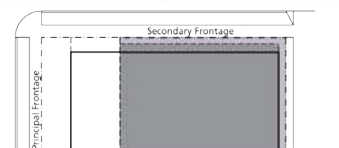
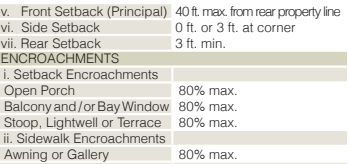
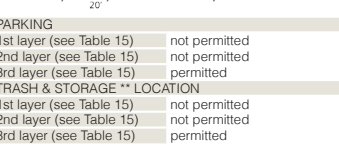


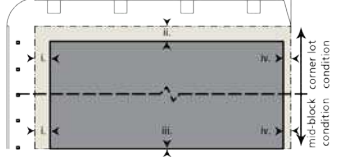
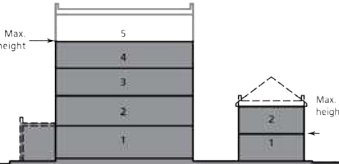
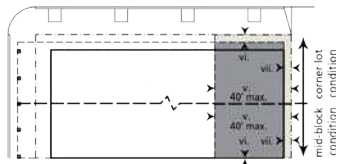
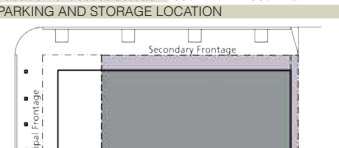
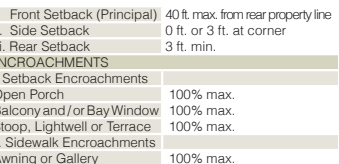
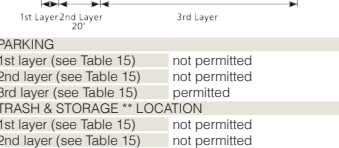


FIGURE 6.6 T4/T4O SMARTCODE SUMMARY TABLE

Article 5 Subdivision & Zoning		55
TABLE 13. T4 / T4O STANDARDS		
A. BUILDING PLACEMENT	B. BUILDING FORM	
PRINCIPAL BUILDING	HEIGHT	
		
i. Front Setback (Principal) 18 ft. max. ii. Front Setback (Secondary) 10 ft. max. iii. Side Setback 0 ft. or 6 ft. min. total iv. Rear Setback 3 ft. min.	PRINCIPAL BUILDING Stories / Parapet 3 To Eave / Parapet 48 ft. max., 60 ft. max. T4O OUTBUILDING BUILDING Stories 2 To Eave / Parapet 35 ft. max. MASS Lot Width 20* ft. min., 96 ft. max. Lot Coverage 70% max. Facade Buildout at Setback 60% min. PARKING AND STORAGE LOCATION	
		
v. Front Setback (Principal) 40 ft. max. from rear property line vi. Side Setback 0 ft. or 3 ft. at corner vii. Rear Setback 3 ft. min.	PRINCIPAL BUILDING Stories 3 To Eave / Parapet 48 ft. max., 60 ft. max. T4O OUTBUILDING BUILDING Stories 2 To Eave / Parapet 35 ft. max. MASS Lot Width 20* ft. min., 96 ft. max. Lot Coverage 70% max. Facade Buildout at Setback 60% min. PARKING AND STORAGE LOCATION	
ENCROACHMENTS i. Setback Encroachments Open Porch 80% max. Balcony and/or Bay Window 80% max. Stoop, Lightwell or Terrace 80% max. ii. Sidewalk Encroachments Awning or Gallery 80% max. iii. Encroachment Depths Open Porch 10 ft. max. Balcony and/or Bay Window 6 ft. max. Stoop, Lightwell or Terrace 6 ft. max. Gallery within 2 ft. of curb Awning within 2 ft. of curb		
		
	PARKING 1st layer (see Table 15) not permitted 2nd layer (see Table 15) not permitted 3rd layer (see Table 15) permitted TRASH & STORAGE ** LOCATION 1st layer (see Table 15) not permitted 2nd layer (see Table 15) not permitted 3rd layer (see Table 15) permitted	
	* 16 ft. minimum width is permitted if on site parking is provided. ** Storage includes boats and recreational vehicles.	

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FIGURE 6.5 T5L/T5 SMARTCODE SUMMARY TABLE

Article 5 Subdivision & Zoning		56
TABLE 14. T5L / T5 STANDARDS		
A. BUILDING PLACEMENT	B. BUILDING FORM	
PRINCIPAL BUILDING	HEIGHT	
		
i. Front Setback (Principal) 12 ft. max. ii. Front Setback (Secondary) 12 ft. max. iii. Side Setback 6 ft. max. iv. Rear Setback 3 ft. min.	PRINCIPAL BUILDING Stories 4 max., 5 by special exception To Eave / Parapet 80 ft. max., 90 ft. by special exception OUTBUILDING BUILDING Stories 2 To Eave / Parapet 35 ft. max. MASS Lot Width 20* ft. min., 150 ft. max. Lot Coverage 90% max. Facade Buildout at Setback 60% min. – 100% max. PARKING AND STORAGE LOCATION	
		
v. Front Setback (Principal) 40 ft. max. from rear property line vi. Side Setback 0 ft. or 3 ft. at corner vii. Rear Setback 3 ft. min.	PRINCIPAL BUILDING Stories 4 max., 5 by special exception To Eave / Parapet 80 ft. max., 90 ft. by special exception OUTBUILDING BUILDING Stories 2 To Eave / Parapet 35 ft. max. MASS Lot Width 20* ft. min., 150 ft. max. Lot Coverage 90% max. Facade Buildout at Setback 60% min. – 100% max. PARKING AND STORAGE LOCATION	
ENCROACHMENTS i. Setback Encroachments Open Porch 100% max. Balcony and/or Bay Window 100% max. Stoop, Lightwell or Terrace 100% max. ii. Sidewalk Encroachments Awning or Gallery 100% max. iii. Encroachment Depths Open Porch 10 ft. max. Balcony and/or Bay Window 6 ft. max. Stoop, Lightwell or Terrace 6 ft. max. Gallery within 2 ft. of curb Awning within 2 ft. of curb		
		
	PARKING 1st layer (see Table 15) not permitted 2nd layer (see Table 15) not permitted 3rd layer (see Table 15) permitted TRASH & STORAGE ** LOCATION 1st layer (see Table 15) not permitted 2nd layer (see Table 15) not permitted 3rd layer (see Table 15) permitted	
	* 16 ft. minimum width is permitted if on site parking is provided. ** Storage includes boats and recreational vehicles.	

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