

Upper West Street Sector Study Community Workshop



March 29, 2016

AECOM

Agenda

6:30 – 7:00 Presentation – Preliminary Corridor Observations

7:00- 8:00 Self-Paced Feedback Activity

○ Mobility Station

- Community Station
- Investment Station

8:00 Adjourn

Welcome & Purpose of the Study

Transform the area from an automobile-oriented suburban commercial pattern to an urban character focused on residential development and commercial uses (Annapolis Comprehensive Plan)

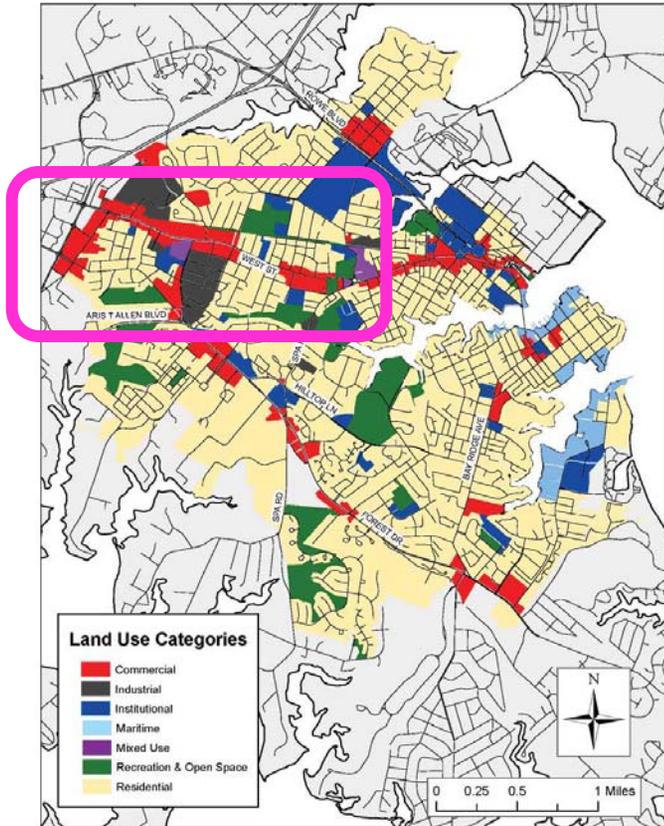
- Translate high level ideas from the Comprehensive Plan to ground-level solutions
- Engage local citizens and businesses in planning for the future
- Produce a Sector Plan

What's Changed – Why another Study?

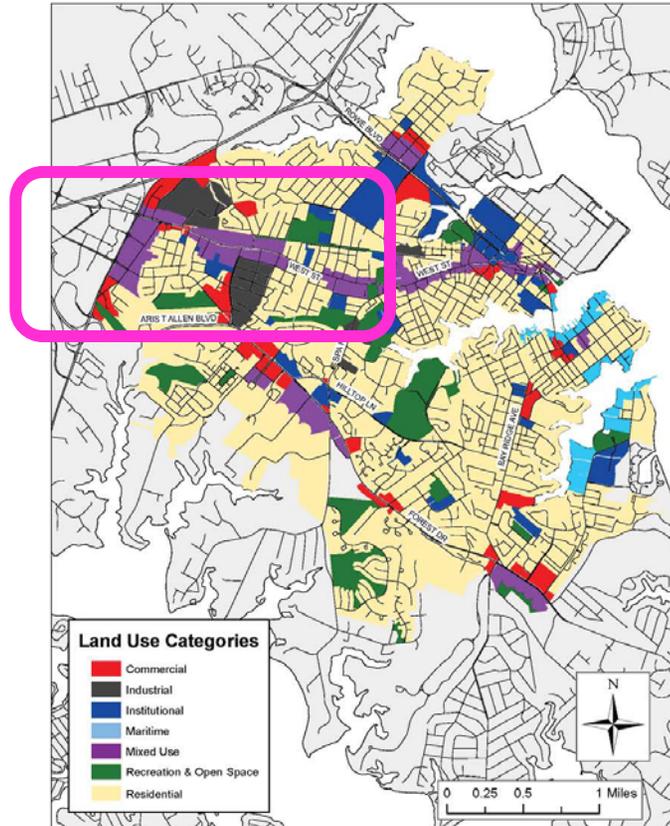
- City desires a Sector Study to help catalyze change
- Need to understand current market trends and potential in light of nearby development
 - Annapolis Town Centre
- Need to identify implementation mechanisms to support desired level of change



Comprehensive Plan – Mixed-use Aspiration



Generalized Existing Land Use Map



Generalized Proposed Land Use Map

- Proposed land use is a guide to long-term development

Comprehensive Plan – Defines Opportunity Areas

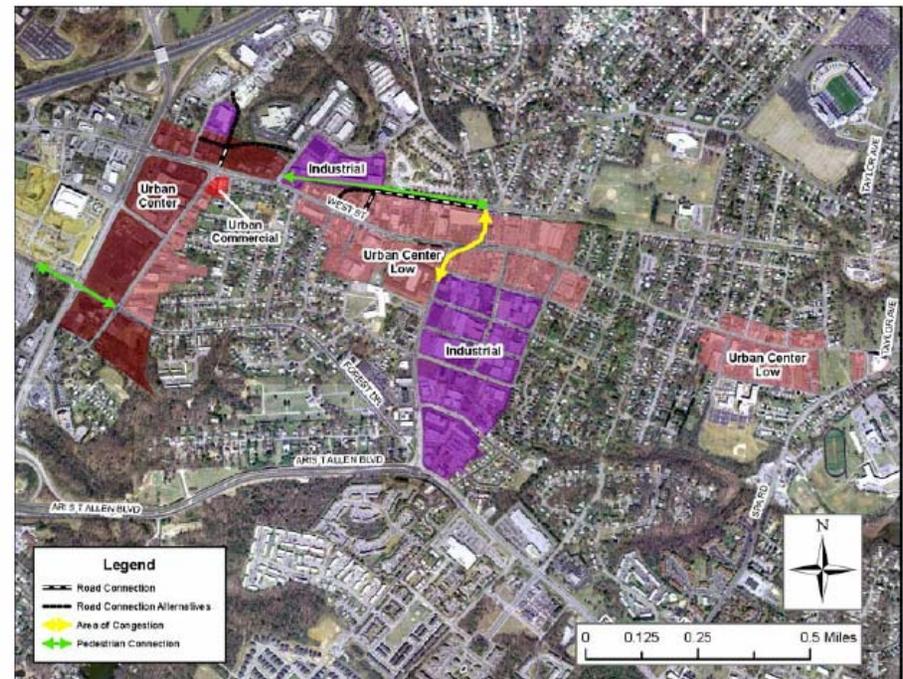
- Are expected or desired to change and accommodate future growth
- Increase the supply of commercial space
- Include a mix of uses and residential densities to promote public transit
- Promote ecologically sound approaches to development

Urban character types that reflect intensity and type of development

Urban Commercial

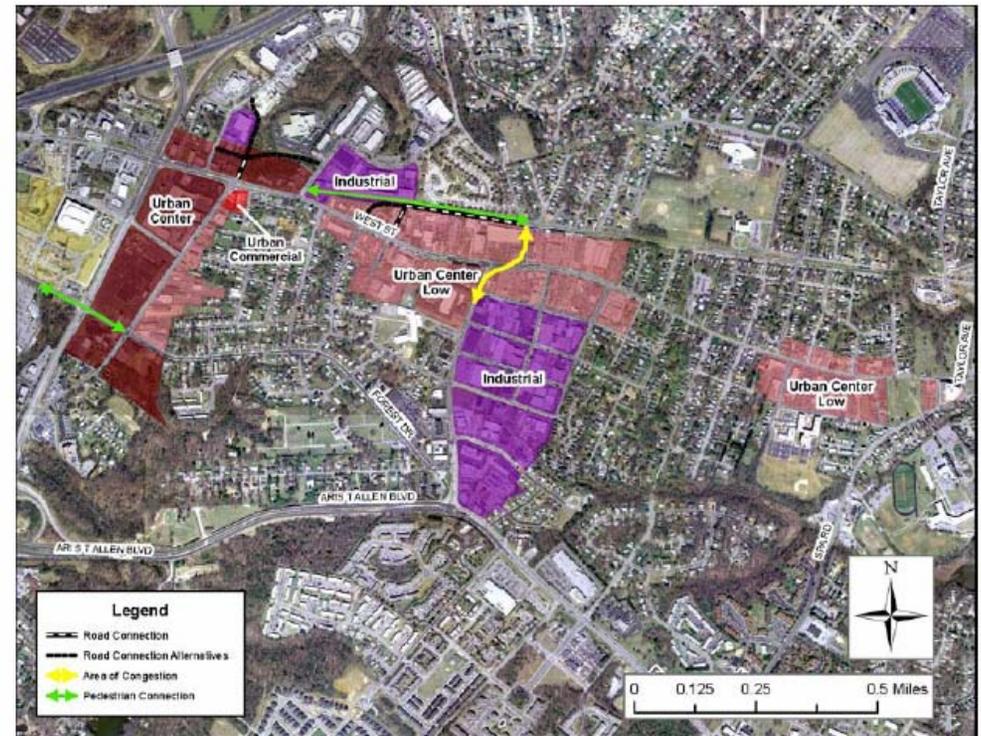
Urban Center Low

Urban Center



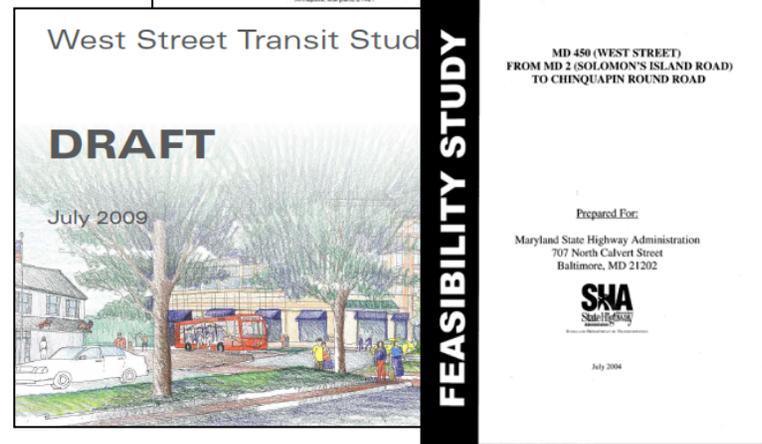
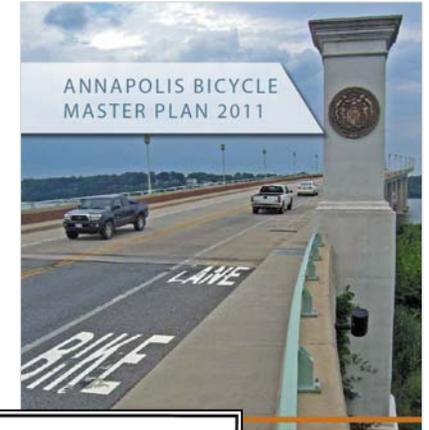
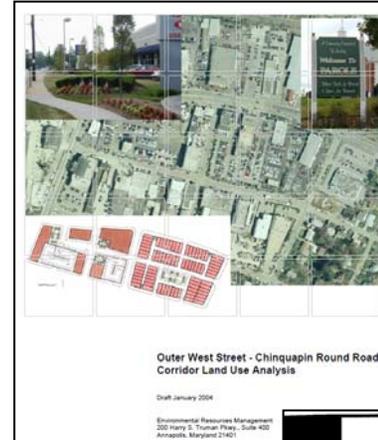
Comprehensive Plan Guidance – Upper West Street Opportunity Area

- Create a recognizable focal point for the corridor (park)
- Transition industrial areas into clean industry park
- Construct Multi-Modal Transportation Center
- Demarcate historic gateway
- Pedestrian, transit and bicycle friendly design



Recommendations (excerpts) from Other Studies or Plans

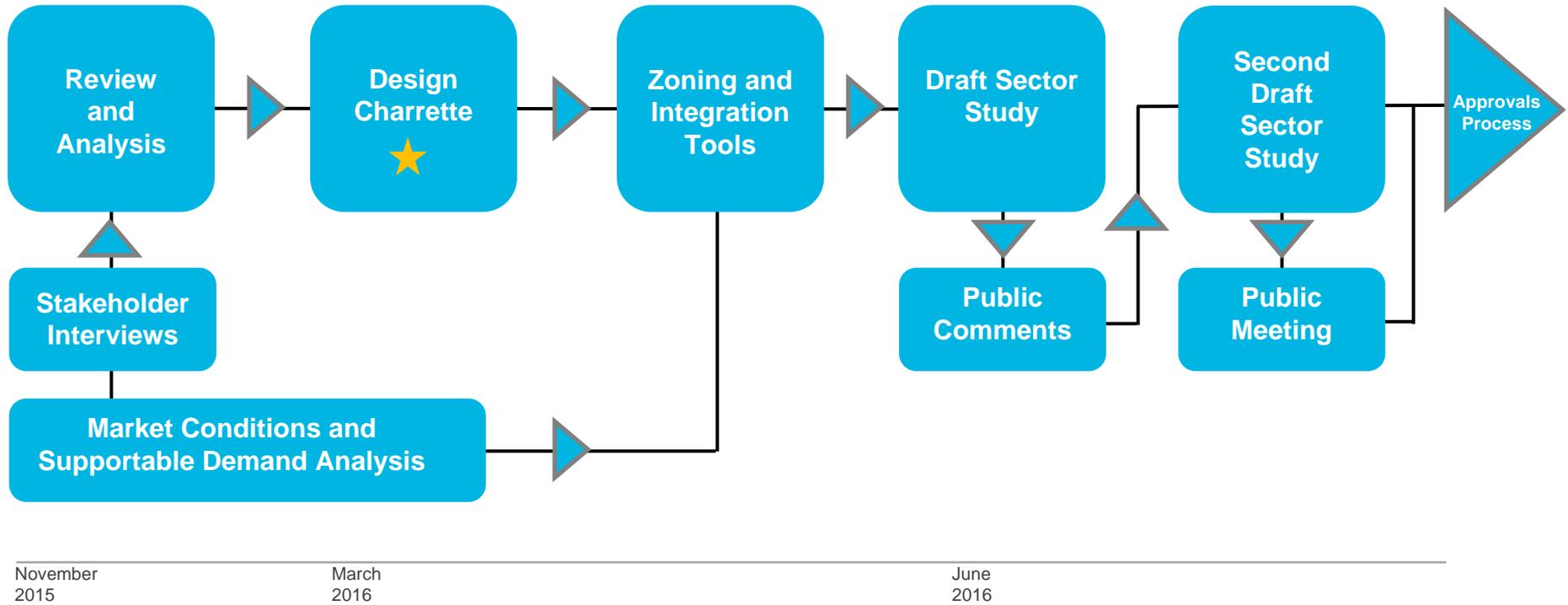
- Extend Poplar Trail
- West Street dedicated bike lane
- Roundabout at Old Solomon's Island Road
- Extend Admiral Drive to McGuckian and Virginia Street
- Extend McGuckian to Lee Street
- Road diets
- Pocket park near Lee Street



The Process

The image features a dark gray rectangular background. On the right side, there are several thin, white, intersecting lines that create a complex geometric pattern. The lines are of varying lengths and orientations, some crossing each other to form small triangles and other shapes. The overall aesthetic is minimalist and modern.

Planning Process



Stakeholder Participants

- AACO Long Range Planning
- Annapolis City Council
- Annapolis Department of Transportation
- Annapolis Design District
- Annapolis Partnership
- Bay Engineering
- Bike AAA
- Blumenthal, Delavan, Powers & Palmer, P.A.
- Centro de Ayuda
- Chamber of Commerce
- Charles P. Johnson-Sigma Engineers
- City of Annapolis Economic Development
- Drum, Loyka, and Associates
- Greater Parole Community Association
- Germantown-Homewood Civic Association
- Hogan Companies
- Honda of Annapolis
- Hyatt & Weber, P.A.
- Inner West Street Association & AAED
- Lighthouse Shelter
- McDonald's
- Omega Properties
- PenFed Realty
- Severn Savings Bank
- State Highway Administration
- Sin Fronteras Cafe
- Spa Creek Conservancy

Upper West Street – Planning Goals

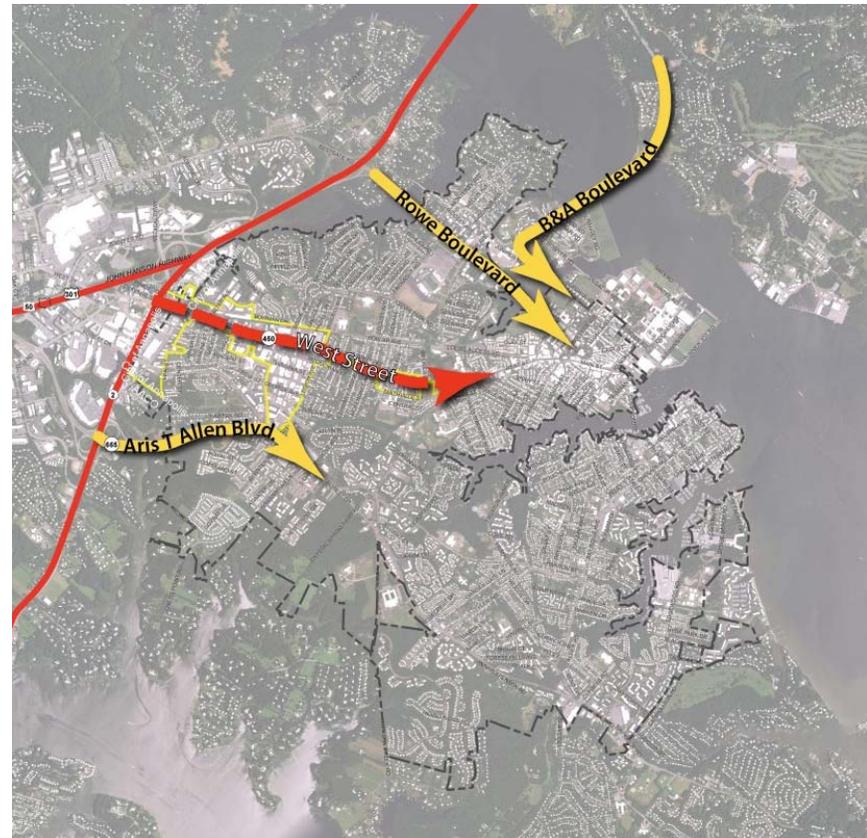
- **Improve aesthetics and physical appearance**
- **Strengthen existing neighborhoods**
- **Promote residential redevelopment**
- **Facilitate economic development and job creation**
- **Incentivize private sector investment**

- **Improve safety and walkability**
- **Balance and connect transportation modes**
- **Improve access and connectivity**
- **Create a gateway, identity, and focal points**

Mobility + Access

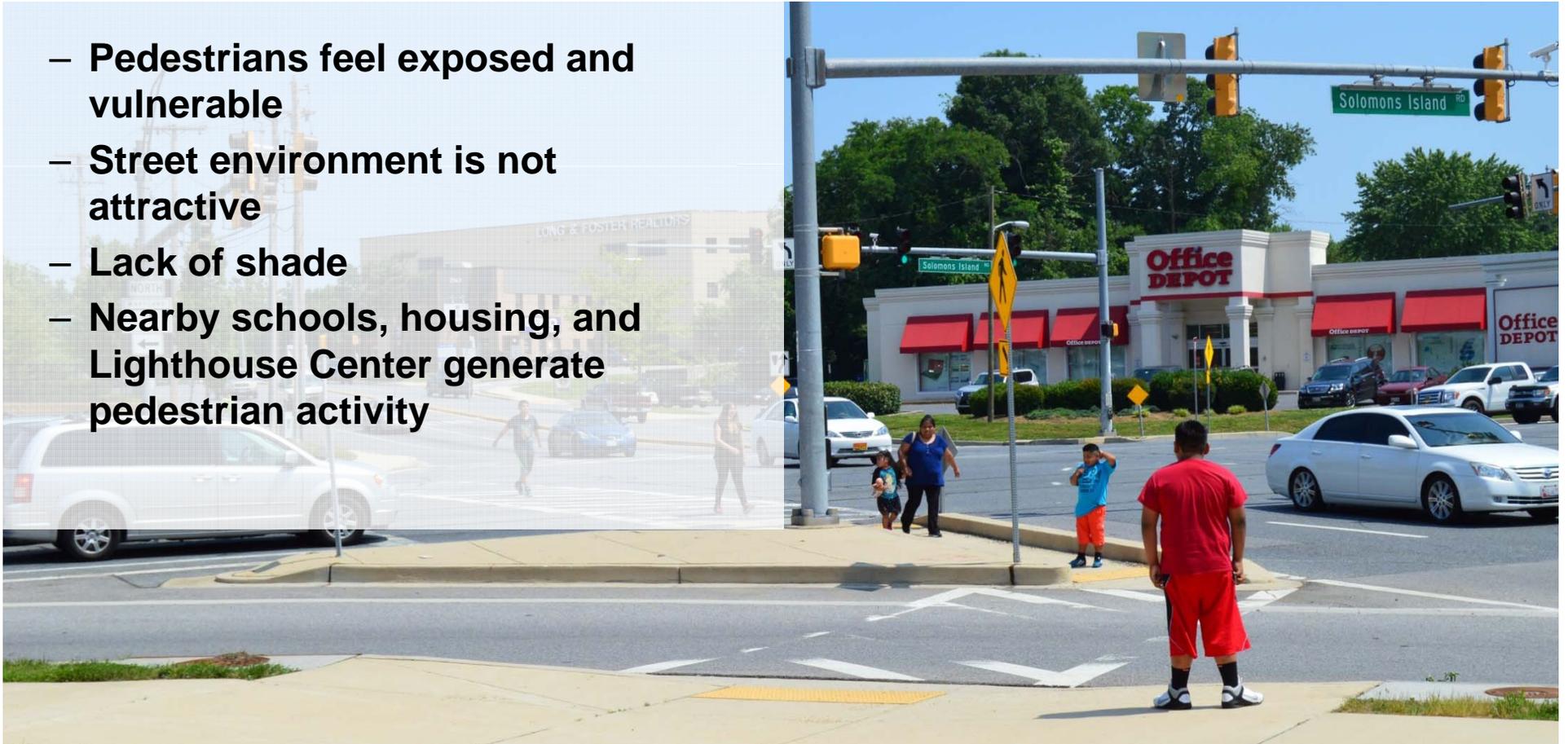
Corridor Strengths

- Historic gateway to Annapolis
 - An opportunity exists to reestablish this gateway and celebrate MD and Annapolis history
- Close to Route 50 and centers of employment
- Annapolis is a destination
 - State Capital
 - United States Naval Academy
 - County Seat of AACO
 - Maritime city influenced by the Chesapeake Bay and Severn River



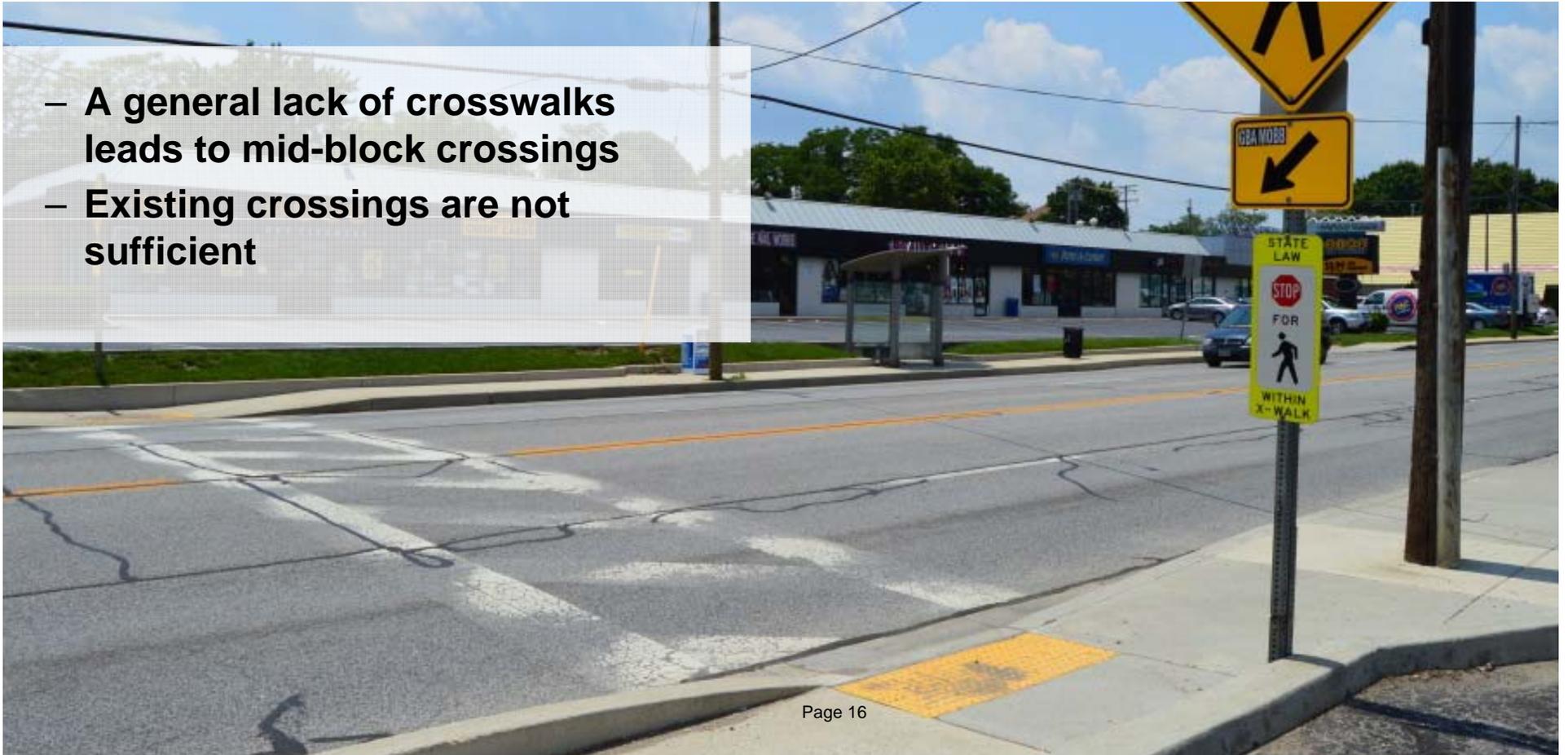
Mobility and Access – Conditions for Pedestrians

- Pedestrians feel exposed and vulnerable
- Street environment is not attractive
- Lack of shade
- Nearby schools, housing, and Lighthouse Center generate pedestrian activity



Mobility and Access – Conditions for Pedestrians

- A general lack of crosswalks leads to mid-block crossings
- Existing crossings are not sufficient



Mobility and Access – Accident Data

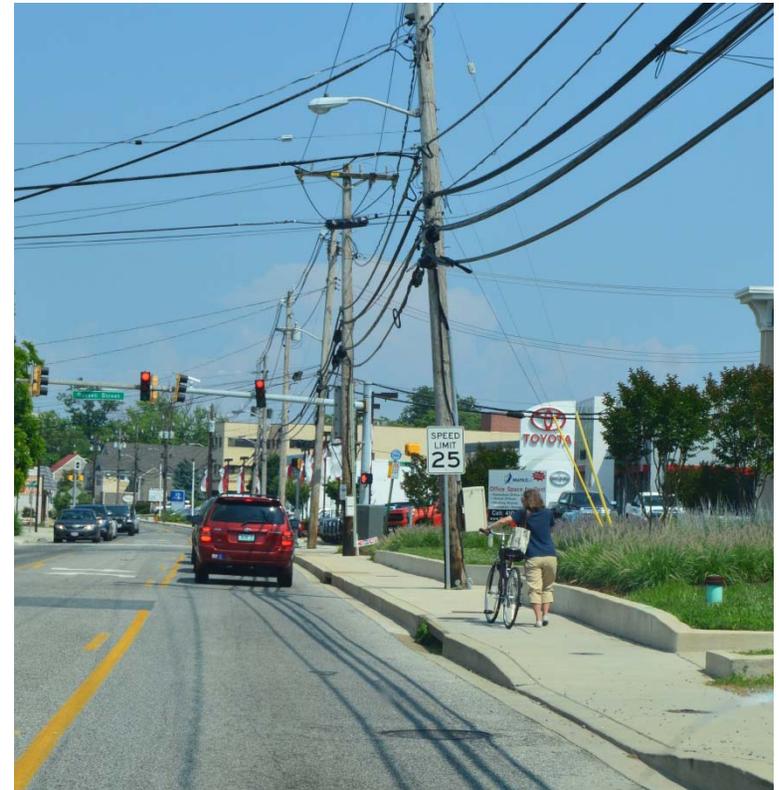
- Higher than statewide average for similar type roadway for:
 - Injury crashes (1 fatality; 85 involved one or more injuries)
 - Property damage only (166)
- Rear-ends were the most common crash type (81 crashes), followed by angles (66 crashes)
- Rear-ends, sideswipes, left turns, angles, pedestrian, and “other” occurred at frequencies higher than statewide average

Location	# of Crashes
MD 2 Intersection	23
Hudson Street Intersection	6
Old Solomons Island Road Intersection	15
Kirby Lane	9
Gibraltar Avenue	10
Parole Street	11
Lee Street	14
Chinquapin Round Road	13
Admiral Drive	9
Legion Avenue	14
Taylor Avenue	10

Source: SHA Office of Traffic and Safety; 2012-2014 Data

Mobility and Access – Traffic Volume

- Highest traffic volumes occur west of Admiral Drive
 - Generally exceed 1,000 vehicles per hour (vph) during average weekday
- Lower volumes east of Admiral Drive
 - Rarely exceed 1,000 vph in one direction, even in peak hours
- Turning movements are dangerous for vehicles and pedestrians
 - Multiple curb cuts cause backups and increase potential for accidents



Mobility and Access – Transit

- Mall is major destination and main transfer point for bus routes
- MTA Commuter Buses (220, 230)
- Private Carrier (Young Transportation) service to New Carrollton
- Annapolis Transit red and green routes
 - People use taxi cabs in study area
 - Limited hours: 5:30 – 7:00 PM (M-Sat)
 - Service to Glen Burnie/County housing office desired
- Multi Modal Center Feasibility Project
 - Previously proposed Near West Street/Route 2



Mobility and Access – Trails



Land Use + Activities

Land Use

- Auto-oriented uses are common
- Drive-thru restaurants, gas stations, car dealerships, auto-repair and body shops promote auto-oriented trips



Land Use

- Many areas dedicated to surface parking to support auto-oriented uses
- Spillover of parking into residential areas is a concern in some areas

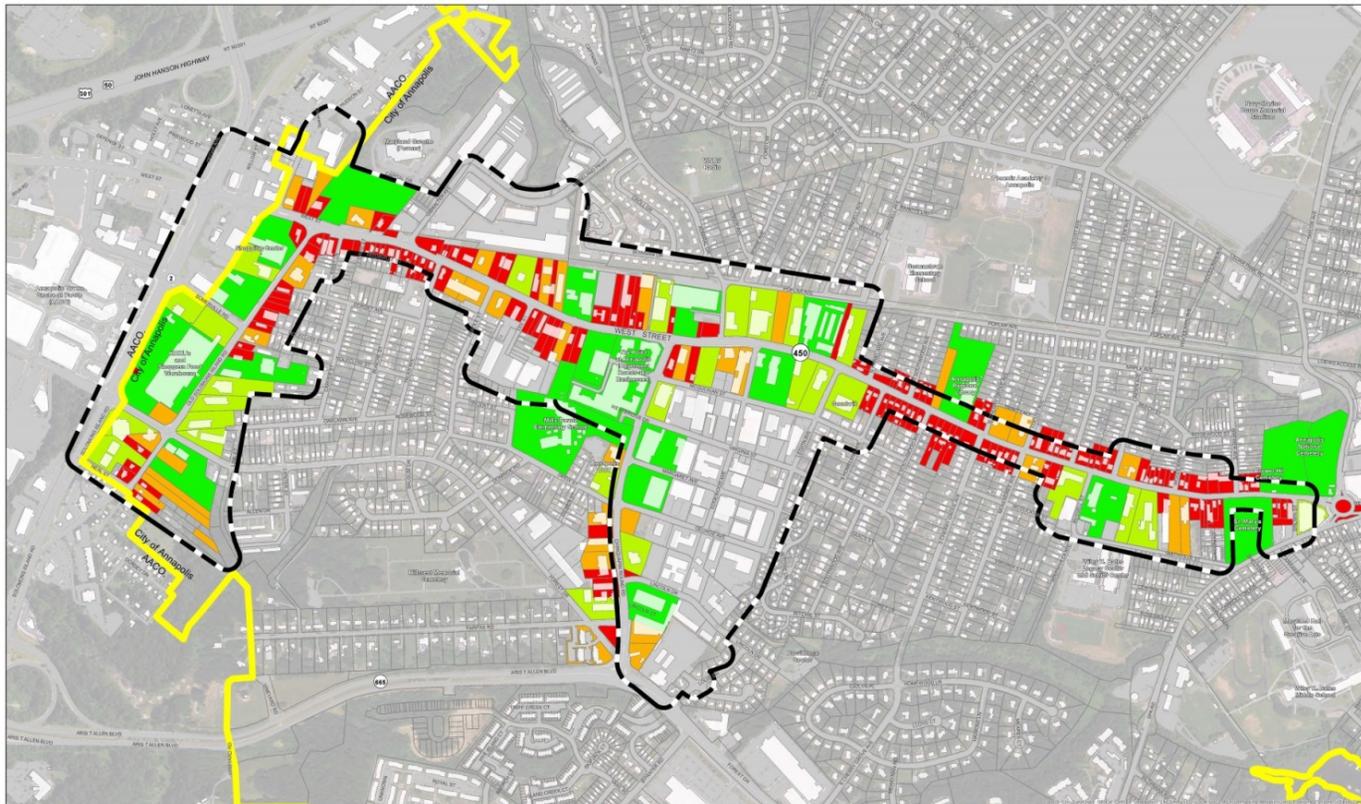


Land Use – Redevelopment Opportunities



- Impervious area accounts for 70% of the study area
- Targeted redevelopment opportunities may exist in under-utilized areas or buildings

Parcel Size Drives Access



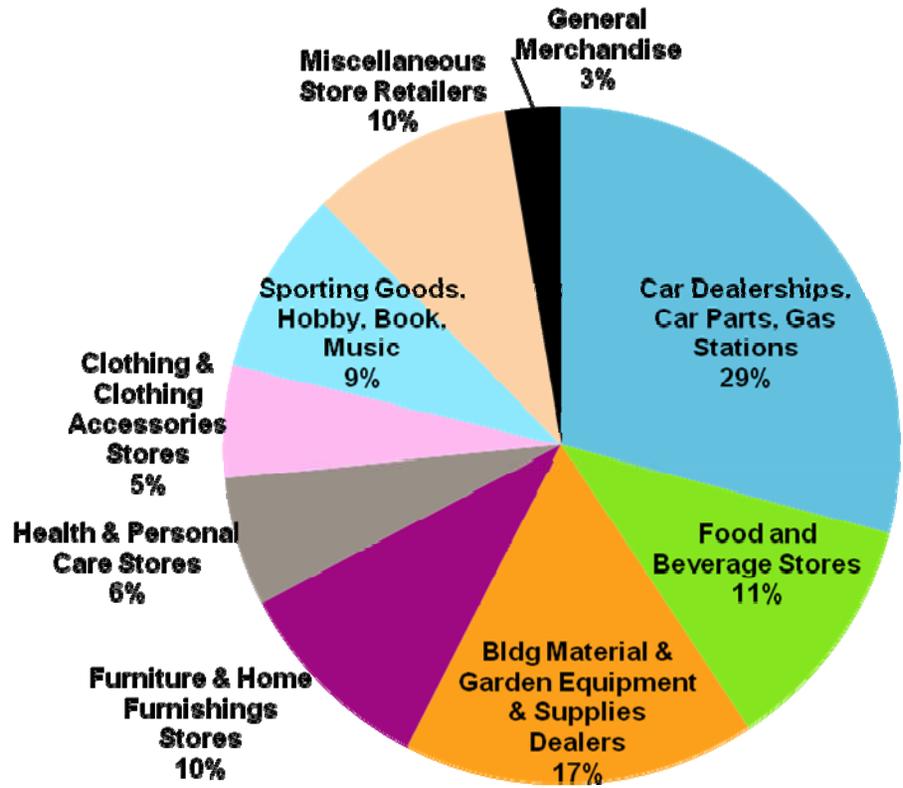
- Small lots and shallow parcel depth are common
- Multiple access points/curb cuts
- Consolidating access points or additional connections could improve corridor function



Market Conditions

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Retail Businesses by Type



Real Estate Conditions

Office

- 41 office buildings with 434,634 square feet
- 16% vacancy—higher than surrounding areas
- Not much office construction in last 5 years (31,600 sf in 2013)
- Average rent psf is lower than in City and County

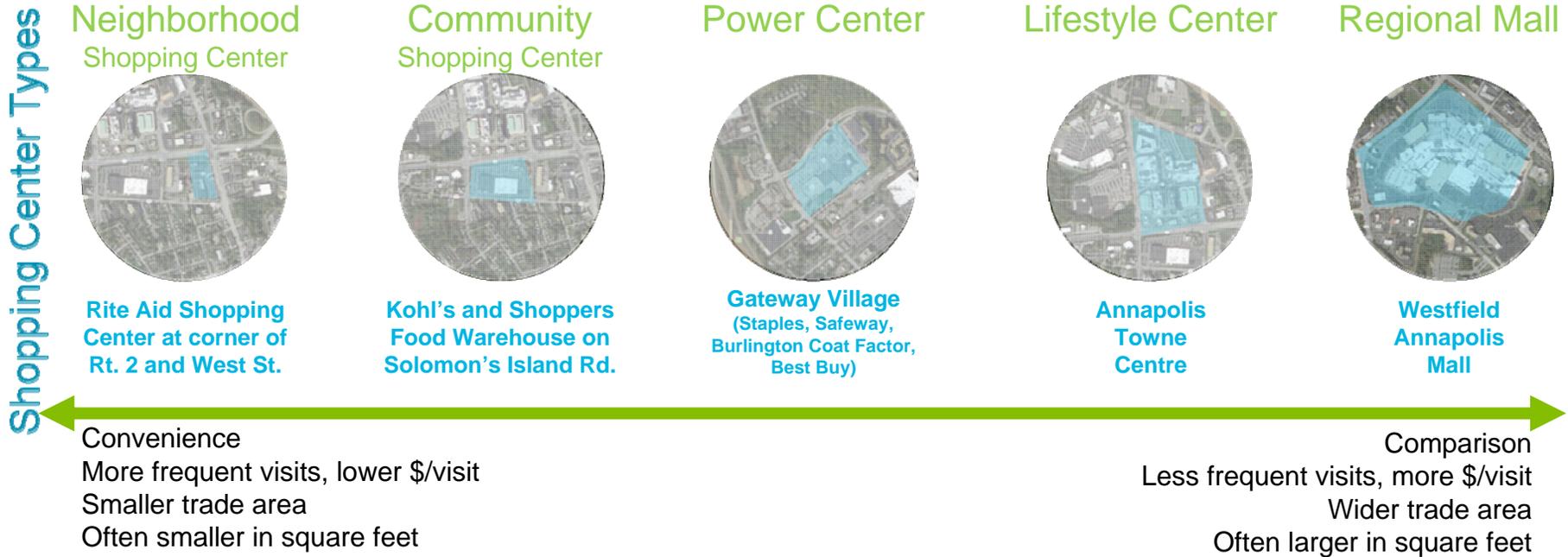
Residential

- New housing developments in adjacent areas have been selling for \$415k-\$628k/unit (\$185-\$370/sf)
- Average rents at the one tracked building in the study area are \$1,924
- In the greater market area (Crofton/Annapolis), asking rents of the tracked units range from \$1,204 to \$2,581.

Retail

- 712,000 sf of retail, with low vacancy (2.7%). Lower psf rents than City
- Negative average absorption and no new space in study area in last 5 years; however, new development in adjacent areas in recent years (Annapolis Towne Centre and Annapolis Mall)

Typical Retail Requirements and Characteristics



Typical Retail Requirements and Characteristics

Stores



Drug Stores
 Convenience Stores
 Liquor Stores
 Fast food restaurants
 Service businesses
 (Dry Cleaners, etc)



Larger Supermarkets
 Fast casual
 restaurants



Large General
 Retailers
 (Walmart/Target)
 Office Supply Stores
 Pet Stores



Book Stores
 Some clothing stores
 Some specialty shops



Department Stores
 Sporting Goods Stores
 Toy Stores
 Home Furnishings
 Small Specialty Shops
 Fine dining restaurants



Convenience
 More frequent visits, lower \$/visit
 Smaller trade area
 Often smaller in square feet

Comparison
 Less frequent visits, more \$/visit
 Wider trade area
 Often larger in square feet

Current Profile of Upper West Street

- Mostly convenience for neighborhood and pass-through traffic
- Some specialty retail and businesses, draws from a wider area



Drug Stores
Convenience Stores
Liquor Stores
Fast food restaurants
Service businesses
(Dry Cleaners, etc)



Larger Supermarkets
Fast casual
restaurants



Large General
Retailers
(Walmart/Target)
Office Supply Stores
Pet Stores



Department Stores
Sporting Goods Stores
Toy Stores
Home Furnishings
Small Specialty Stores
Fine dining restaurants



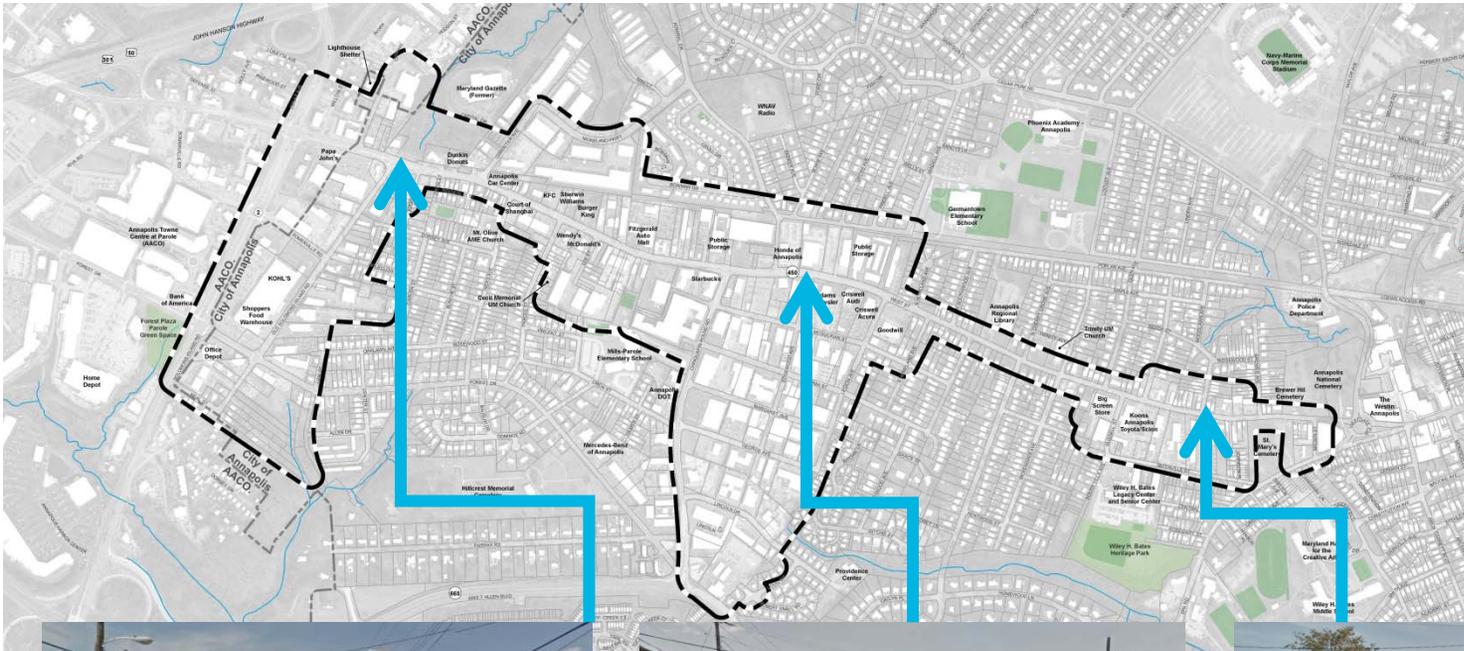
Preliminary Market Findings

Existing Conditions and Trends	West Street Development Implication
<ul style="list-style-type: none"> West Street currently predominately auto-oriented uses with adjacent residential neighborhoods and employment (e.g. Design District) 	<ul style="list-style-type: none"> Opportunity for evolution with potential to gradually replace lower-performing businesses as it makes sense, with introduction new residential and office space over time
<ul style="list-style-type: none"> Large mixed-use development at Annapolis Towne Centre and expanded Westfield Annapolis Mall 	<ul style="list-style-type: none"> Concentration of retail demand at these centers. Smaller opportunity in study area for additional small neighborhood-serving retail and specialty retail in targeted locations on West Street/in Design District. Possibly larger retailers on Rt. 2/Solomon's Island Rd.
<ul style="list-style-type: none"> Diversifying population 	<ul style="list-style-type: none"> Mix of types of spaces and adaptability to accommodate all kinds of retailers
<ul style="list-style-type: none"> Existing non-auto retailers tend to be local specialty retailers (e.g. home improvement/design) 	<ul style="list-style-type: none"> Unlikely to support new construction. Often difficult to achieve rents that support new construction costs without economies of scale (such as in a large development). Smaller specialty shops which may have lower sales often locate in established areas with lower rents and smaller spaces
<ul style="list-style-type: none"> Not a primary office location 	<ul style="list-style-type: none"> Potential for up to 41,000 sf of space in next five years

Character

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Corridor Character



- A different experience and feel from one end of the corridor to the other
- Varying number of lanes / width



4 lanes



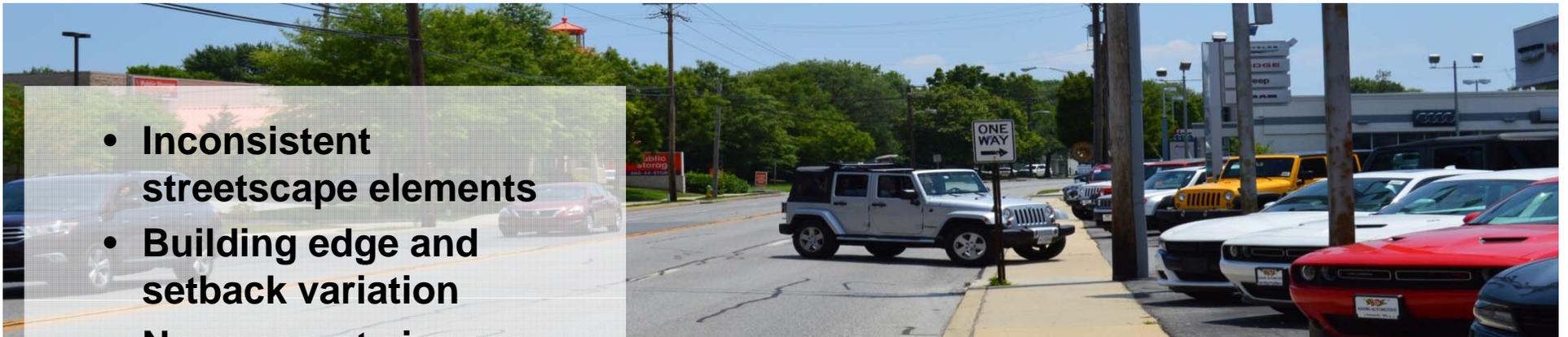
4 lanes with center turn lane



2 lanes

Corridor Character

- Inconsistent streetscape elements
- Building edge and setback variation
- No apparent signage standard or design standard

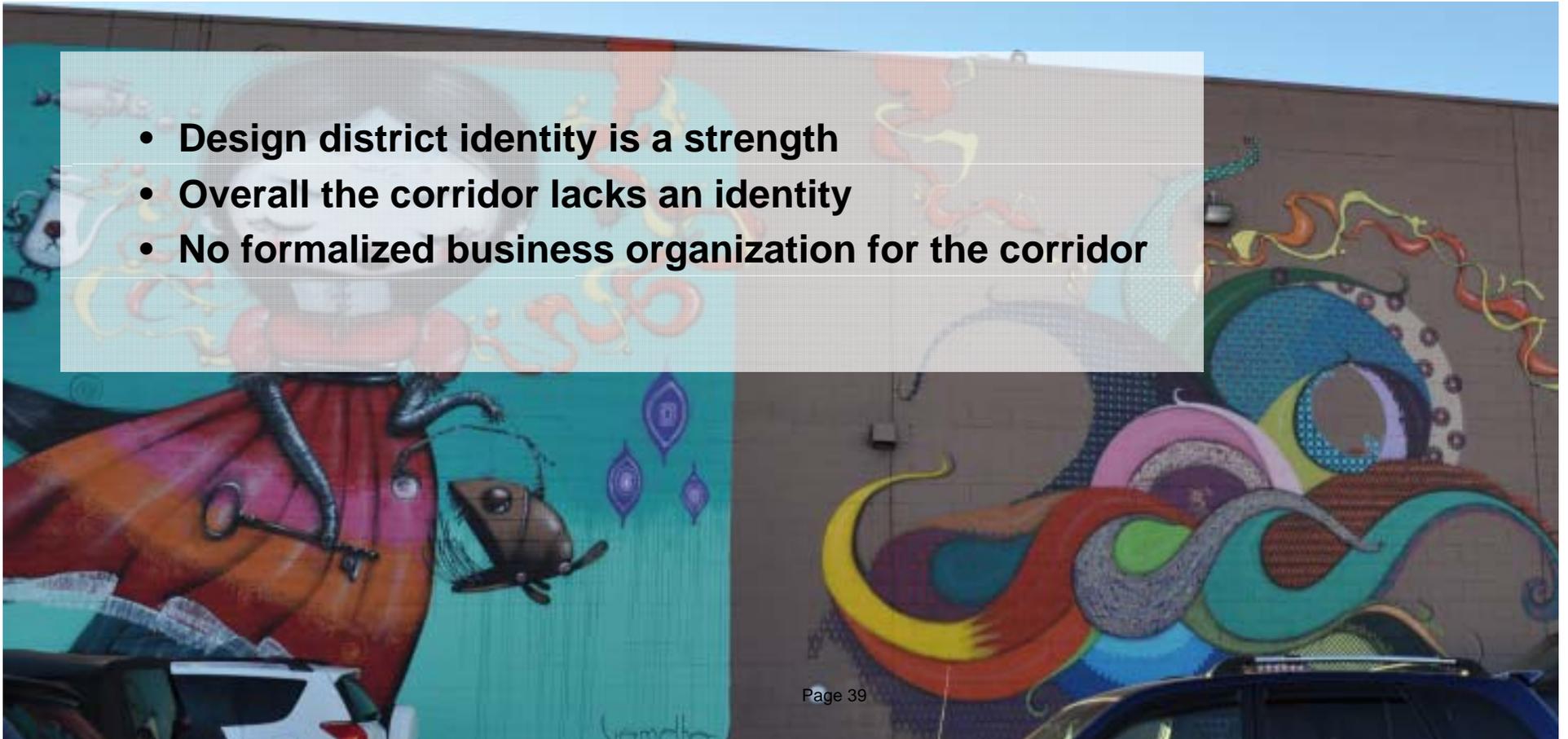


Corridor Character - Architectural Style of Development

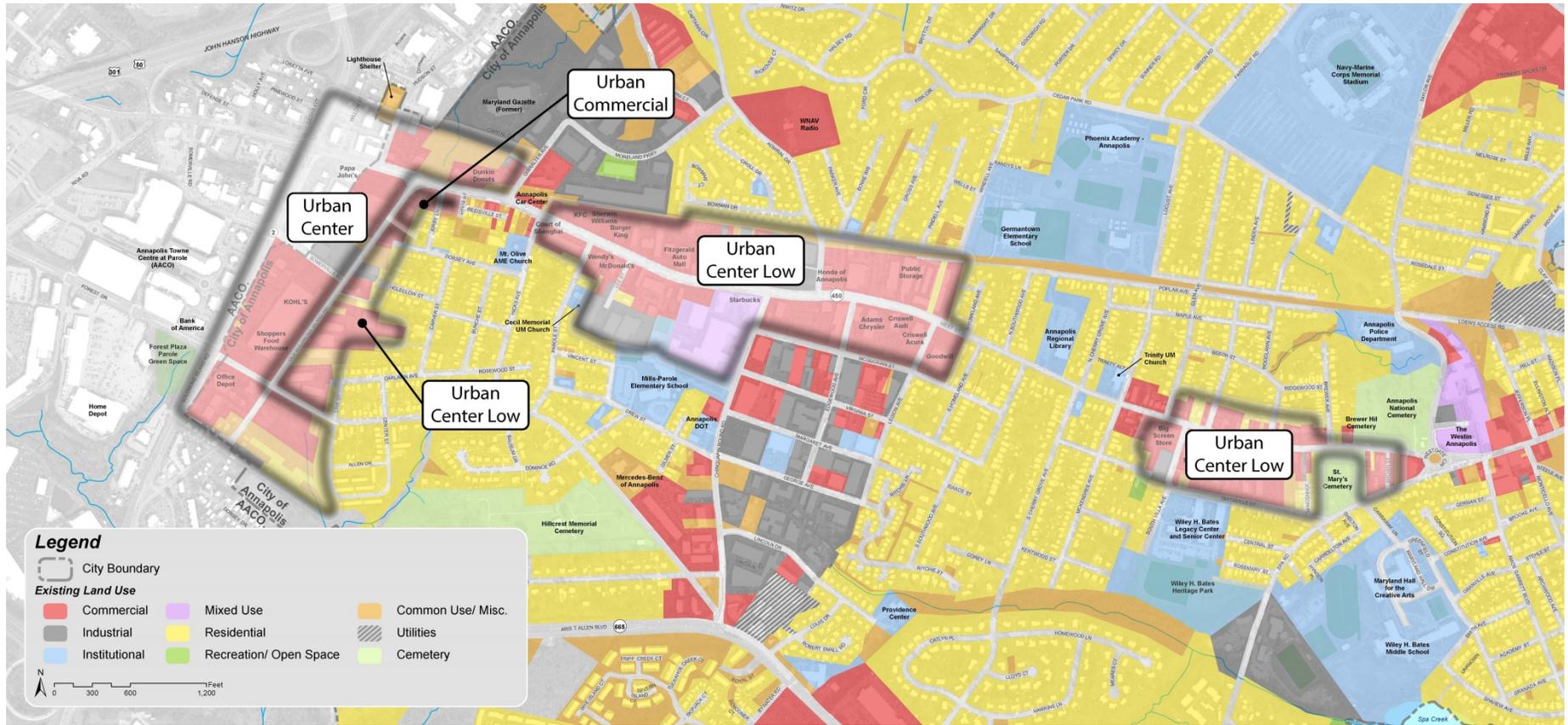


Corridor Character

- Design district identity is a strength
- Overall the corridor lacks an identity
- No formalized business organization for the corridor



Character – Opportunity Areas...



We Want Your Feedback and Ideas!

1 Mobility Station

- What techniques should we consider to improve traffic conditions and walkability?
- Where should we apply these techniques?

2 Community Station

- What would you most like to do in the Upper West Street Corridor
- Where would you like to do these activities?

3 Investment Station

- What character of development is appropriate in each area?

Thank You!

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Economics of Retail Development

- Retail is a following use—follows its customers
 - Specific households and household incomes/traffic counts,
- As a benchmark approximately 10% of sales are for real estate expenses (i.e. rent)
 - In other words, for \$35/sf rent, the business should be achieving at least \$350/sf in sales
- Smaller specialty shops which may have lower sales often locate in established areas with lower rents and smaller spaces
- Often difficult to achieve rents that support new construction costs without economies of scale (such as in a large development)

Land Use



– Primary land uses include Commercial, Industrial, and Residential

