



US340 CORRIDOR STUDY

INTEGRATING LAND USE AND TRANSPORTATION

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Presentation Outline:



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- Study Background
- Iterative Planning Process Integrating Land Use and Transportation Needs and Issues
- Land Use Scenarios
- Identifying Impact of Scenarios
- Engaging the Public
- Finalizing a Vision
- Identifying Needs and Projects

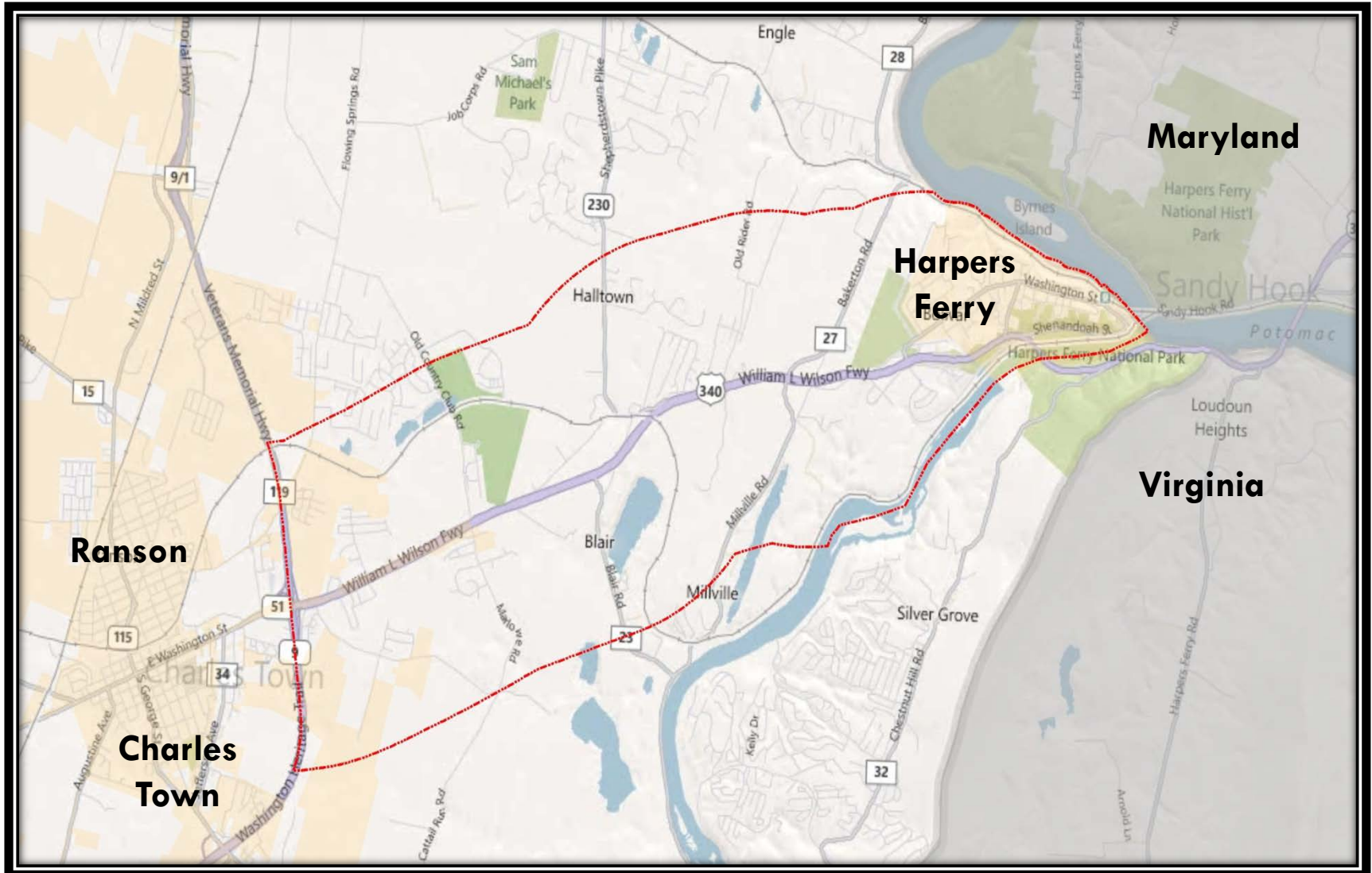
Study Background:



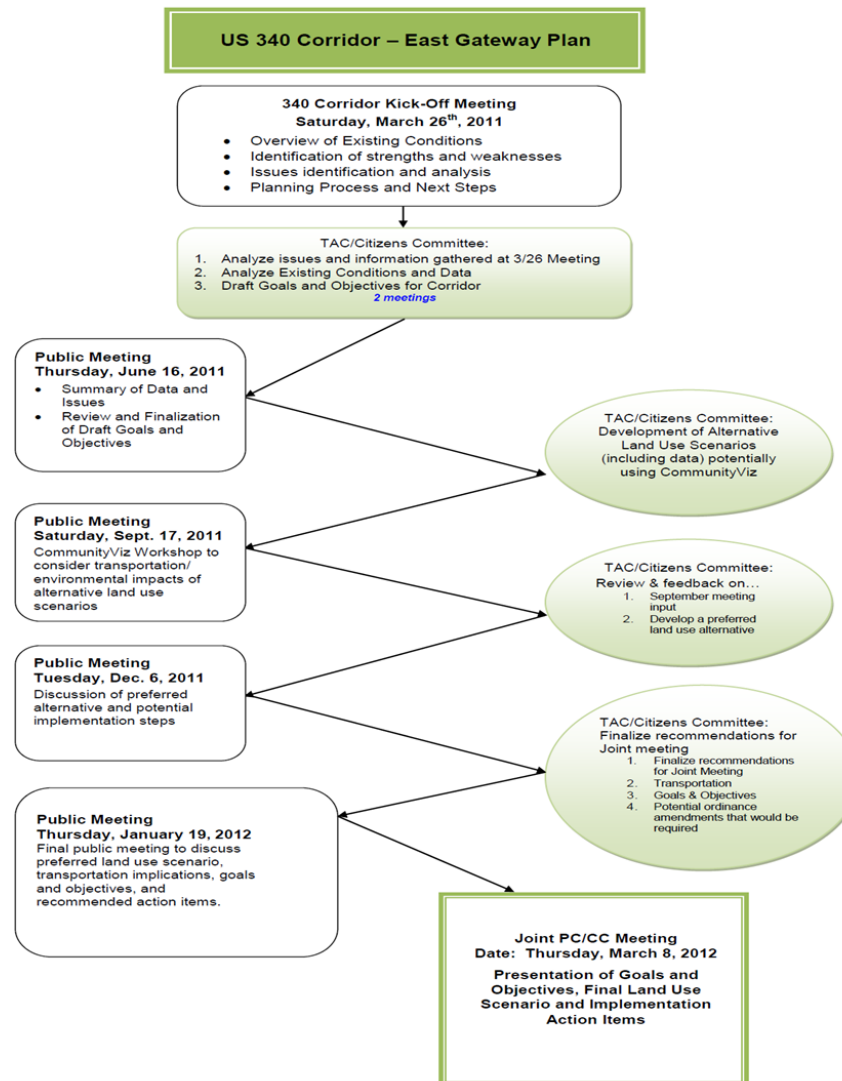
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- US340 East – nine mile four-lane divided expressway from Charles Town to Harpers Ferry.
- Corridor has experienced residential and commercial growth and is an important, congested tourism corridor.
- Historic and environmental resources in area.
- Severe congestion point at WV/VA/MD intersection.
- Identified as “High Accident Corridor” in LRTP.
- Future growth will significantly impact congestion and safety within the corridor
- Identified in 2004 Comprehensive Plan as needing further study in cooperation with WV DOT

Project Study Area



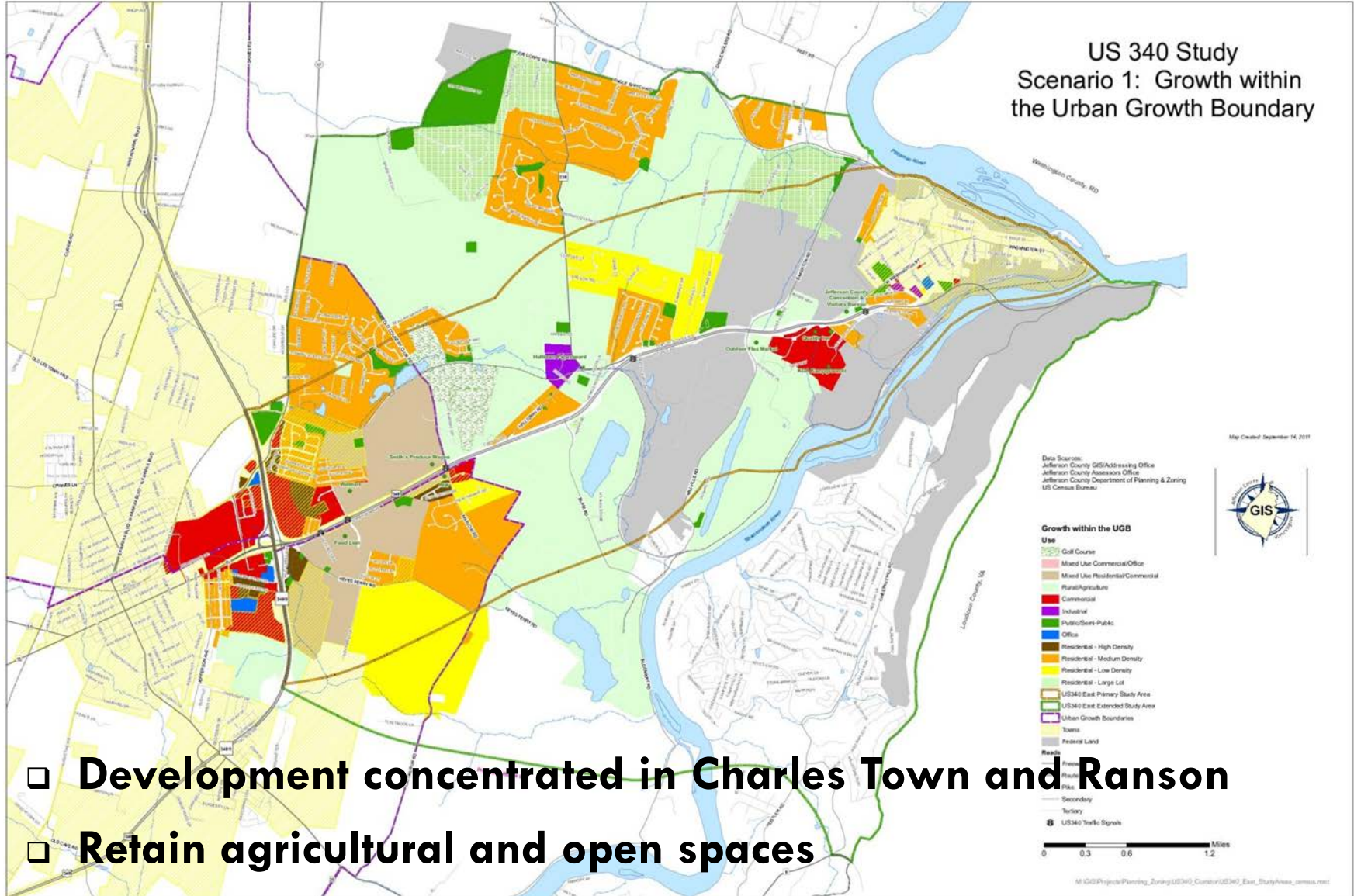
Iterative Public Input Process



Growth within the Urban Growth Boundary



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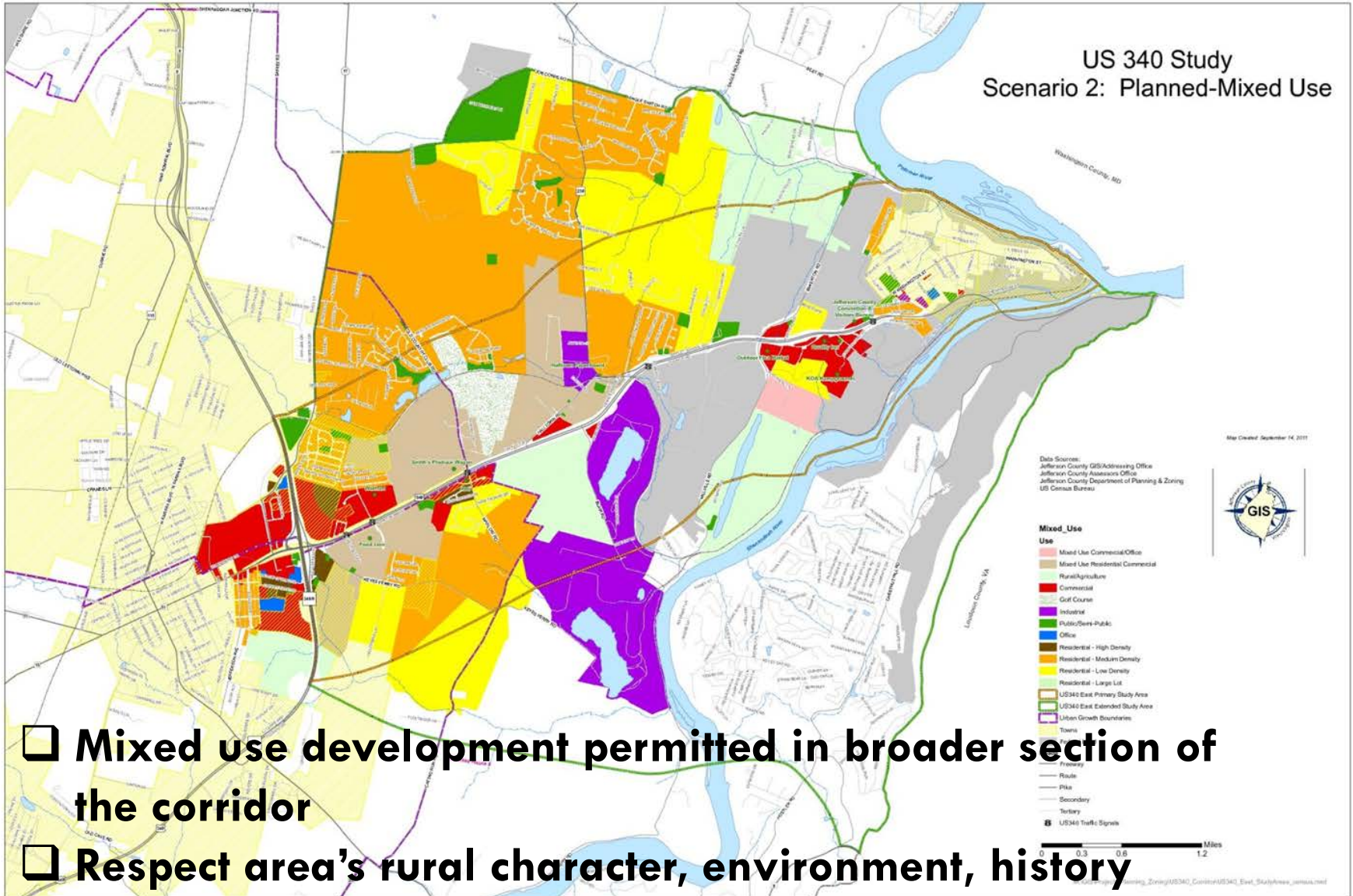


Planned-Mixed Use



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US 340 Study
Scenario 2: Planned-Mixed Use



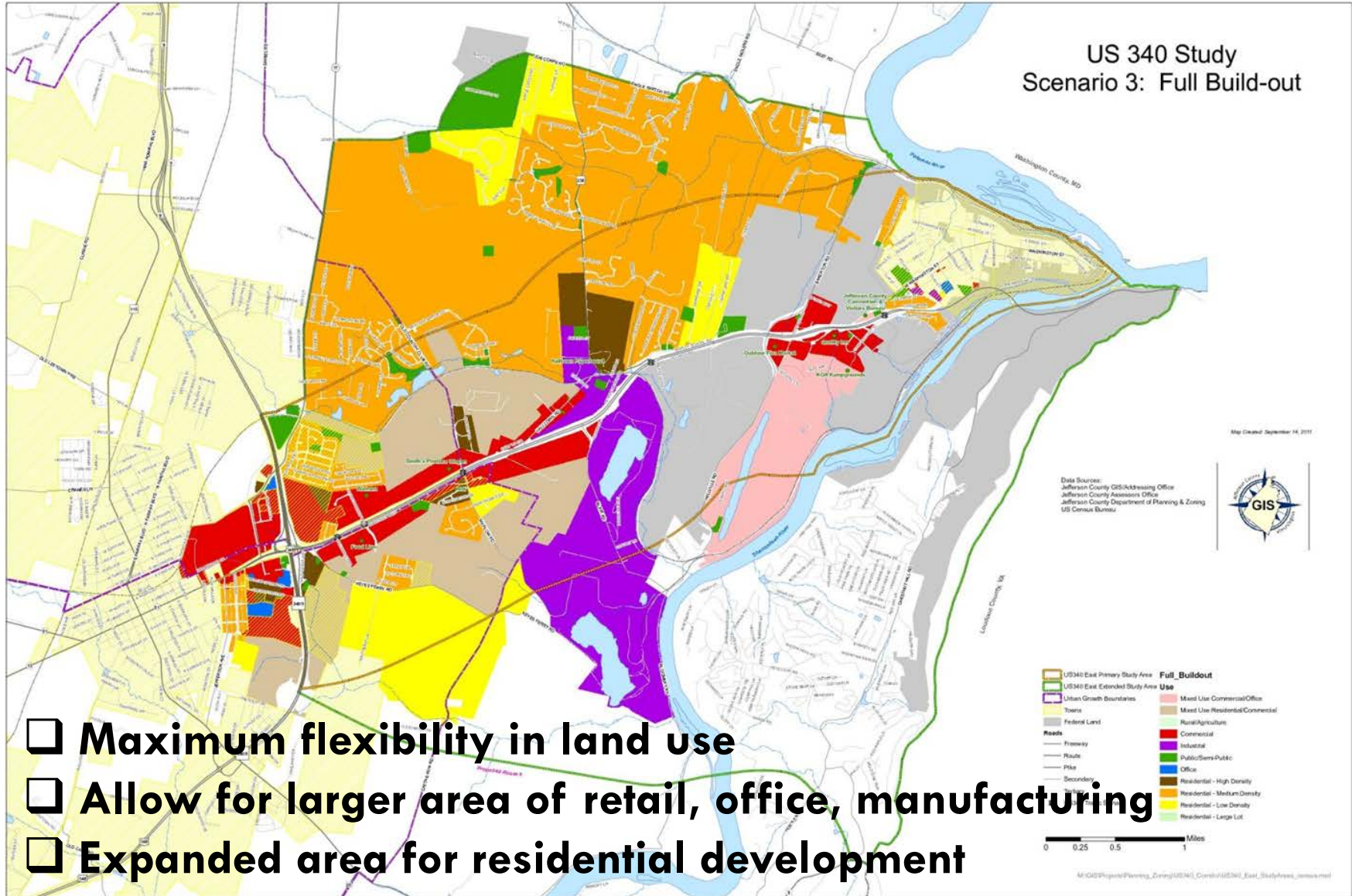
Mixed use development permitted in broader section of the corridor

Respect area's rural character, environment, history

Full Build-out



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- Maximum flexibility in land use
- Allow for larger area of retail, office, manufacturing
- Expanded area for residential development

Impacts of Scenarios



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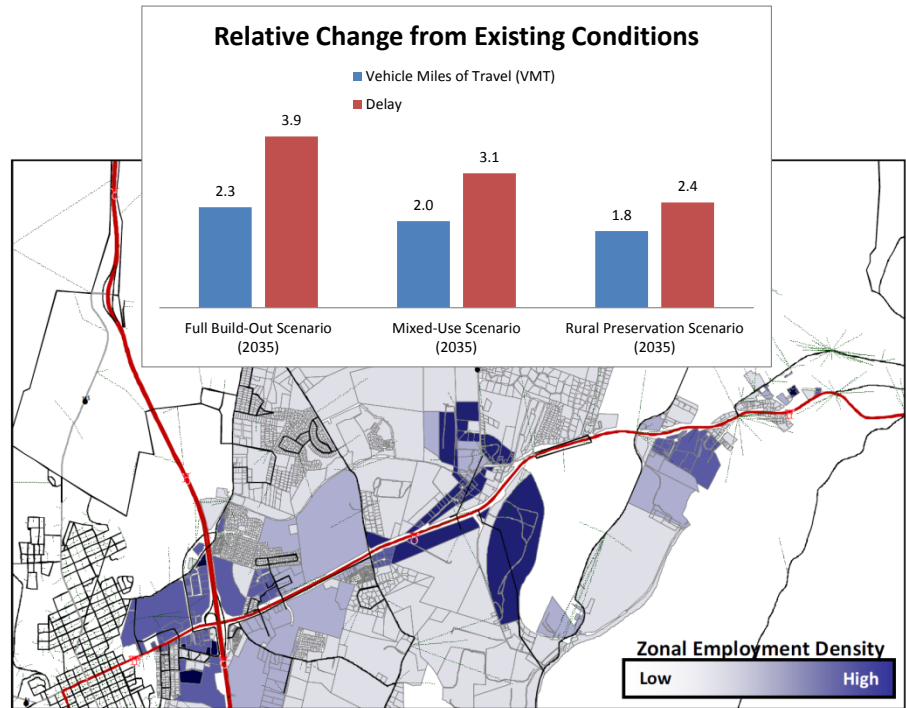
- Identify impact of scenarios on regional priorities:
 - Easy Car Travel
 - Residential Development
 - Retail/Commercial Development
 - Open Spaces, Farmland, Rural Preservation
 - Traffic Safety
 - Design Standards
 - Paths for Walking, Biking, Hiking
 - Historic Resources
 - Employment Opportunities
 - Corridor Beautification

Land Use and Transportation



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- Enhance HEPMPO travel model in study area
- Relate Land Use Scenarios to Demographic inputs to regional travel model
- Forecast growth
- Summarize impact on vehicle miles of travel (VMT) and congestion



Engaging the Public



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- Let public visualize potential scenario options
- Provide information on how key user priorities will be affected by each scenario.
 - ▣ Travel modeling support
 - ▣ Other performance measure assessments
- Obtain feedback and visions on alternative land use scenarios.
- Use above data to craft a preferred vision for the corridor study area

Engaging the Public – Presentations/Report Back

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Engaging the Public – Workshops



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Engaging the Public - Website



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The screenshot shows a web interface for exploring scenarios. It features a vertical navigation bar on the left with five steps: 1 CHALLENGE, 2 PRIORITIES, 3 SCENARIOS, 4 SCENARIO FEEDBACK, and 5 STAY INVOLVED. Step 3 is active. At the top, three scenario buttons are shown: 'Growth in UGB', 'Mixed Use' (selected with a star), and 'Full Buildout'. Below the buttons, there are two action buttons: 'Set Preferred Scenario' and 'Read Description'. A map shows a geographic area with colored overlays representing different land uses. A legend on the left lists: Low density housing (yellow), Medium density housing (orange), High density housing (red), Employment areas (blue), Mixed use (purple), and Agriculture / open space (green). Below the legend is a scale from 'Same as today' to 'Worse' (red arrow) and 'Better' (green arrow). On the right, a 'Your priorities' section has four sliders: 'Easy car travel' (red arrow pointing left), 'Paths for walking, biking, and hiking' (green arrow pointing right), 'Open spaces, Farmland and Rural' (red arrow pointing left), and 'Retail / Commercial Development' (green arrow pointing right). Below this is an 'Other priorities' section with a legend for 'worse than today' (red arrow) and 'better than today' (green arrow).

1 CHALLENGE

2 PRIORITIES

3 Explore scenarios:

4 SCENARIO FEEDBACK

5 STAY INVOLVED

Growth in UGB

Mixed Use

Full Buildout

Set Preferred Scenario

Read Description

Explore scenarios above and select the one you prefer the most.

On the next screen, you can give detailed feedback about the scenario.

- Low density housing
- Medium density housing
- High density housing
- Employment areas
- Mixed use
- Agriculture / open space

Same as today

Worse Better

Your priorities:

- Easy car travel
- Paths for walking, biking, and hiking
- Open spaces, Farmland and Rural
- Retail / Commercial Development

Other priorities:

worse than today better than today

Engaging the Public - Website



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1 CHALLENGE

2 PRIORITIES

3 SCENARIOS

4 Scenario Feedback Help us identify focus areas

5 STAY INVOLVED

➔ Give us detailed feedback on your preferred scenario.
Drag markers to locations where you think each kind of development is most appropriate.
Add comment markers as well if you would like to add more detail.
To set or change your preferred scenario, go to the Scenarios screen: [★ Set Preferred Scenario](#)

| | | | | | |
|------------------------|-----------------------|--------------------------|--------------------|---------------------|------------------|
| Housing | Employment | Open Space | Comment | Low density housing | Employment areas |
| Medium density housing | Mixed use | Agriculture / open space | | | |
| High density housing | | | | | |

Map | Satellite

Comment
No
Comment...
Delete Submit

Map data ©2012 Google - Terms of Use Report a map error

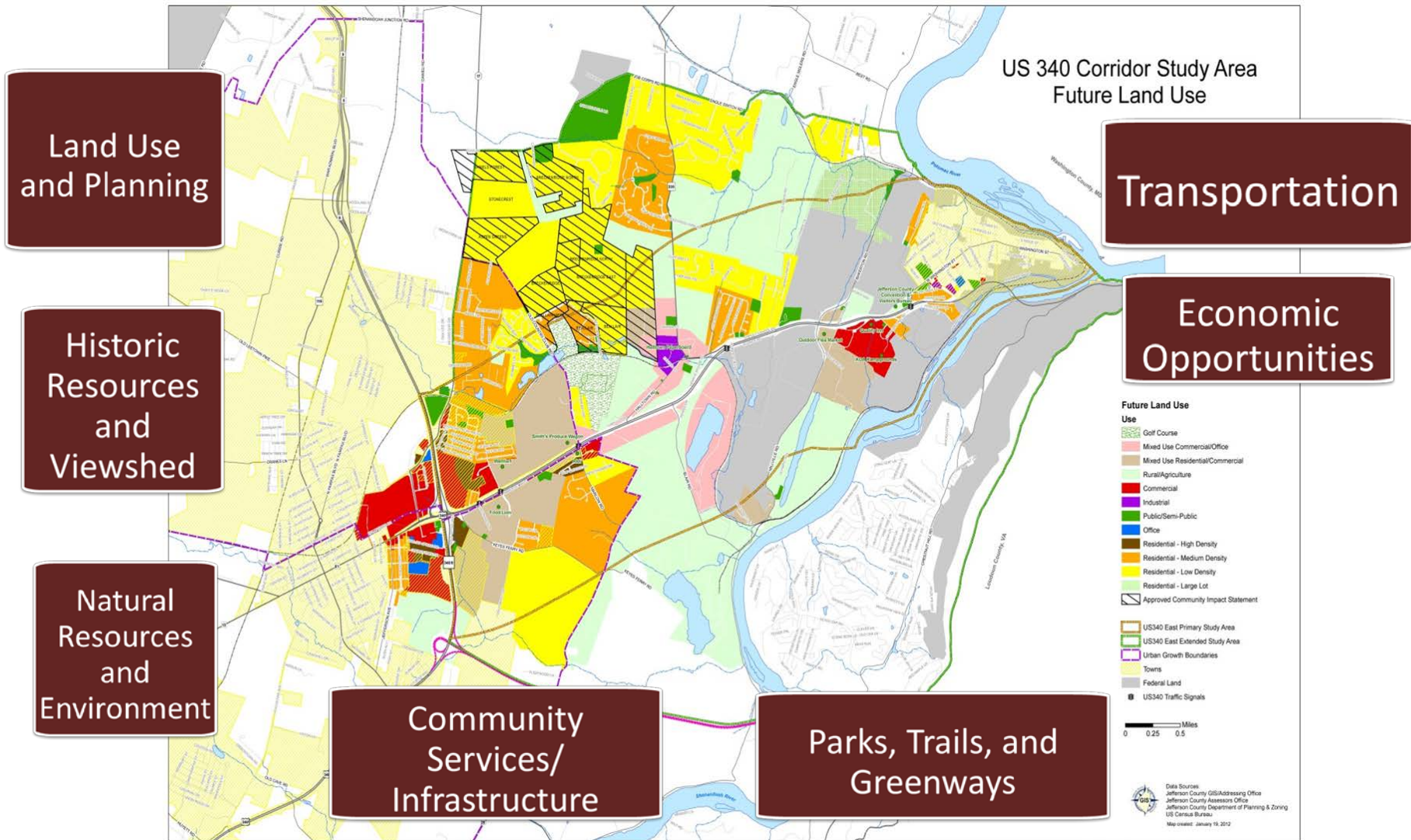
Engaging the Public



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| Meeting Date | Number of Attendees |
|-------------------------|----------------------------|
| March 26, 2011 | 130 |
| June 16, 2011 | 50 |
| September 17, 2011 | 34 |
| December 6, 2011 | 43 |
| January 19, 2012 | 50 |
| MetroQuest Phase I & II | 459 |
| Total | 766 |

Finalizing a Vision – Plan Recommendations



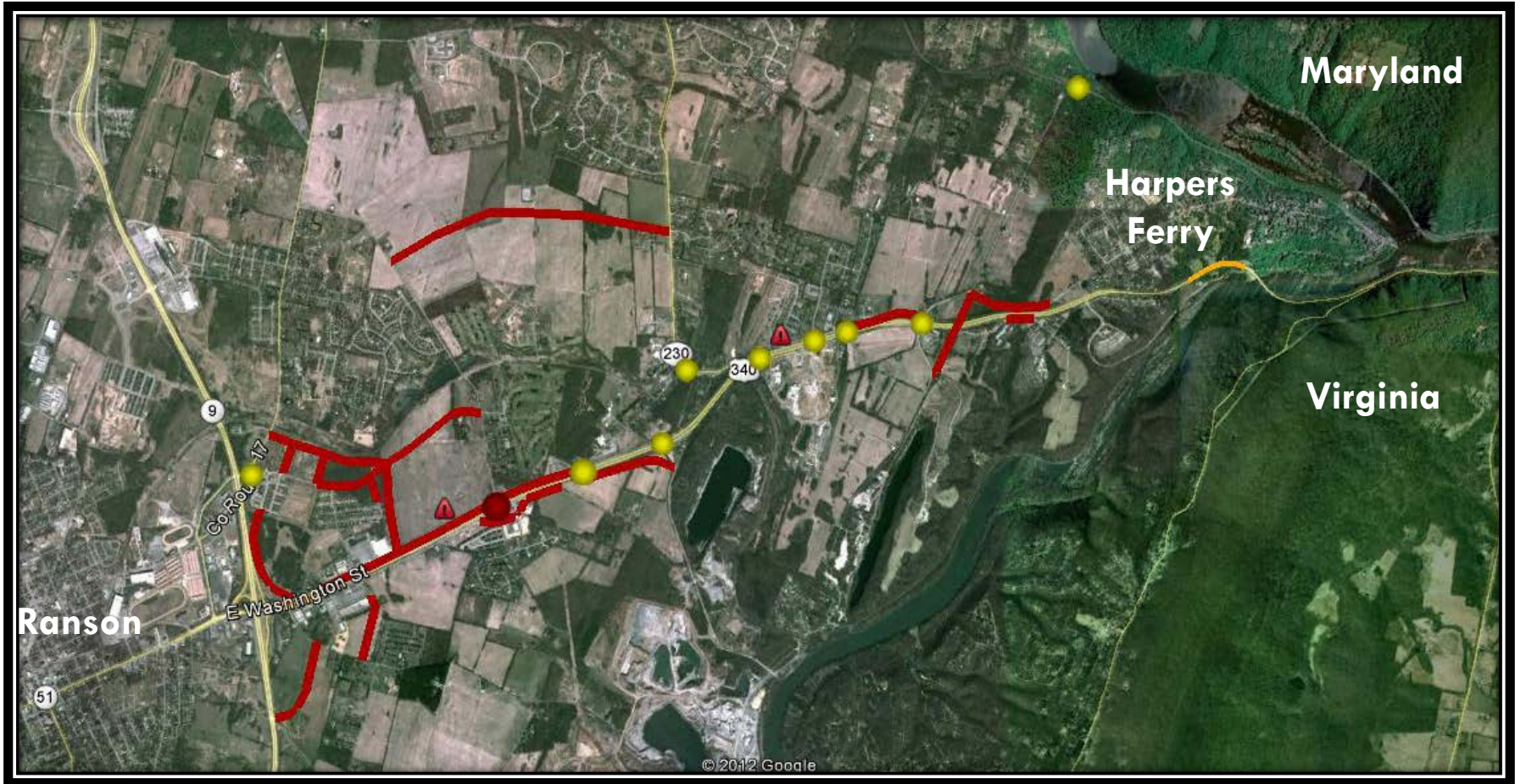
Identifying Needs and Projects



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- Short term Highway Project Recommendations
- New Integrated Road System
- Transit Improvements
- Bike/Pedestrian
- Roadway Streetscape and Beautification

Identifying Needs and Projects



Engage Public on Projects



- Let public evaluate and prioritize projects
- Based on input – added and deleted projects
- High priority intersection need recently addressed by WVDOT

Public Input on Project Prioritization

Rank Your Top 5 Projects

| Project ID From Map | Category | Short Description | Relative Cost Estimate (1= Highest Cost) (30=Lowest Cost) | Ranking (Indicate 1-5) Leave Rest Blank |
|---------------------|--------------------------|---|---|---|
| 1 | Intersection Improvement | Intersection Improvements at Flowing Spring Road / Sun Road / Route 9 | 12 | |
| 2 | Roadway Widening | Extension of Turning Lanes on US340 from Route 9 to 2 nd Street) | 14 | |
| 3 | Interchange | Grade Separated Interchange at US340 & Country Club Road) | 1 | |
| 4 | New Road | New North-South Frontage Road from Shenandoah Springs to Jefferson Terrace) | 7 | |
| 5 | New Road | New North-South Road Extension from Route 9 to Keyes Ferry Road | 8 | |
| 6 | New Road | New North-South Road from Keyes Ferry Road to Somerset Blvd | 13 | |
| 7 | New Road | New East-West Road from Shenandoah Springs Development to Country Club Road | 5 | |
| 8 | Other | Transit Service to Key Shopping Areas along US340 | 26 | |
| 9 | Other | Bike - Pedestrian East-West Path from Charles Town to Harpers Ferry | 15 | |
| 10 | Other | Bike - Pedestrian North-South Path Along Country Club Road | 25 | |
| 11 | New Road | New East-West Frontage Road from 2nd Street to Halltown Road | 4 | |
| 12 | Roadway Widening | Roadway Improvements on Marlowe Road to Improve Capacity for Turning Movements | 24 | |
| 13 | Intersection Improvement | Intersection Reconfiguration and Signalization at Halltown Road / CBP Entrance | 16 | |
| 14 | New Road | New East-West Frontage Road from Halltown Road to Blair Road | 10 | |
| 15 | New Road | New East-West Frontage Road Connection from Marlowe Road to Halltown Road | 20 | |
| 16 | New Road | New North-South Road Connection from Blair Road to Halltown Road North of US340 | 21 | |
| 17 | Intersection Improvement | Intersection Improvements at US 340 and Blair Road | 27 | |
| 18 | Intersection Improvement | Intersection Improvements at Halltown Road and Shepherdstown Pike | 19 | |
| 19 | Intersection Improvement | Intersection Improvements at US340 and Shepherdstown Pike | 16 | |

Questions?



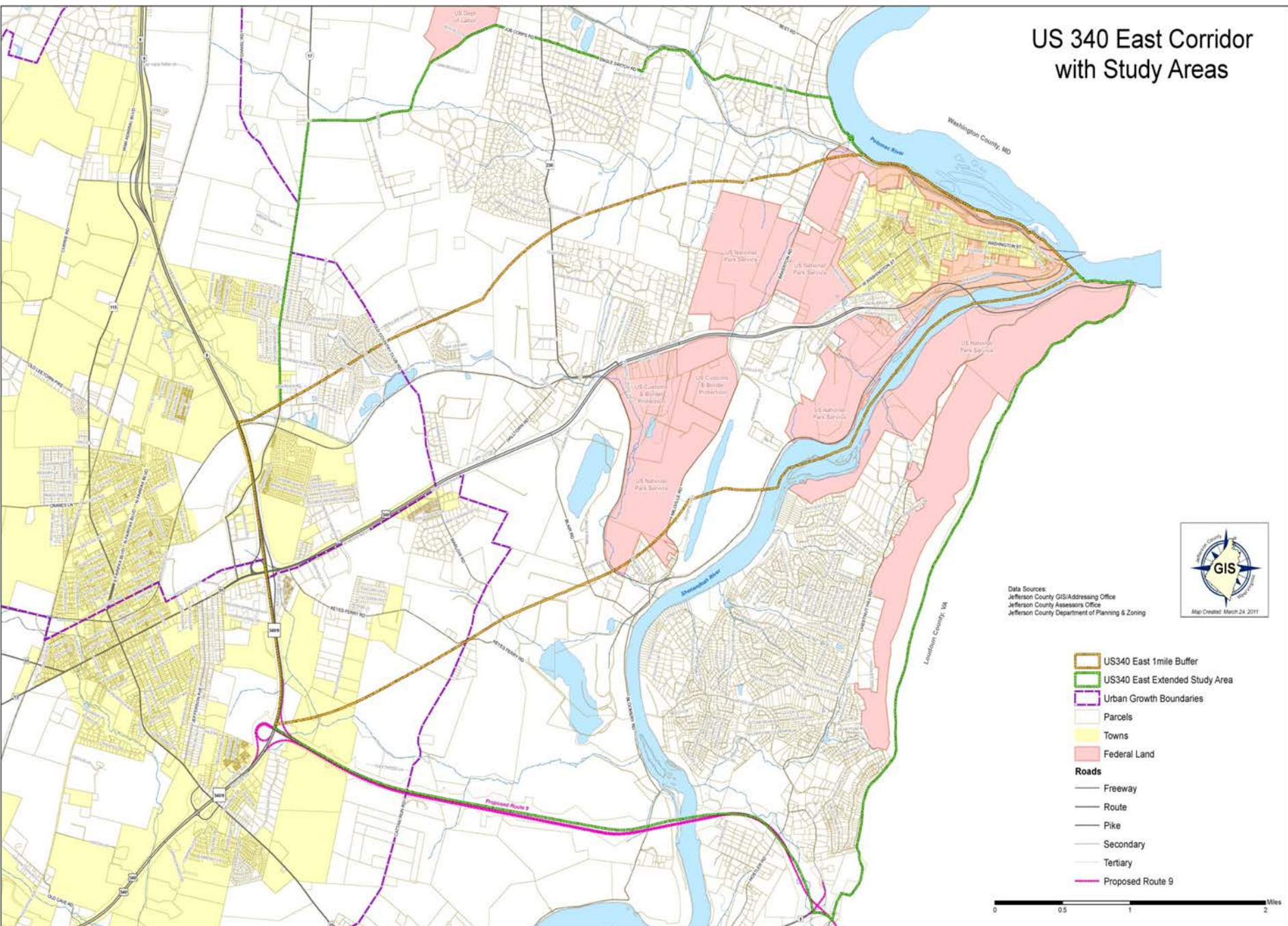
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US 340 East Corridor with Study Areas



Data Sources:
 Jefferson County GIS/Addressing Office
 Jefferson County Assessors Office
 Jefferson County Department of Planning & Zoning



- US340 East 1mile Buffer
 - US340 East Extended Study Area
 - Urban Growth Boundaries
 - Parcels
 - Towns
 - Federal Land
- Roads**
- Freeway
 - Route
 - Pike
 - Secondary
 - Tertiary
 - Proposed Route 9

