Transforming Commuter Corridors and Crossroads into Sustainable Places
We are in the midst of a paradigm shift.
Corridor transformation planning is a significant and recent departure from conventional practices.

NOT THIS: Corridor Improvement Study or (Corridor Management Plan)

“The purpose of this study is to improve safety, reduce traffic congestion, and improve traffic flow along Route X.”

Vs.

THIS: Corridor Plan

“The purpose of this plan is to provide a unified framework and vision for land use and multi-modal transportation planning along Route X.”
Decades of transportation and land use policies that have prioritized the automobile.

Perceptions and expectations of “the driving public”.

Many challenges to overcome
The DC-Baltimore Region has the highest concentration of corridor transformation efforts anywhere in the U.S.
Common elements of corridor transformation projects

Genuine multi-modalism
Common elements of corridor transformation projects

Land use and urban design
- Create walkable nodes - Not entire corridor has to be walkable.
Common elements of corridor transformation projects

**Land use and urban design**

- Create walkable nodes - Not entire corridor has to be walkable.
- Buildings built to edge of sidewalk
- Mix of uses – vertical and horizontal
- Streetscape – street trees, pedestrian lighting, sidewalks, furniture, landscaping and green infrastructure, on-street parking or other buffers
- Building height to width – sense of enclosure, outdoor room
Common elements of corridor transformation projects

**Land use and urban design**

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- Building height to width – sense of enclosure, outdoor room
- Off street parking in rear
- Civic plazas and parks
Common elements of corridor transformation projects

Street design + transportation network

- Interconnected street network
- Slower speeds - narrower lanes, introduce vertical elements, crosswalks, bulbouts, etc.
- Maintain or reduce number of lanes
- “Multi-way boulevards” are often a good solution
- Creating high quality alternatives to driving are a must.
Implementation tools

Financial
- TIFs, Special taxing districts
- Tax credits, other incentives
- T/E funding
- Public-private partnerships

Infrastructure
- ROW dedication upon redevelopment

Policy
- Comprehensive plans + master plans
- Zoning/Form-based codes
- “Greentaping”, density bonuses
- Multi-modal LOS
- Design guidelines
- Public education + civic engagement

Everything else depends on this
New Hampshire Avenue Corridor Concept Plan - Charrette Process

Broad public buy-in and support is essential.
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Visualizations
Marketing and branding the corridor

The Corridor Concept Plan

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New Hampshire Avenue Corridor Concept Plan - Charrette Process

www.thenewave.com

Ready for adventure? Explore the World on the New Ave!

DISCOVER THE NEW AVE

Urban Design Guidelines

The City is reaching out to stakeholders to identify the design guidelines that are the most important to guide future development in the Darnall/Jersey Crossroads. Learn more about drafting the Urban Design Guidelines and how you can participate.

How do I start my new business on the New Ave?

Travis to Jersey businesses—all on the New Ave.

Discover three around every corner!

Do green on the corridor—tips to get you there.

Visit the future! Read up on plans and projects.

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TND Planning Group
The adopted plan has aided in securing short term, incremental corridor improvements through grants.

Image Credits: City of Takoma Park
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Image Credit: City of Takoma Park
Clarksburg Historic District – Rockville Pike – Streetscape Preference Survey

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3.5

TND Planning Group
Clarksburg Historic District – Rockville Pike – Streetscape Preference Survey
Community was initially divided about fostering walkability and sense of place versus “ease of driving.”
A commercial development proposal and roadway widening became a contentious issue.
Town hall meetings, public education, and visualization tools were used to work through disparate views of multiple stakeholders.
The plan was ultimately revised to reflect the community’s vision.

Image Credit: Ashton Meeting Place
Final words: Strategies

- Place greater emphasis on public education and civic engagement.
- Plan for a regional network of corridors that connect walkable nodes together.
- Focus first on corridors that already have walkable urbanism and interconnected street networks adjacent to them.
- Recognize that corridor transformations align with state and regional carbon footprint and VMT reduction goals.
- Use MMLOS to evaluate corridors.
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