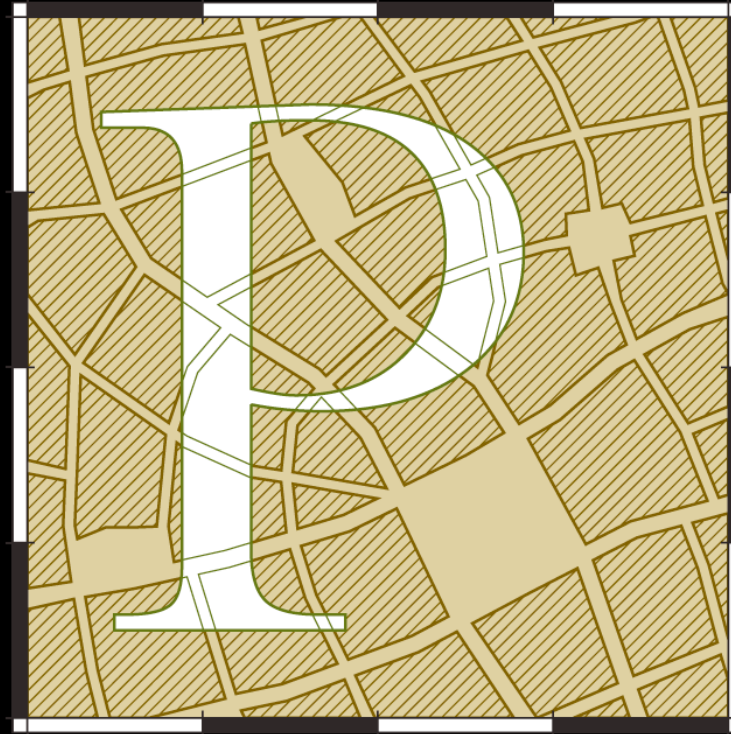


P L A C E



M A K E R S

Shepherdstown, West Virginia
July 18, 2012



WE'RE PLACEMAKERS. THAT'S WHAT WE DO.

We take our name seriously. That's why we're not just a town planning firm. Instead, we address the full scope of placemaking, from planning charrettes and codes to implementation and marketing, and put our focus on the kind of *viability* that turns vision into reality. United by our mutual passion for creating timeless and endearing places, we're a unique collection of professionals — planners, designers, architects, an attorney, an MBA, a journalist and a marketing communications veteran — who've committed to translating time-tested principles into purposeful efforts for quality growth. Care to meet us individually? Click away.

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Safeguarding Community Character



Safeguarding Community Character



Safeguarding Community Character



Safeguarding Community Character



Enclosure & Outdoor Rooms



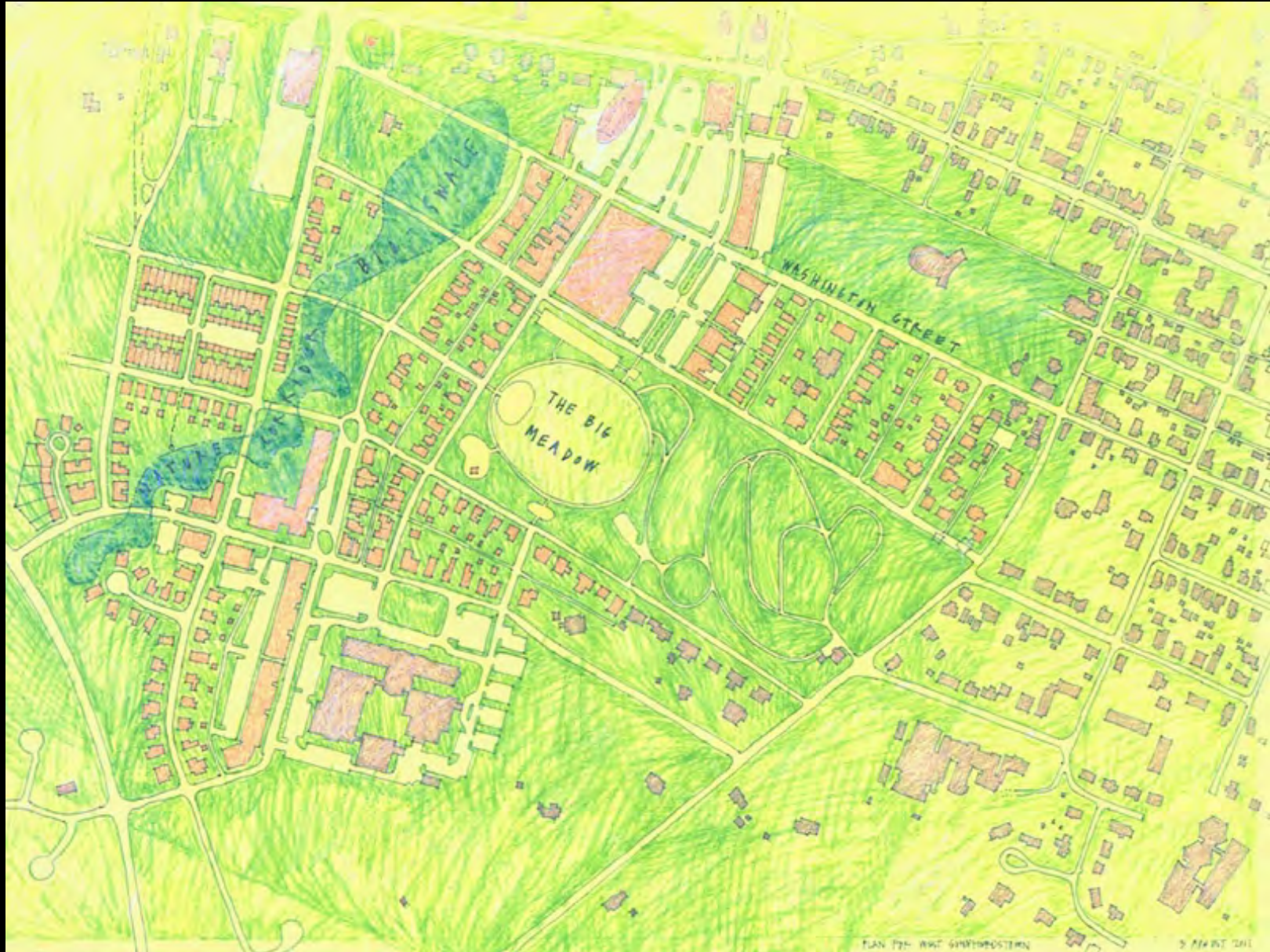


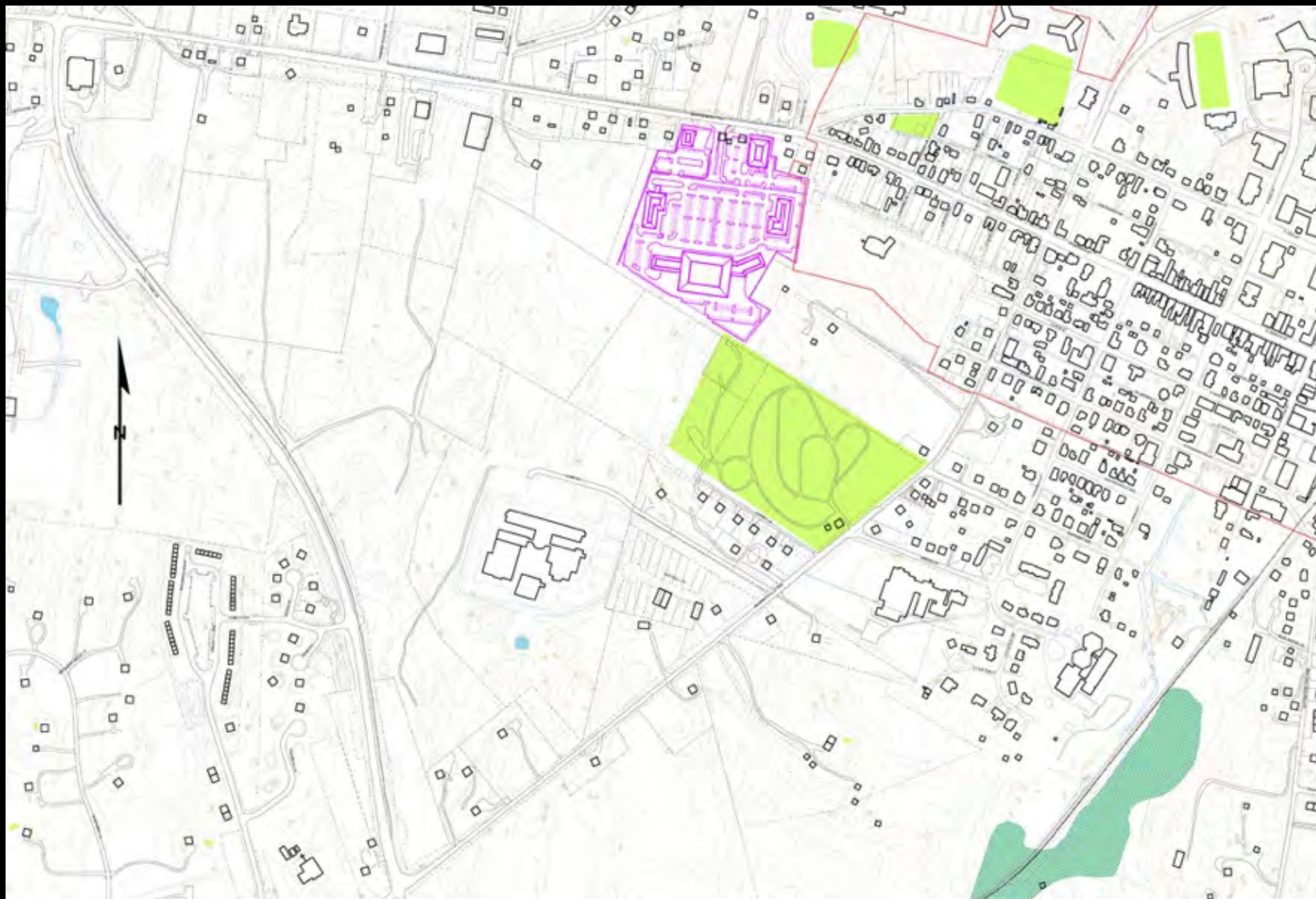
Character is the Goal

Community Character at the Building Scale



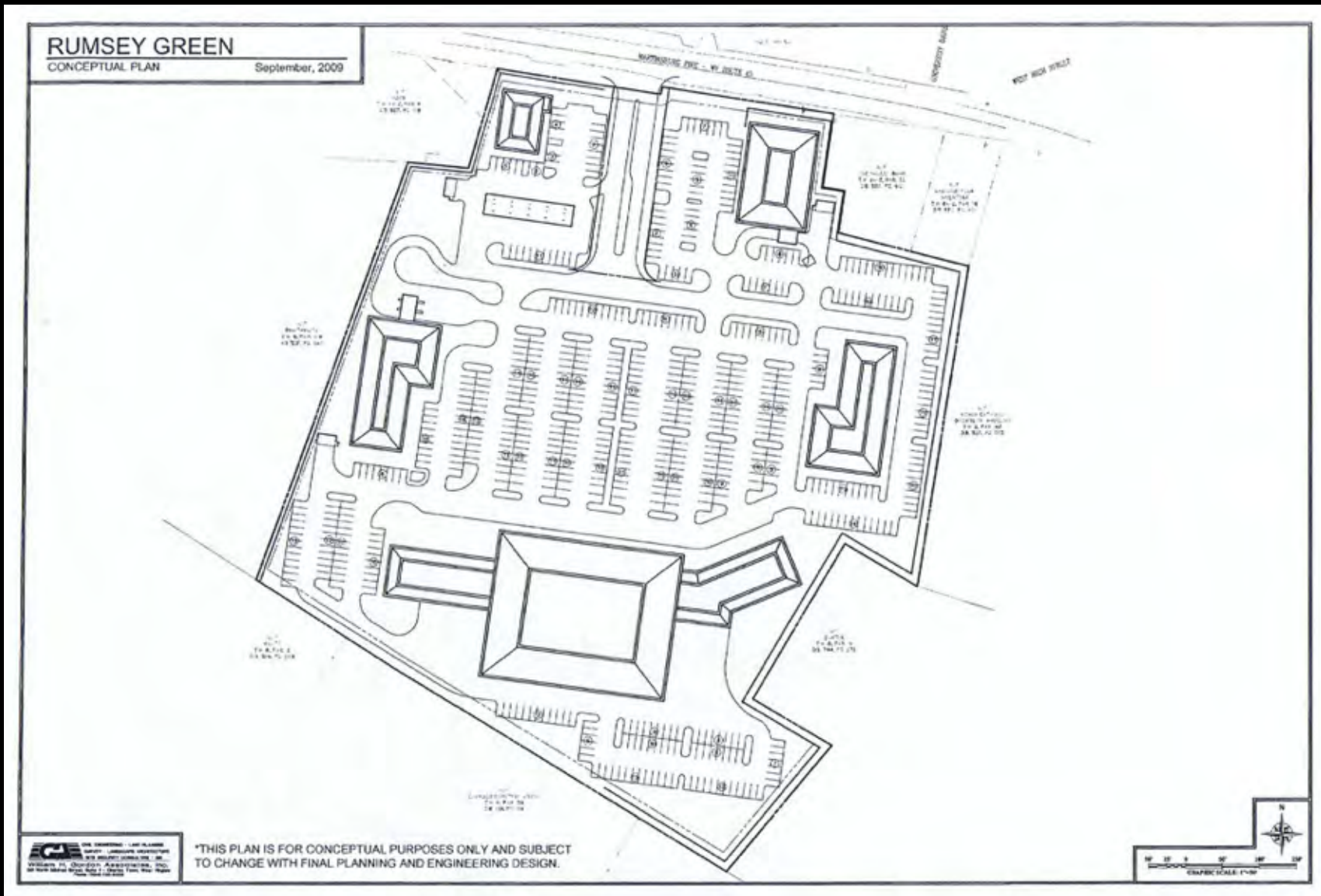
Previous Effort at Developing the Character of the Area





Original Site Plan in Context

Initial Rumsey Green Development Plan

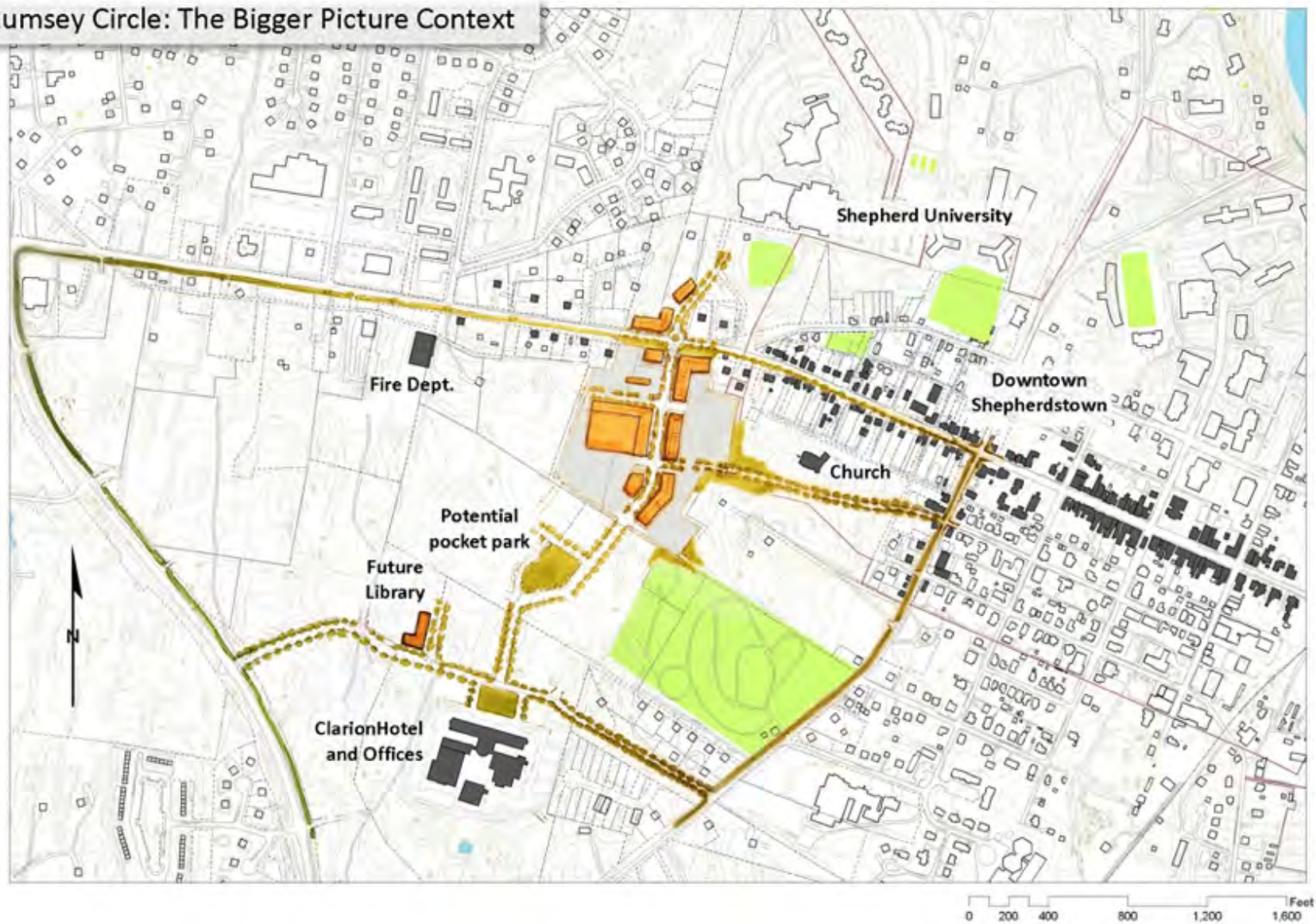


Original Rumsey Green Illustration



Schematic Plan #I in Context

Rumsey Circle: The Bigger Picture Context



Schematic Plan #1

Rumsey Circle: Site circulation and connectivity potential

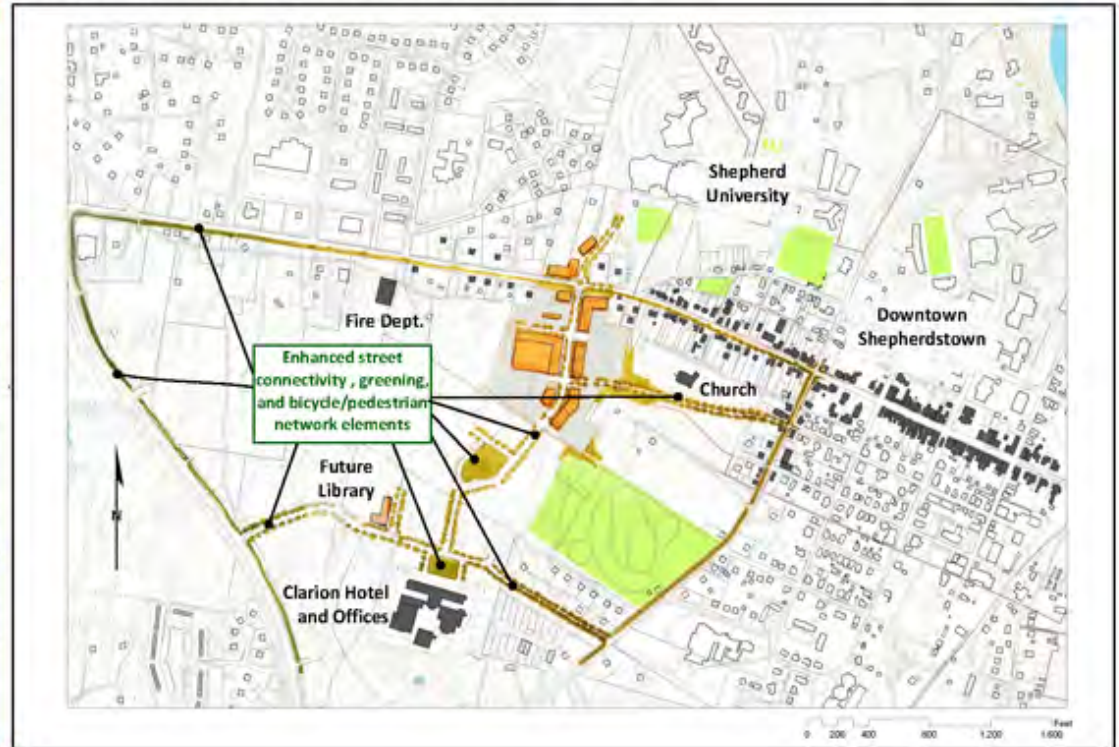
Opportunities created for an interconnected street network linking civic and commercial uses, parks, and downtown. Establishes a framework for future development to be walkable, bikable, and green.

Internal circulation pattern and future connectivity potential



.....➔
Circulation pattern

➔
Potential vehicular and/or
bike/ped connections to adjacent
properties and streets



Schematic Plan #1

"Rumsey Circle" Alternative development concept

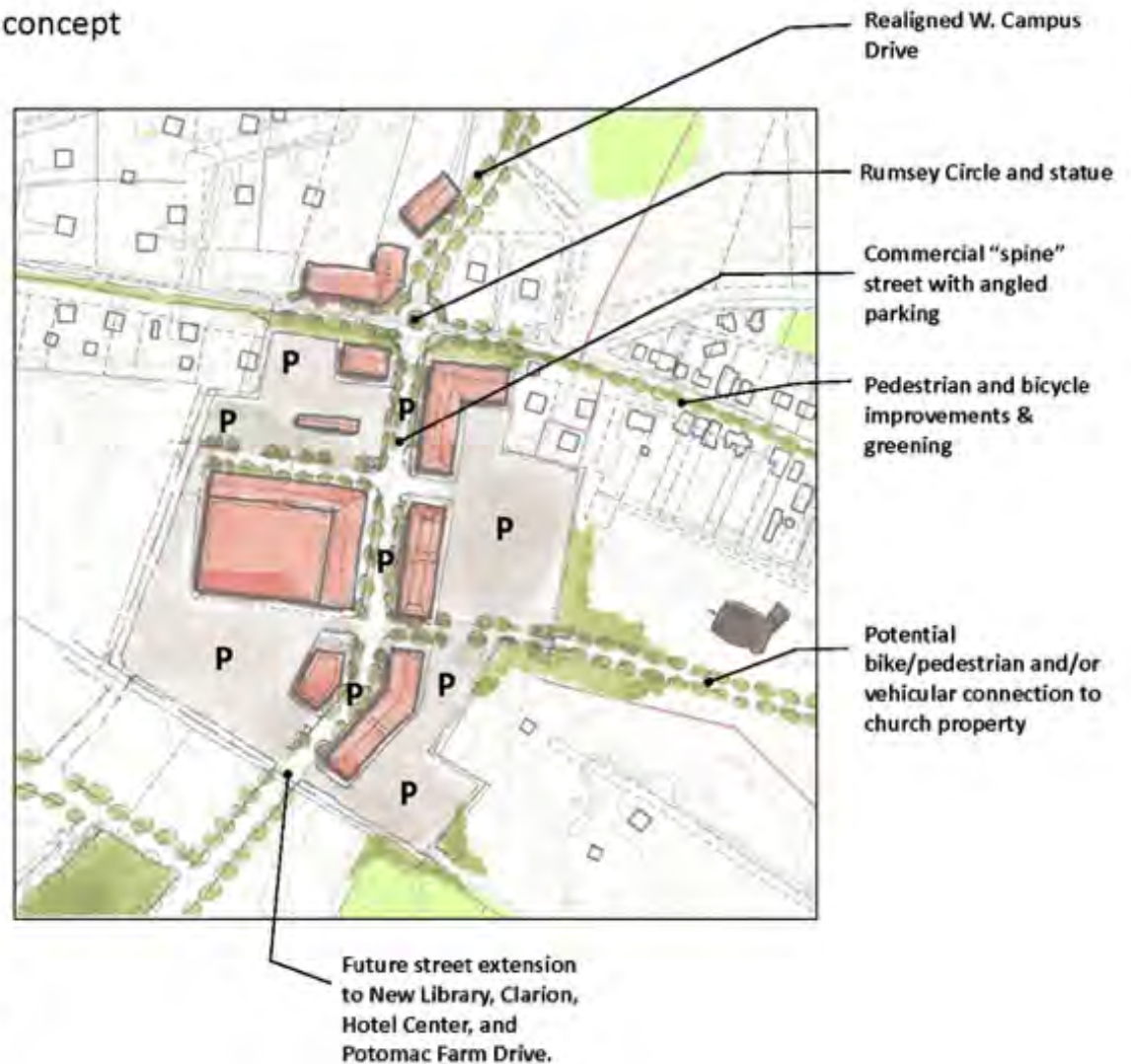
S. Sivola 2.2.12

This schematic achieves the following:

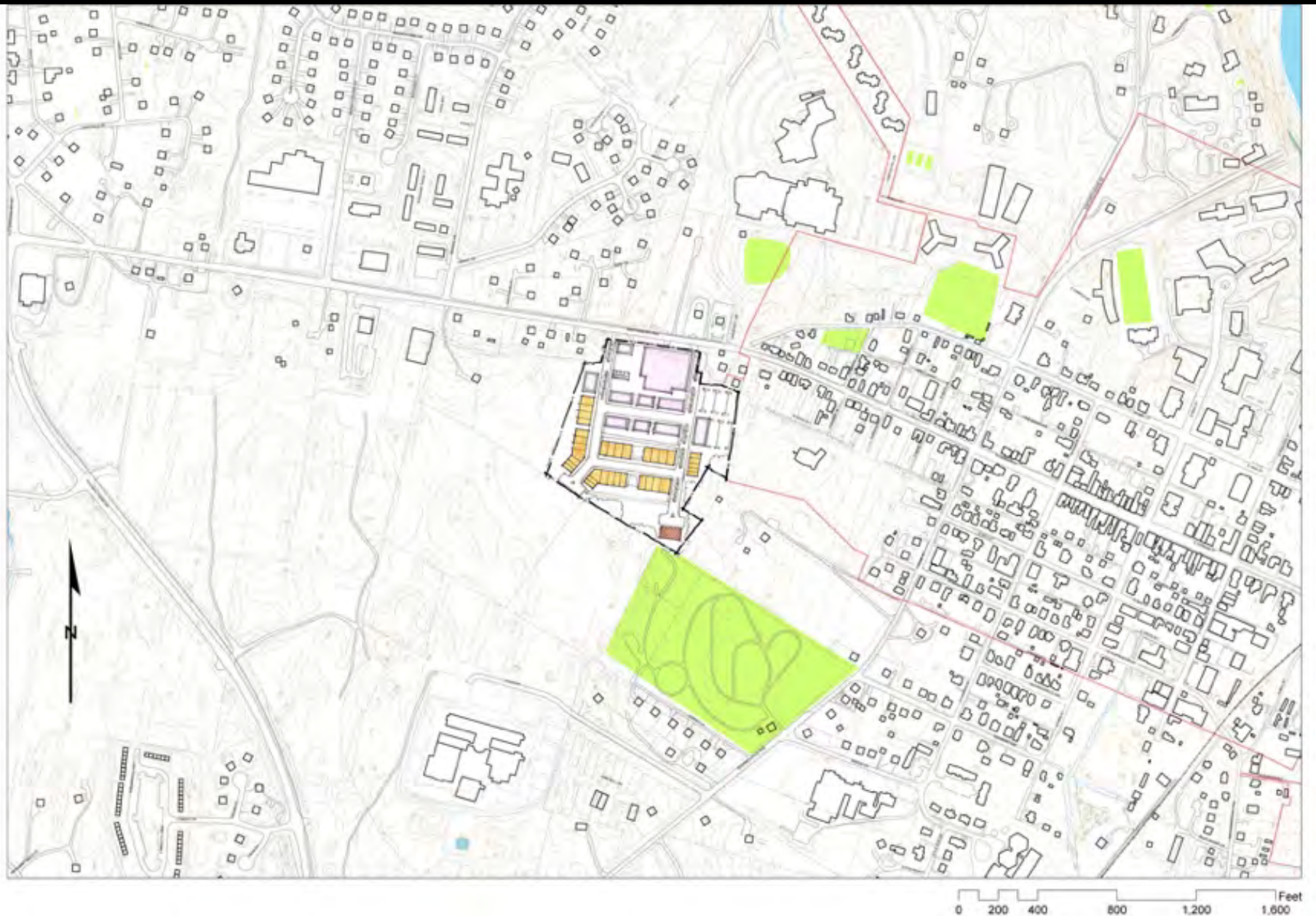
- Includes the same uses and amount of square footage (or more) of the development team's desired program within the two developer-controlled parcels on the south side of Rte 45. Additional development on parcels on north of Rte. 45.
- Include at least the same number of parking spaces as original concept.
- Assumes the new library at the current proposed location.
- Assumes mixed use buildings with ground floor retail and upper floor residential or office.
- Assumes stormwater management best management practices.

Key Concepts:

- Creates an inviting pedestrian realm, contiguous to downtown Shepherdstown by organizing the development along a pedestrian friendly spine street.
- The project would be the first building block of an "organic" expansion of Shepherdstown that can be added on to over time.
- Maximizes connectivity to the town and surrounding areas and creates greater value for other undeveloped parcels in the "Triangle."
- Realigns W. Campus Drive with the project entrance and adds a roundabout with a statue of Rumsey as a gateway into Shepherdstown.



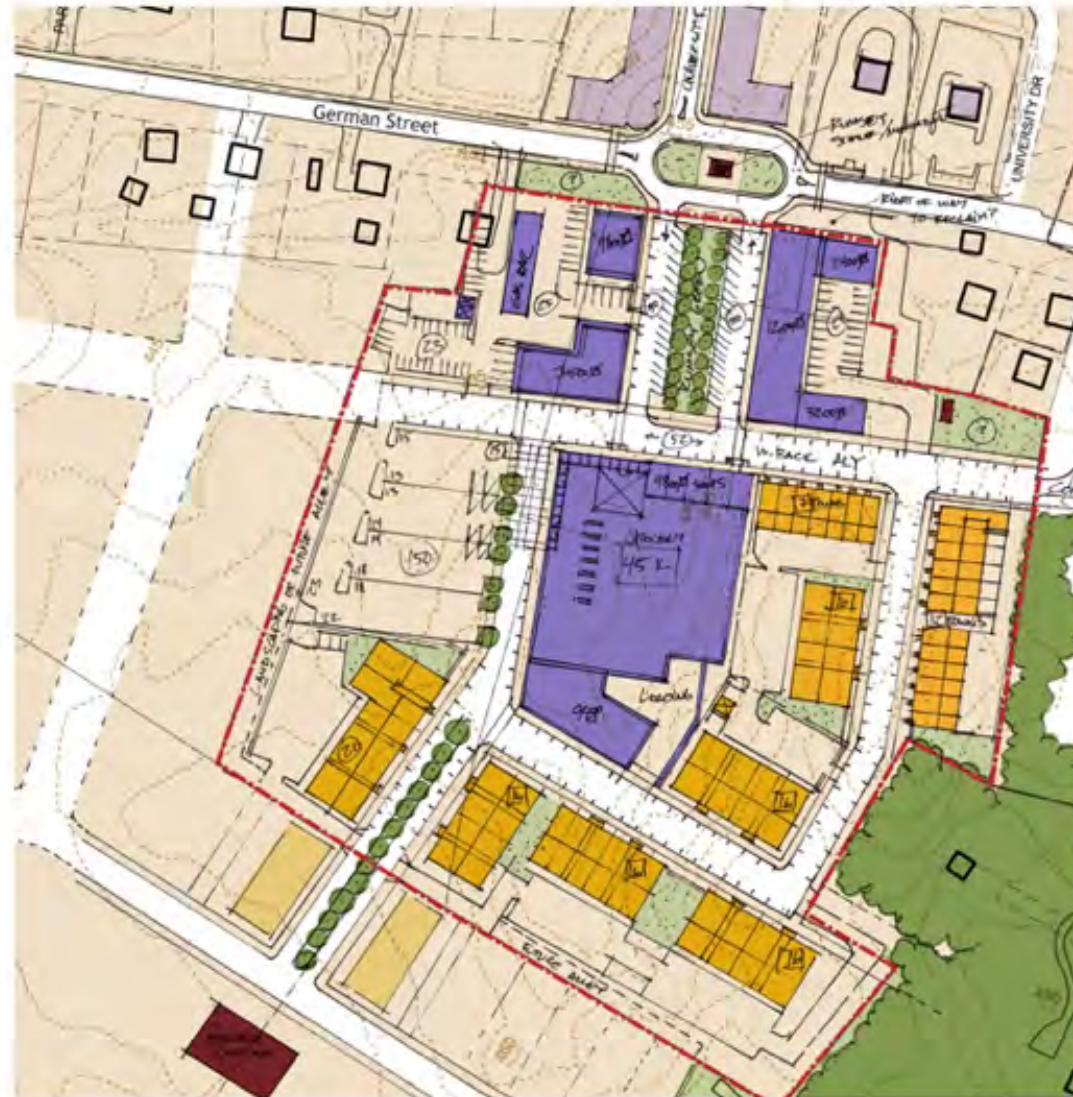
Schematic Plan #2 in Context



Schematic Plan #2



Schematic Plan #3



Total Ground Floor Commercial: 88,700 sf
Total Parking (including adjacent on street): 356 stalls

Total Residential: 100 Apartments
19 Townhouses

- Residential
- Commercial
- Project Boundary



RUMSEY GREEN SHEPHERDSTOWN, WEST VIRGINIA

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ILLUSTRATIVE CONCEPT
Scale 1" = 150'



The Precedent: Lake Forest outside Chicago, Illinois



The Precedent: Lake Forest outside Chicago, Illinois



The Precedent: Lake Forest outside Chicago, Illinois

The Precedent: Lake Forest outside Chicago, Illinois



The Precedent: Lake Forest outside Chicago, Illinois



Recent Example: Birkdale Village in North Carolina



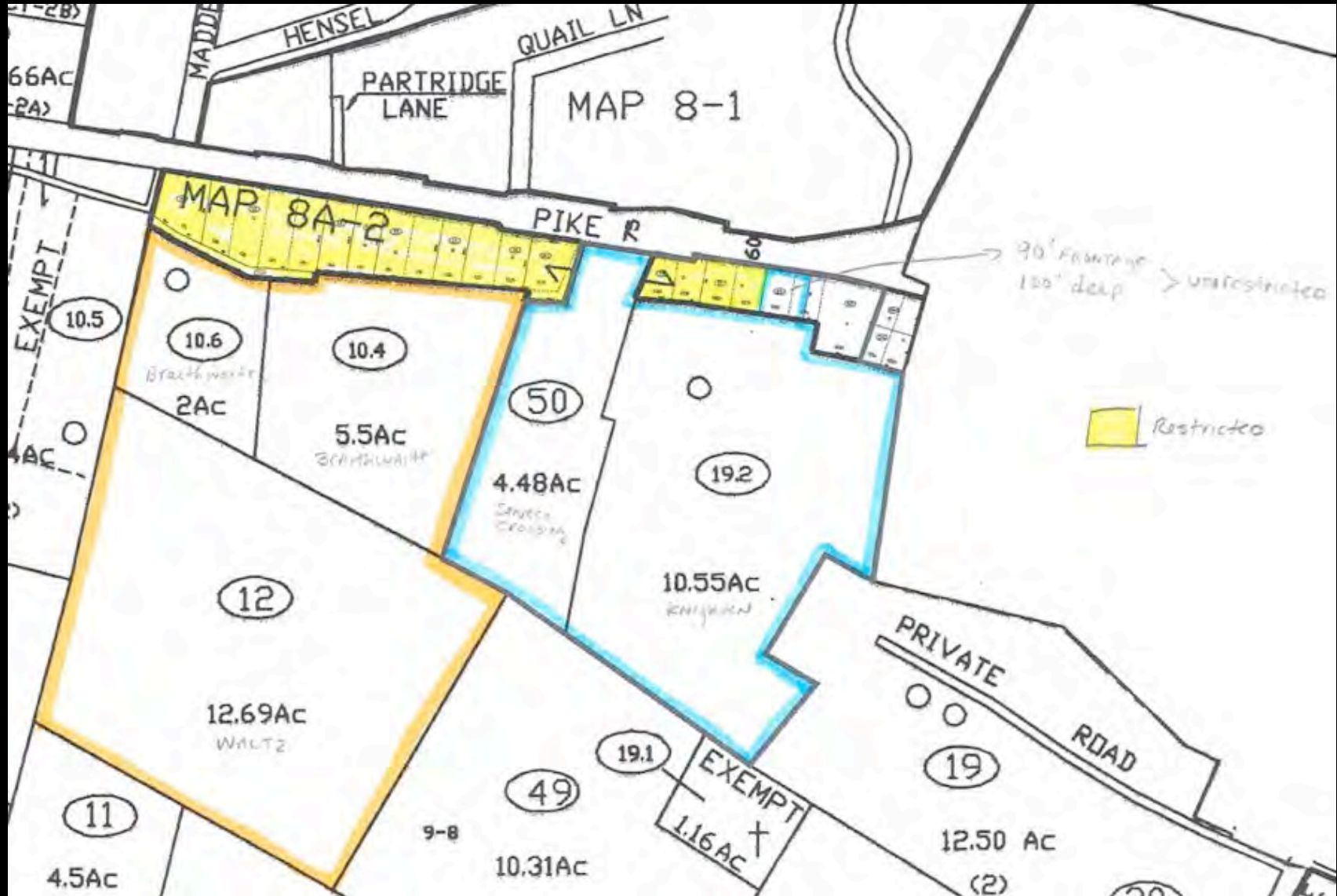
Recent Example: Birkdale Village in North Carolina



Recent Example: Rosemary Beach, Florida



Unexpected Change of Program: Commercial Restrictions

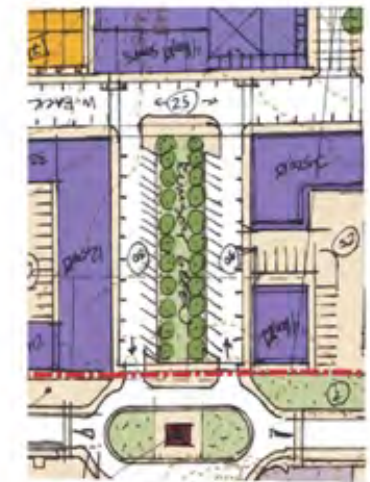


Concept A turned into.....



CONCEPT DESCRIPTION

The preliminary concept utilizes the proportions of the square at Lake Forest, Illinois. Buildings along all four sides create a complete sense of enclosure, framing the green as a pedestrian friendly public space. The gas station pumps and parking lots are located at the rear of the buildings. This concept represents the ideal form for the square layout. As the concept was developed further, a number of factors affected this ideal form.



- Residential
- Commercial & Mixed Use

Project Boundary

0 75' 150' 300'



ILLUSTRATIVE CONCEPT A

Scale 1" = 150'

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RUMSEY GREEN SHEPHERDSTOWN, WEST VIRGINIA

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Concept B

CONCEPT DESCRIPTION

The second plan reflects a restricted parcel that prevents any commercial structures at the northeast corner of the square (lower right). To ensure visibility to the gas station store, the building is pushed back revealing the gas pumps and reducing the sense of enclosure of the green.



- Residential
- Commercial & Mixed Use
- Project Boundary



RUMSEY GREEN SHEPHERDSTOWN, WEST VIRGINIA

ILLUSTRATIVE CONCEPT B
Scale 1" = 150'

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Concept C



CONCEPT DESCRIPTION

To reduce visibility of the gas pumps and to increase a sense of enclosure, a colonnade over the sidewalk is proposed as a minor variation to Concept B.

- Residential
- Commercial & Mixed Use
- Project Boundary

0 75' 150' 300'



RUMSEY GREEN SHEPHERDSTOWN, WEST VIRGINIA

ILLUSTRATIVE CONCEPT C

Scale 1" = 150'

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Concept D

CONCEPT DESCRIPTION

Due to concerns to parking availability for the gas station, an alternative concept moves the other building on the west side of the square into the grocery store parking lot. In this scenario, one entire side of the square lacks building enclosure. A sidewalk colonnade provides some screening of the parking and gas pumps. A parking study was conducted to look at parking availability with the original concept and the proposed concept C. Although not owned or controlled by the gas station, the parking around the green allows for more parking in proximity to the gas station store than the original concept.



Approximate Parking Spaces within Circle 1: 34 stalls
Approximate Parking Spaces within Circle 2: 72 stalls
Circles are centered on approximate location of front door



Approximate Parking Spaces within Circle 1: 24 stalls
Approximate Parking Spaces within Circle 2: 55 stalls
Circles are centered on approximate location of front door

- Residential
- Commercial & Mixed Use
- Project Boundary

0 75' 150' 300'



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ILLUSTRATIVE CONCEPT D

Scale 1" = 150'

7

Precedent for Filling in the Gaps: Bath, England



Precedent for Filling in the Gaps: Bath, England



Precedent for Filling in the Gaps: Bath, England



Precedent for Filling in the Gaps: Bath, England



Zoe's Kitchen in Columbia, SC



Zoe's Kitchen in Columbia, SC



Chick-fil-A in Birmingham, Alabama



Chick-fil-A in Birmingham, Alabama



Chick-fil-A in Birmingham, Alabama



Colonnade for Gaps: San Diego, California Example



Concept E

DESIGN VISION

Responding to concept D, this concept reflects the ideal scenario as determined by the prospective gas station tenant. Office buildings are also illustrated in parcel to the southwest (upper right).



- Residential
- Commercial & Mixed Use
- Project Boundary

0 75' 150' 300'



RUMSEY GREEN SHEPHERDSTOWN, WEST VIRGINIA

ILLUSTRATIVE CONCEPT E
Scale 1" = 150'

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Unit Counts



RESIDENTIAL

Building A:	Apartments: 3 Stories	24 units
	On-Site Parking:	25 stalls
	On-Street Parking:	13 stalls
Building B:	Apartments: 2 Stories	16 units
	On-Site Parking:	17 stalls
	On-Street Parking:	10 stalls
Building C:	Apartments: 2 Stories	16 units
	On-Site Parking:	16 stalls
	On-Street Parking:	10 stalls
Building D:	Apartments: 3 Stories	24 units
	On-Site Parking:	24 stalls
	On-Street Parking:	14 stalls
Building E:	Stacked Townhouses*	14 units
	2-3 Stories	14 units
	On-Site Parking:	23 stalls
	On-Street Parking:	9 stalls
	*Alternative: 7 fee simple Town Houses with yard.	
Building F:	Townhouses	10 units
	On-Site Parking:	22 stalls
	On-Street Parking:	17 stalls

Total Residential:	80 Apartments
	24 Townhouses
	104 Units Total
On-Site Parking:	127 stalls
On-Street Parking:	73 stalls
Total Residential Parking:	204 stalls

This is a schematic plan that is subject to change, and is for discussion purposes only. Buildings represented on this schematic plan might change in height, but in no case shall any building exceed three stories.

- Residential
- Commercial/Mixed Use
- Project Boundary
- Restricted Area

COMMERCIAL

*Building G: (shops)	Office/Retail:	3 stories
	Bldg Footprint	15,000 sf
Building H: (Shops)	Retail:	1 storey
	Bldg Footprint	8,000 sf
Building I: (Grocery)	Retail:	1 storey
	Bldg Footprint	44,000 sf
* Building J: (Shops)	Retail:	1 storey +
	Bldg Footprint	7,500 sf
Building K: (Shops)	Retail/Office:	1 storey +
	Bldg Footprint	3,200 sf
Building L: (Gas Store)	Sheetz Station as Designed	
	Bldg Footprint	4,800 sf
Building M: (Shops)	Retail/Office:	1 storey +
	Bldg Footprint	2,500 sf
Building N: (Bank)	Retail:	1 storey +
	Bldg Footprint	3,600 sf
Building O: (Urgent Care)	Retail:	1 storey +
	Bldg Footprint	4,800 sf
Building P: (Flex)	Retail/Office/Civic:	1 storey +
	Bldg Footprint	4,200 sf
Building Q:	Future Apartments	

Buildings R & S: Office Buildings: 20,000sf footprint at two storeys. Parking to rear plus on street guest parking.

Total Ground Floor Commercial:	97,600 sf
Total Office (Bldg G):	20,600 sf
Total Commercial Parking*:	329 stalls
Public Space Parking: (within restricted area)	16 stalls
* Parking count does not include Sheetz parking.	

ALTERNATIVE BUILDING USES

*Building G:	Residential/Retail:	2-3 stories
	Retail:	2,800 sq.ft.
	Residential:	28 units
	On-Site Parking:	24 stalls
	On-Street Parking:	7 stalls

*Building J: Live/Work with 2-3 Stories Residential



RUMSEY GREEN SHEPHERDSTOWN, WEST VIRGINIA

DRAFT: JUNE 12, 2012

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ILLUSTRATIVE CONCEPT - JUNE 2012

Scale 1" = 150'

The Current Sheetz in Shepherdstown



[illegible]

Sheetz Prototype



Sheetz Prototype



Sheetz Prototype



Sheetz Prototype



What will the gas pumps look like?



Roundabout as Gateway



Civic Art Gateway



Sample Plan for Apartment Buildings



Sample Plan for Apartment Buildings



Sample Plan for Townhome Buildings



Zoning & Flexible Uses



Zoning & Flexible Uses



Zoning & Flexible Uses



Zoning & Flexible Uses



Zoning & Flexible Uses



Sidewalks & Walls





Kentlands Conventional Suburban Retail & the Importance of Block Structure/Infrastructure

The Next Steps



Q & A