Planned Residential Community



Planning and Design Guide





In Front Royal and Warren County, Virginia

A CENTEX COMMUNITY

PLANNED RESIDENTIAL COMMUNITY

TABLE OF CONTENTS

FORWARD	3
EXECUTIVE SUMMARY	4
THE PLAN	5
Site Setting	6
Environmental Analysis	7
Planning Process	8
The Concept Plan	9
TRADITIONAL DESIGN APPROACH	13
Traditional Character	15
Traditional Street Pattern	16
Architectural Diversity	17
Sense of Community	18
Transition and Integration	19
DESIGN DETAILS	20
Exxtending the Town Fabric	21
Homes and Building Lots	22
Mixed Use Center Objectives	24
Community Recreation	25
Village Promenades	26
Street Network	27
Streetscape Elements	28
Streetscape Planting	29
CONCLUSION	30

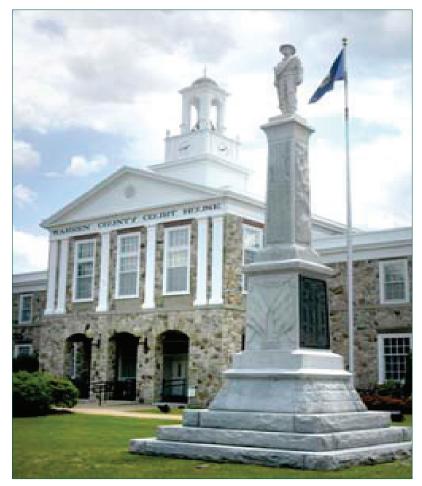
CONCLUSION



NOTE: This document, including appendices, is intended to describe the design approach to a rezoning application and planned community at Maplecrofte in Front Royal. As such the information shown is considered conceptual in nature and is subject to change as the application develops. All illustrations are an artists concept of future conditions.

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FORWARD



The land plan for Maplecrofte is unique in it's approach to community design in Warren County. The approach is traditional in layout and is inspired by the Town of Front Royal, Warren County's Comprehensive Plan, and Front Royal's historic street grid system. The goal is to provide an environment which fosters family living and lasting value by creating a neighborhood which is unique, desirable, and sustainable.

The developer and builders deemed traditional layout the best way to create a community with a unique sense of place. Everything, from the form of the streets to the home placement on parcels, has been selected to create an identity for Maplecrofte as a community of traditional values and longevity. Color, form, and variety have been chosen to reinforce the traditional values of this special place to live.

This guide illustrates the concepts behind the plan. It has been prepared with the notion that the Maplecrofte Homeowners Association, and stakeholders can benefit from the developer's and designer' ideas. By providing insight to the design concepts and the process behind which the community plan evolved, future homeowners can form self-sustaining maintenance programs which will promote the vibrancy of Maplecrofte for years to come.

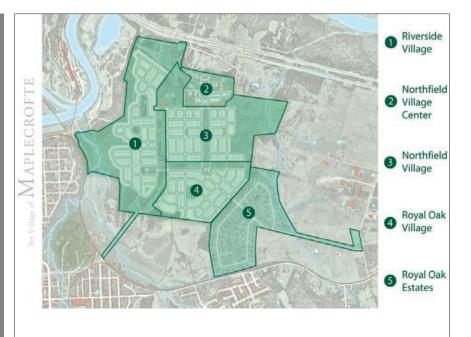


Planned Residential Community

EXECUTIVE SUMMARY

PROPOSAL: The development, to be called The Villages of Maplecrofte ("Maplecrofte"), will incorporate some of the Happy Creek Road Charrette Concept Plan recommendations and feature three distinct residential neighborhood villages and a neighborhood commercial center. The Applicant requests a change in zoning of approximately 754 acres of property situated along Happy Creek Road (Route 647), west of its intersection with Shenandoah Shores Road (Route 606) and north of the Norfolk Southern Railroad. The concept development plan will incorporate some of the Happy Creek Road Charrette Concept Plan recommendations and feature three distinct residential neighborhood villages and a neighborhood commercial center.

Upon full build-out, Maplecrofte will be composed of a maximum of 2,400 dwelling units, yielding an overall residential density of approximately four dwelling units to the acre. This lot yield will include approximately 900 dwelling units intended solely for age-restricted residents. The commercial development will occur on 25 acres, yielding a maximum potential of 250,000 square feet of retail and office development. Other proposed future development on the Property include an elementary school on a 24+/- acre site, another, yet unknown, public use, and two community clubhouses with outdoor pools.





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THE PLAN

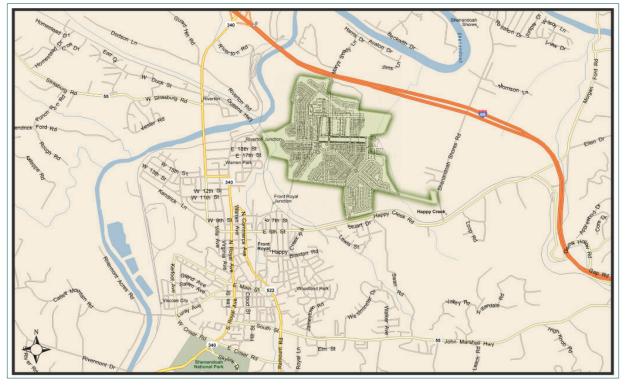




In Front Royal and Warren County, Virginia

PLANNED RESIDENTIAL COMMUNITY

SITE SETTING



Maplecrofte is located in Warren County, and Front Royal, Virginia. The tract includes approximately 754 acres of property situated along Happy Creek Road (Route 647), west of its intersection with Shenandoah Shores Road (Route 606) and north of the Norfolk Southern Railroad. About 150 acres of the property lies within the Town of Front Royal, with the remaining portion, which is the subject of this rezoning application, situated within Warren County in the Shenandoah Magisterial District. The County portion includes approximately 604 acres.



PLANNED RESIDENTIAL COMMUNITY

ENVIRONMENTAL ANALYSIS

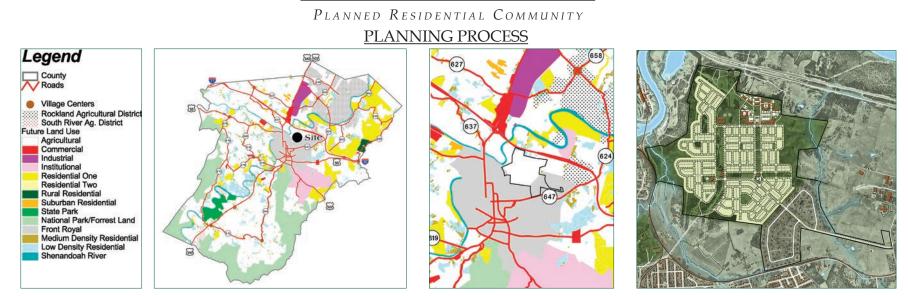
Existing site conditions have been carefully analyzed and applied to the creation of Maplecroftes' concept plan.

The site is located within the piedmont geographic province and exhibits the gently rolling terrain and access to streams and rivers that characterize the area. The site is generally open farmland with tree stands in areas of sloping hillsides and hedgerows. The high meadows command views of the mountains to the south and west and are shaped by two ridgelines separated by a broad basin.

The existing landscape is a major factor in determining the form of Maplecrofte's neighborhoods, streets, home sites, and pedestrian network. Planning concepts of perimeter buffering and separation of proposed development into villages, with surrounding open space, has been implemented to protect environmental features of the site. Consideration for the bedrock geology, drainage patterns, historic cemetery, surrounding land uses and transportation systems has been incorporated into the conceptual development plan.







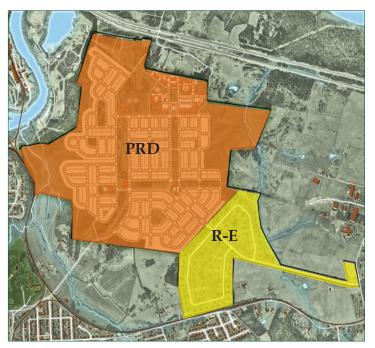
Located within the Warren County Comprehensive Plan's Happy Creek Study Area, Maplecrofte has been identified as a site that can implement three potential residential centers and two public/civic sites that incorporate the principals of traditional design. This includes a variable mix of uses, home types, and lot sizes set on a coordinated grid street system with multiple access points. A particular strategy was implemented in the Plan to provide public open spaces as parkland between residential neighborhoods or villages. In this way the additional benefits of these "greenways" can be realized for recreation, and enhancement of environmental systems.

Various options are available for expanding the traditional development pattern of adjacent Front Royal neighborhoods, primarily through a PRD zoning overlay district which allows for a degree of flexibility in the design of residential areas over what is normally possible under conventional zoning standards. A combination of PRD and conventional zoning policy within Maplecrofte is a perfect match for facilitating traditional development, and allowing the modifications required for the creation of densities and open spaces typical of historic building patterns. Maplecrofte's location within the greater Front Royal area suggests that the current proposal is consistent with the proposed mix of community uses, open spaces, and residential housing types. Densities transition to fewer homes per acre at the edges of the site and are of a medium density near the core of each neighborhood, and near the proposed mixed use center in order to promote goals for walkable communities.



Planned Residential Community <u>THE PRD CONCEPT PLAN</u>





Various options are available for expanding the traditional development pattern of adjacent Front Royal neighborhoods, primarily through a PRD zoning overlay district which allows for a degree of flexibility in the design of residential areas over what is normally possible under conventional zoning standards. A combination of PRD and conventional zoning policy within Maplecrofte is a perfect match for facilitating traditional development, and allowing the modifications required for the creation of densities and open spaces typical of historic building patterns. Maplecrofte's location within the greater Front Royal area suggests that the current proposal is consistent with the proposed mix of community uses, open spaces, and residential housing types. Densities transition to fewer homes per acre at the edges of the site and are of a medium density near the core of each neighborhood, and near the proposed mixed use center in order to promote goals for walkable communities.



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VILLAGE ONE - RIVERSIDE

Riverside is planned as an upscale, active adult community, to be situated on the western portion of the property, adjacent to both the Royal Oak and Northfield neighborhoods. Riverside will provide diverse housing options to the aging "baby boomer" population in the Town, County and beyond, who, according to Census Bureau figures, will account for more than 30 percent of the population in Virginia by the year 2029 and who will all be over the age of 65. Riverside Village will be able to offer recreational amenities, such as community clubhouses and outdoor activities, as well as residential developments with neighborhood commercial centers that are easily accessible to residents.

Riverside will contain pedestrian walking trails, a grand community clubhouse with indoor exercise facilities and outdoor pool, and offer proximity to the active recreation area. Moreover, to accommodate active adults, as well as those with less mobility, Riverside will be developed with single family detached and duplex units that feature small yards, low-maintenance exteriors, wider doorways to accommodate walkers and wheelchairs, and main level master bedrooms.

Riverside Village, Maplecrofte's active adult community.







PLANNED RESIDENTIAL COMMUNITY <u>VILLAGE TWO - NORTHFIELD</u> <u>(INCLUDING THE VILLAGE CENTER</u>



The mixed use portion of Maplecrofte, Northfield Village, will include, housing, commercial and public uses. Housing in this village will be single family detached houses, townhouses, and multi-family units. One of two proposed community centers, with clubhouse and outdoor pool, will be constructed in this village to serve the residents of this village as well as Royal Oak. This density level is consistent with neotraditional design, which grows increasingly dense towards the center of the development and often contains commercial development where residents may work, shop and gather. However, in keeping with the neighborhood village character, only 250,000 square feet of combined retail and office uses will be developed. Furthermore, in order to retain the neighborhood atmosphere, small retail stores, restaurants, and small professional offices will be proposed, rather than more intense commercial development. Accordingly, proffers will restrict big box users, auction houses, automobile dealerships, diesel fuel sales, building and farm suppliers, hospitals, distribution and assembly centers from locating in Northfield.

To round out the mixed-use, another site, approximately four acres in size, will be dedicated to public use. An elementary school site will be constructed and dedicated on an adjacent 24-acre site. Long, wide expanses of open space that provide ample area for residents to gather as a community will also serve as boundaries between Northfield, Royal Oak, and the third village, Riverside.



The Village of Northfield with the Village Center to the north.



Planned Residential Community VILLAGE THREE - ROYAL OAK AND ROYAL OAK ESTATES



This village is adjacent to Happy Creek Road and is intended to serve as the transition area from the existing single-family detached residential development along that road. Therefore, only single family detached units will be constructed in the Town portion of Royal Oak, at a maximum overall density of one unit to the acre. However, moving in a northerly direction and into the County, a small number of townhomes will be constructed in addition to approximately single-family detached units. Royal Oak will be accessed via the proposed main spine road, a four-lane, divided road extending from Shenandoah Shores Road, with eventual connection points at Manassas Avenue and East 8th Street.



The Village of Royal Oak showing the large lots of Royal Oak Estates to the southeast and the mix of units in Royal Oak proper.



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TRADITIONAL PLANNING DESIGN CONCEPTS





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TRADITIONAL DESIGN

Maplecrofte offers a special opportunity for the team tasked with building a new community there. Rarely do the conditions required to create a community of such beauty and lasting value, come together in the same place in time.

Of all the special features which will help make Maplecrofte a unique success, perhaps the most significant is it's presence in a region rich in history- a place with established character. Maplecrofte allows an opportunity to complement and enhance the character of Front Royal and Warren County. To do this, the designers have combined the design attributes of:

<u>Traditional architectural character</u>, which extends the historic patterns of the town's visual fabric in building proportion, density, and layout. This will reinforce the impression of stability and permanency.

<u>Traditional street patterns</u>, encouraging better access, traffic flow, and more efficient use of space. Traditional street patterns complement architectural character.

<u>Architectural diversity</u>, providing for housing desires of future residents, the economic needs of the greater community, and visual interest in the design of Maplecrofte.

<u>Sense of place and community</u>. Maplecrofte fosters a sense of the community as a regional destination, and infusing neighborhoods with individual character future residents can call home.

<u>Regional Transition and Integration</u>. Maplecrofte will provide a transition and connections between the urban edges of Front Royal and the surrounding countryside.



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TRADITIONAL ARCHITECTURAL CHARACTER

Front Royal and Warren County share a unique architectural and planning history. Many of the best attributes of this past will be integrated into the design of Maplecrofte and it's homes, creating a community which shares the unique feel of the region.



Much of the lasting charm of Front Royal can be found in the traditional architecture and layout of the town. Maplecrofte proposes to extend the pattern by providing an architectural vernacular similar in proportions, style, and selection, to those traditionally built in Virginia. Home orientation, reduced setbacks, and building extensions will help extend the visual character of the town into Maplecrofte.



- (*a*.) Traditional form and size in home styles.
- (b) Corner lots offer a side load garage option.
- C. Selection and variety in each neighborhood and often within the block.
- (d.) Front porch and extensions provide at least two planes of horizontal relief and visual interest.



PLANNED RESIDENTIAL COMMUNITY

TRADITIONAL STREET PATTERNS

The core of Front Royal has been built on the traditional grid road system. Efficient in use and simple in design, many of today's successful village and town designs are based upon it. Maplecrofte follows the same grid pattern as a way to provide a pedestrian environment which is still efficient for utilities and automobiles.



The traditional grid street system has several advantages over the suburban pattern we have come to know in recent years. Multiple points of access at frequent intervals and the provision of alleys helps disperse traffic, reducing the number of vehicle trips across the front of each lot. This, in turn, helps create a more pedestrian friendly circulation system and creates spaces more useful to homeowners in the rear of homes.



- (a.) Sidewalks on both sides of grid streets (outside of estate lot areas).
- (b.) Multiple access for emergency vehicles and traffic dispersal.
- © Grid streets create well defined green spaces and visual neighborhood divisions which are easily crossed.



PLANNED RESIDENTIAL COMMUNITY

ARCHITECTURAL DIVERSITY

A key to a successful diversity of homes and services. Established neighborhoods demonstrate this in the diversity of home products, uses and styles. Maplecrofte has been planned to provide a variety of homes to meet the market and establish economic viability for the *future*.



Maplecrofte contains home selections for all potential homeowners. Homes may be found on estate lots, in traditional small-town lots, with alley or front loaded garages, attached as townhomes or condominiums and as single story, small lot homes. The diversity of home products builds value into both Maplecrofte and the greater community with the intrinsic ability to respond to changes in the market, economy, demographics, and geography.



- *a.* Variety of housing types in close vicinity.
- (b.) Walkable blocks to recreation facilities.
- *C*. Greenspace near to all "style" choices.
- *d.* Parkways and streets connect all parts of a neighborhood community greenspaces and uses.



PLANNED RESIDENTIAL COMMUNITY

SENSE OF PLACE AND COMMUNITY

Maplecrofte is crafted to foster a sense of both place and of community. It will a rich fabric of open spaces and a character of layout readily identified as home to future residents. Human scale promotes a sense of ownership and a pride in being part of the larger community.



Maplecrofte's walkability promotes a sense of place, but other design features are at work as well. Well defined neighborhoods, a total of three within the greater community, will be focused on individual neighborhood centers. Each of these centers will have recreational facilities designed especially for that neighborhood's type of homeowner. Civic and employment uses will help unite the neighborhoods into a larger community.

WALKABLE MAP WITH "GREEN CIRCLES"

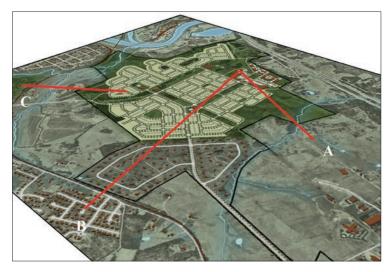
- (a.) Employment/ retail centers within a close drive or brisk walk.
- (b.) Community facilities central to each neighborhood.
- (c.) A central public green provides focus for each neighborhood.
- (d) Intimate green spaces within each neighborhood .



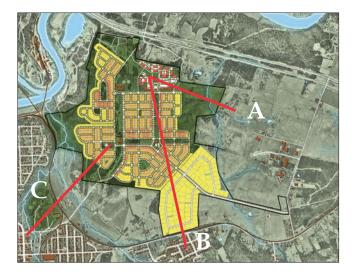
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TRANSITION AND INTEGRATION

Maplecrofte has been designed to "fit" into the local and regional setting. Existing cultural features were used to determine much of the layout of Maplecrofte. The transition to the patterns of adjacent neighborhoods, buffers between uses, and links to wider regional open spaces all contribute to helping Maplecrofte integrate with the region visually and economically.



Maplecrofte's density is highest near the mixed use center and generally lessens outward across the surrounding neighborhoods (transect 'B'). An extensive open space system surrounds the community, separating Maplecrofte from existing adjacent neighborhoods with a visual buffer. This buffer is accessible as a recreation area but also serves to protect Maplecrofte's environmental and cultural features (transects 'A' and 'C').



TRANSECT SECTION



In Front Royal and Warren County, Virginia

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DESIGN DETAILS





In Front Royal and Warren County, Virginia

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EXTENDING THE FABRIC OF TOWN



Typical of a corner grouping of single family detached homes, this view across a side street shows how a group of homes with alley oriented turned garages will appear. Note the reduced side and front yards, variety in the architectural treatment of houses, and special consideration given use of materials on high visibility units. Maplecrofte incorporates the best of Front Royal's traditional design features, and enhances them to accommodate today's vehicle oriented family. Ease of access for both pedestrians and vehicles, visual variety and continuity, together with an abundance of usable open space combines to make this community one of unusual character.

Perhaps the most obvious feature of Maplecrofte's plan is the grid pattern of streets and (often) alleys. Designed to disperse car traffic by providing multiple points of access, this proven pattern helps to return the streetfront to pedestrians. It also moves utilities and services to the rear of a residences, reducing truck traffic.

The grid system also allows reduced front and sideyards. By closing the street wall, reduced setbacks help to unify blocks of buildings, give a more intimate appearance, create a traffic calming effect, and provide more privacy space to the rear of the homes.

In Maplecrofte, open space and community uses are accessible and valuable to all. Wide greens separate neighborhoods, community facilities are within reach of their neighborhoods, and wide preserves secure environmentally sensitive areas.



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HOMES AND BUILDING LOTS



One of the hallmarks of Maplecrofte is the diversity of it's homes and housing types. The project draws parallels to the variety provided by Historic Front Royal.

Just as in Front Royal historic areas, several sizes and types of homes can be found at Maplecrofte- within the community, within a neighborhood, and within a block. Single family detached homes are intermixed with single family attached in a way that provides a choice for all types of future residents on a neighborhood- by- neighborhood basis. Maplecrofte provides visual variety, the flexibility to better meet market conditions, and the opportunity to better plan more centralized, better defined open spaces. This plan offers the basic ingredients necessary for an economically successful community-

* wide variety of home style choice
* selection of lifestyles and prices
* flexibility to change



In Front Royal and Warren County, Virginia

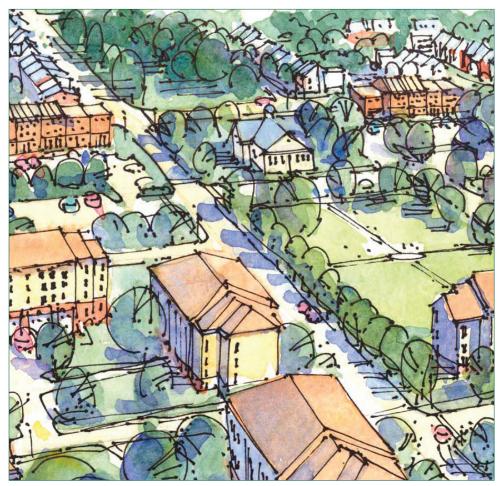
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Please refer to the submitted plan set for proposed bulk restrictions, yard setbacks and modifications.

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MIXED-USE CENTER DESIGN OBJECTIVES



Smart growth principles hold that minimizing automobile use is central to sustainable development, and, to that end, ideal communities are compact ones, with shopping opportunities close to the home and to the workplace Maplecrofte's retail and office components, located in the Northfield neighborhood, play a critical role in ensuring the sustainability of this new development. Uses are truly mixed, with office and residential uses above many of the shops, and a variety of multifamily opportunities for new community residents.

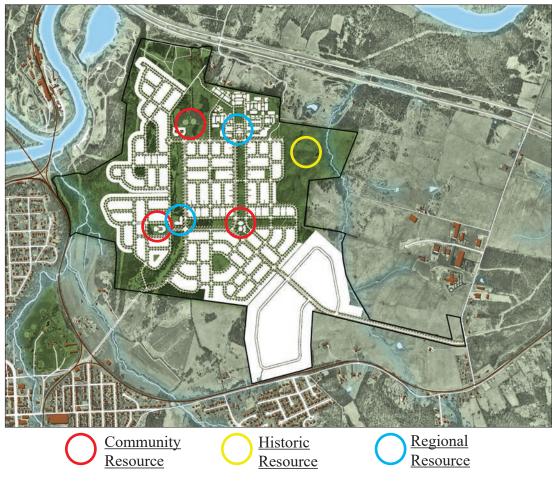
Green spaces are located strategically throughout the Mixed-Use Center, providing opportunities for people watching, outdoor socializing, and simply enjoying the outdoors. These spaces are interconnected with generous sidewalks, allowing pedestrian circulation throughout the Mixed-Use Center.

Each building in the mixed use center should be designed to complement the architectural character of its immediate neighbors and to be sensitive to their material, color, and scale. Buildings should exhibit a sense of quality and permanence consistent with historic Front Royal.



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COMMUNITY RECREATION



The feeling of community is partially defined by the physical elements that compose it. These physical features help create a sense of place as well as identity for the community. The design concepts of Maplecrofte incorporate a well composed mix of outdoor spaces, woven together through a network of pedestrian and vehicular corridors. Many green spaces serve to save historic or environmentally sensitive areas, or to separate neighborhoods. These spaces, which vary in scale from a large community park to small neighborhood greens, provide a venue for the types of activities essential for a thriving and interactive community.

Open spaces at Maplecrofte connect neighborhood, community, and regional resources. Broad bands of green space act as buffers and preserves as well. Smaller green spaces serve as more intimate recreation areas for individual neighborhoods.



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VILLAGE PROMENADES

VILLAGE PROMINADE SKETCH PLAN

(*a*) Civic feature generally terminates promenade.

- (b) Shade tree-lined linear open green space for active or passive recreation.
- © Smaller passive recreation areas located strategically along park.
- (d) Sections of park may be used as environmental corridors and may be connected to the trail system. A bus stop is centrally located at a feature area.

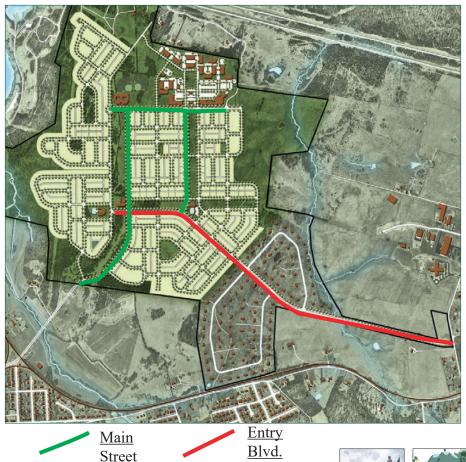
Central to the design of Maplecrofte are long linear green spaces, or Village Promenades. The promenades can be formal or informal greens and can function as a central village recreation area, environmental protection corridor, or visual buffer between neighborhoods. These tree-lined parks may be framed by the street edge and neighborhood homes. They are often visually terminated or combined with one of Maplecrofte's several civic features, such as the library or school. Smaller recreation opportunities exists between the civic uses, which are connected via tree lined paths or sidewalks.



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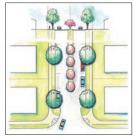
STREET NETWORK

Maplecrofte has been designed in accordance with time tested planning principles to provide a safe, integrated neighborhood and a sense of community.



Maplecrofte's interconnected street grid provides for dispersion of traffic and multiple access points for emergency vehicles. Alleys provide a place for utilities and parking, limit garage views, and promote safer, more social front yards. Local streets encourage walking by providing sidewalks and trail connections and by using traffic calming techniques such as narrow streets and tighter curves. Street tree programs coordinated with greens and open spaces help create continuous, inviting spaces.







27

Typical street sections, from left, show the main entry boulevard with entry landscape treatment, a main street, and an alley. Each shows a typical landscape treatment, sidewalk locations, and parking arrangements. Main streets may have a median or pedestrian bulbs. Standard residential streets generally have sidewalks on both sides of the street.



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STREETSCAPE ELEMENTS

A comprehensive street furnishings program also assists in projecting the unique neighborhood experience of living at Maplecrofte. Streetscape elements such a benches, lighting, and paving further define spaces, create character, and provide safe experiences for pedestrians throughout the community.



In Front Royal and Warren County, Virginia



MAJOR CROSSWALK Stamped Asphalt Crosswalk Specialty Paving in Pedestrian Landing

MINOR CROSSWALK Standard Striped Crosswalk





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STREETSCAPE PLANTING





Red Maple

An organized street tree program helps provides a community with neighborhood character definition. The major arterial roads and boulevards are articulated with consistent street trees throughout Maplecrofte, tying the fabric of streets together cohesively. Each neighborhood within the community is assigned a different tree species creating unique character and a sense of identity for its residents. The street tree program also highlights the larger community open spaces, setting them apart as featured greens. The Promenades may be lined on either side with Gingko Biloba trees, boasting brilliant yellow fall color. The neighborhood roads surrounding the Promenades are lined with"October Glory' Red Maples, providing a dramatic contrast to the Gingkos in the fall.



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CONCLUSION



The purpose of this guide is to illustrate the approach used to enhance Maplecrofte's contribution to Front Royal and Warren County as an important part of the town fabric. We believe it does that. We believe that it shows what can be accomplished in today's development arena with suitable zoning, an enthusiastic community, and a talented builder- the continuation of a traditional neighborhood pattern.

Maplecrofte offers a better solution to other land development alternatives. The grid pattern offers traffic dispersal and calming, smaller lots and frontages match the Town's historic pattern, and the streets themselves become welcoming places. Neighbors gain a place that creates something that Front Royal residents value- a sense of community.

Traditional design fits on this site. It fits with the land, with the existing road network, with community facilities, with historic patterns, with buyer's desires, with the environment, and into Front Royal's economic future.

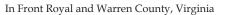


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Applicant/ Builder Centex Homes 14121 Parke Long Court Suite 201 Chantilly, VA 20151







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