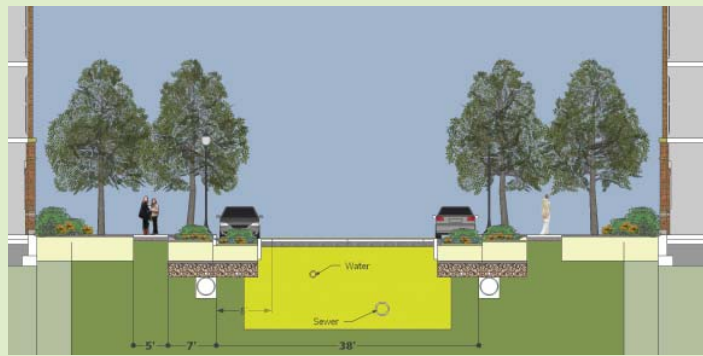


# Statement of Qualifications



# Townscape Design LLC

Town Planning : Urban Design : Landscape Architecture

6030 Daybreak Circle, Suite A150  
Clarksville, Maryland 21029  
c: 301-704-4404  
o: 410-531-2621  
f: 410-531-9863



dager@TownscapeDesign.com  
www.TownscapeDesign.com

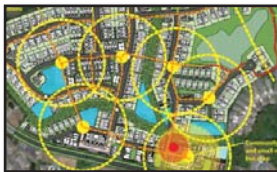
## Firm Qualifications

Townscape Design is an award winning design firm, founded in 2005, offering town planning, urban design and landscape architecture services focused on strategic solutions for communities. It is the firm's mission to enhance peoples' lives by creating beautiful places while simultaneously increasing the value of our client's real estate assets through practical and sustainable design and implementation strategies.

Our commissions vary in scope, size and complexity from contextual infill sites in historic downtowns to transit-oriented development and new towns. Our client base is broad, including residential homebuilders, mixed-use and commercial developers, non-profit organizations and municipal governments.

Design solutions emphasize a strong sense of place and a framework for long-term sustainability. Our designs include an integrated systems approach to planning which identifies challenges, analyzes opportunities, focuses on strategic solutions, and defines a road map for implementation. Solutions are focused on the uniqueness of each place, the concept of 'building well', the integration of traditional placemaking principles and a climatic approach to town planning, utilizing a unique kit of parts approach.

David Ager is the principal in charge and the single professional in the firm. He is landscape architect, certified planner, and LEED accredited professionals specializing in neighborhood design. The firm's in-house service offerings are broad, falling into five general categories: town planning, urban design, sustainable strategies, landscape architecture, and codes and communication.



### Town Planning

Our primary focus is the creation of great places for people. We utilize time-tested principles of traditional town planning based on local precedents interfaced with modern systems and strategies. This work includes projects at the regional, city, district, and neighborhood scale.



### Urban Design

The essence of a place is the functionality and beauty of its public realm. We provide detailed analysis and design for neighborhoods, public spaces, streetscapes and parks, implemented through pattern books, design guidelines, form-based codes and conventional code strategies.



### Sustainable Strategies

Environmental, security and economic realities require us to design our settlements in a more sensitive, compact, secure and self-sustaining pattern. Therefore we offer detailed sustainable strategies with an emphasis on clean energy integration utilizing renewable, and locally sourced, energy opportunities.



### Landscape Architecture

We offer large-scale open space and recreational planning as well as detailed landscape designs that enhance the public realm, with a focus on native plants, low-water techniques, green infrastructure strategies and environmentally sensitive stormwater practices.



### Codes and Communication

Our office provides public participation opportunities through charrettes, workshops, lectures and presentations that are either project related or focused on current planning policy issues. We also provide testimony and written reports associated with master plan and zoning proposals.

## Town Planning

### Region



#### Petit Goâve, Haiti

After the 2010 earthquake, Townscape Design collaborated on a 10,000 hectare resettlement strategy and sustainable master plan. This plan is based on historic context, the Law of the Indies, integrated and scalable renewable energy, local economic production and sustainable greenbelt. This effort included a framework for new form and climatic based arrondissement ordinance.

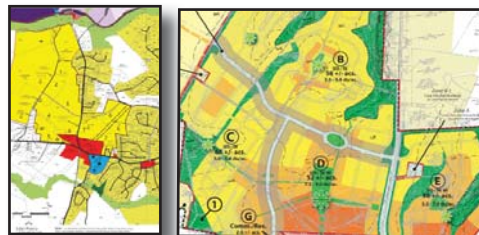
### City



#### Frederick, Maryland

Since 2008, Townscape Design has worked with the City in developing visioning documents and small area plans including the 1,300 acre East Frederick Plan and the 2-mile Golden Mile Corridor Plan. We have also presented on strategic alternative energy proposals in concert with the City's Sustainability Plan. These efforts have helped the City envision a more sustainable future in concert with their Comprehensive Plan.

### Small Town



#### Monrovia, Maryland

This effort includes the rezoning and master planning of 500 acres within the new community of Monrovia as envisioned in the County Comprehensive Plan. Townscape Design has provided designs for a walkable town center, a new high school and community park, and approximately 1,500 homes, multiple amenity sites, and a comprehensive open space network with pedestrian and bikeway systems.

### Village



#### Emmitsburg, Maryland

In collaboration with Seth Harry and Associates, our firm has assisted with the revitalization plan for Emmitsburg, providing comprehensive planning for wayfinding, signage, lighting, landscaping and streetscape improvements. Additionally, we are providing detailed design for gateway improvements and the town square.

### Hamlet



#### Buckeystown, Maryland

Townscape Design has been working with local property owners and non-profits since 2008 in order to enhance the community and to provide contextual infill. We also conceptualized, hosted and managed a cultural tourism event, *Our Taste of History*, celebrating the 150th anniversary of Buckeystown's role in the Civil War and the establishment of the Department of Agriculture by President Lincoln.

## Urban Design

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### Small Area Plans



#### Crown Farm, Gaithersburg, Maryland

Includes new high school, historic site retention, stream valley park, new CCT station, 2,250-unit mixed-use infill site and commercial district on approximately 180 acres within the Washingtonian Town Center area of Gaithersburg. Townscape Design has also worked on other large scale, mixed-use plans in this region including Urbana, Clarksburg, Frederick and Germantown.

### Transit Oriented Districts



#### Takoma-Langley Crossroads, Maryland

Significant redevelopment for existing commercial strip center focused on the new Purple Line and bus transit center. Townscape Design LLC assisted in planning more than one million square feet of development at the multi-modal transit station and provided consultation during the master plan. We have also worked on heavy rail and light rail transit districts in Bethesda, White Flint, Alexandria, Gaithersburg, and Frederick.

### Corridors



#### Golden Mile, Frederick, Maryland

Townscape Design provided conceptual planning and design services as a part of the Golden Mile Small Area Plan. The conceptual framework included implementation strategies that would allow a systematic densification and upgrade of individual properties, that would over time, transform a 2-mile strip commercial area into a series of mixed-use, transit-centric districts.

### Neighborhoods



#### Ocean View Beach Club, Ocean View, Delaware

The Ocean View Beach Club is a new neighborhood designed using the RPC overlay option. Includes master planning, open space planning, amenities design, project phasing, detailed urban design and design guidelines. Townscape Design has designed multiple neighborhood plans with tens of thousands of new residential units and compatible non-residential uses throughout the mid-Atlantic area.

### Block and Lot Detailing

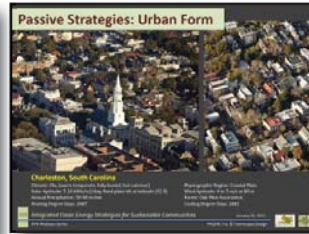
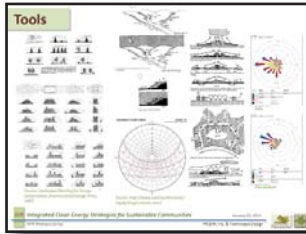


#### Tripoli Street, Berlin, Maryland

In the context of an optional method application, Townscape Design conceptualized this new infill community, and developed a series of coding documents to direct development on behalf of the developer and builder. Our office has designed several other contextual and/or historic infill projects in many towns including Milton, Ocean City, Buckeystown, Frederick, Emmitsburg, Gaithersburg, and Bethesda.

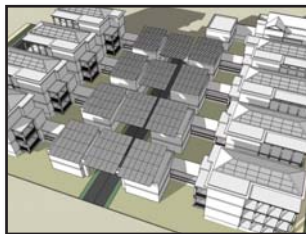
## Sustainable Strategies

### Sustainable Urbanism



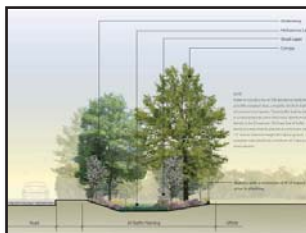
Townscape Design has spoken locally and nationally on this subject of “Place - Pattern - Power” and the unique opportunity for sustainable design for urban communities. We use a systems and bio-climatic approach to urban design that maximizes energy efficiency and renewable energy utilization, based on traditional town building principles.

### Integrated Clean Energy



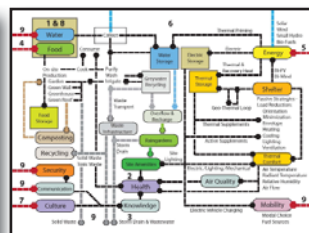
There are multiple opportunities for micro-grids, integrated clean energy generators, cogeneration stations, energy continuity systems and small energy production facilities in the urban fabric. Townscape Design employs a unique set of town building modules that maximize localized energy generation opportunities, as well as optional method energy density bonuses.

### Environmentally Sensitive Design



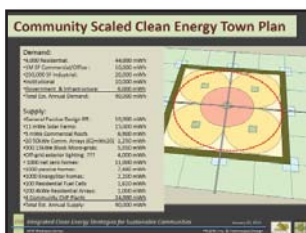
Townscape Design incorporates ESD storm-water into all projects and has presented nationally on the subject of ESD impacts on the urban fabric. We have developed several innovative approaches that include open space and forest enhancements, rain gardens, green streets and rainwater harvesting.

### System Integration



Sustainability is not just energy planning. There are nine interrelated urban systems that need to be coordinated for maximum efficiency. For this reason, Townscape Design uses an integrated systems approach to community design and infrastructure planning, with each urban element feeding, supporting and interfacing with the other.

### Energy Security Planning



There are sixteen critical infrastructures in the US, all of which are completely dependent on energy continuity. Alternatives to “keeping the lights on” are a necessary part of the urban design process. Townscape Design is assisting energy experts to include distributive energy continuity and renewable energy substations in community designs.

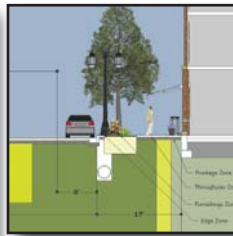
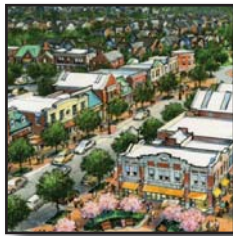
## Landscape Architecture

### Open Space Planning



Many of our projects include significant open space and recreation components. We blend urban development and rural protection by linking natural, agricultural and recreational areas into a logical system of green and conservation corridors.

### Public Space & Streetscape Design



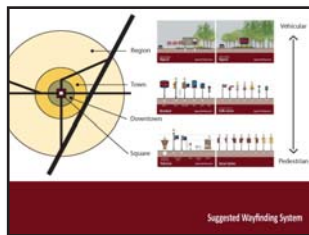
Our office provides landscape and hardscape design for public spaces and streets. We include green strategies in our public space infrastructure designs along with beautiful plantings and amenities that provide a sense of place. Projects shown: Brunswick Crossing, Monrovia Town Center, and Crown Farm in Maryland.

### Green Garden Strategies



Our green gardens design strategy includes a water-smart/earth-smart approach. Designs focus on native species and low-water demand ornamentals along a natural transect and reflective of site micro-climates. Projects include two continuing care retirement communities: Covenant Woods in Mechanicsville, Virginia and Mariposa in Bethany Beach, Delaware.

### Wayfinding & Pedestrian Systems



Townscape Design offers design services that include wayfinding, signage, site furnishings, lighting, as well as bicycle and pedestrian systems planning. Images from the Emmitsburg, Maryland Town Square redevelopment project.

### Community Recreation & Amenities



Bay Forest Club, Bethany Beach, DE; Brunswick Crossing, Brunswick, MD and Ocean View Beach Club, Ocean View, DE.

## Codes and Communication

### Codes



Townscape Design has developed numerous codes and guidelines to assist and direct implementation and development of our client's vision. These tools are tailored to our client's needs and vision and include general design guidelines, form-based codes, conventional zoning code amendments and incentive-based optional methods of development. Representative projects include the Gaithersburg Fairgrounds, the Ocean View Beach Club, in Delaware, and Tripoli Street in Berlin, Maryland.

### Zoning and Master Plans



Our office has been involved in several zoning amendments, the preparation of master plan documents and private sector representation during master plan and sector plan updates. We have also developed project master plans for large scale communities and neighborhoods. Expert testimony has been provided at several zoning and administrative hearings as well.

### Preliminary Plans, Site Plans, Construction Documents



Townscape Design provides preliminary plans, site plans, construction documents and detailed specifications. We also offer project management services for specific clients and projects.

### Public Engagement, Presentations, Charrettes and Workshops



Townscape Design has been involved in multiple community outreach and public engagement processes including public presentations on specific subject matter, multiple day charrettes, workshops, and seminars. We have also presented both locally and nationally via web-based podcasts on environmentally sensitive design practices and clean energy integration.

### Communication Media



Our office utilizes renderings, perspectives, street sections, interactive three-dimensional models, animations and web-based blogs to assist our clients in communicating their vision and obtaining entitlements. We have also produced marketing documents and brochures.

# Red Clay Valley Scenic Byway

New Castle County, Delaware

Type: Design Standards and Zoning Code Development

Size: 20 Square Miles

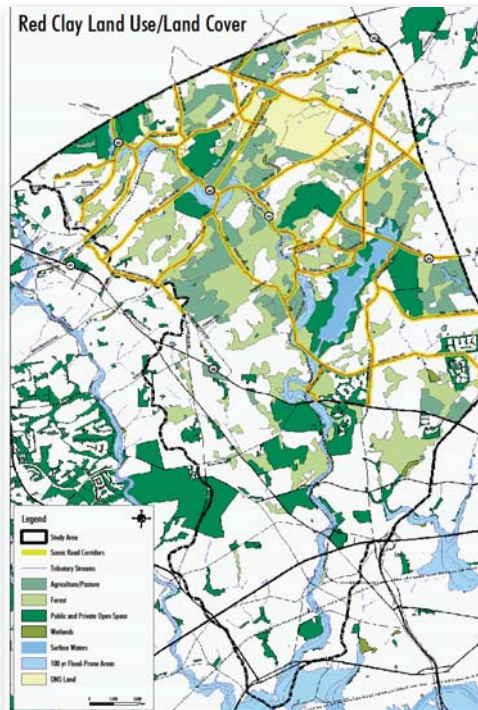
Scope: Scenic and Environmental Conservation Strategies  
Design Guidelines and Rural Pattern Book  
Zoning Strategies and Code Development

Client: Wilmington Area Planning Council, in association with  
New Castle County, the Delaware Department of  
Transportation, the Delaware Nature Conservancy, and the  
Red Clay Valley Scenic Byway Alliance.

The Red Clay Valley Scenic Byway is a state designated byway encompassing a land area of approximately 20 square miles northwest of Wilmington, Delaware. The adopted Corridor Management Plan sets forth certain goals and objectives for enhancing and protecting the intrinsic qualities of the byway. The purpose of this project is to develop a series of design guidelines, an overlay zone and a series of zoning text amendments to the Unified Development Code in order to meet the goals and objectives of the CMP and the Comprehensive Plan.

Townscape Design is responsible for research, conceptual site design, rural development strategies, preparation of design guidelines and drafting of zoning code amendments.

This project includes an extensive public outreach process with multiple stakeholder meetings, and public hearing and workshop process for the zoning text amendments with both the Planning Commission and the County Council. This project is currently on-going with completion expected in late 2015.





# Sandy Spring Rural Village Center

Sandy Spring, Maryland

Type: Rural Village Infill

Size: 25 acres

Scope: Town Planning  
 Urban Design  
 Land Development and Zoning Strategies

Client: The Housing Opportunities Commission  
 Mr. Zachary Marks, Director of Development  
 240-627-9613

Our most recent engagement with the Housing Opportunities Commission included a master plan level design for 25 acres of the Sandy Spring Rural Village Center, with mixed-uses, shared parking, complex technical issues and multiple property owners.

The plan includes a mix of commercial and residential infill designed as a traditional village using context sensitive design strategies, consistent with community objectives. The project fronts on a state highway that also functions as the community's main street, requiring significant coordination with the state highway administration.

The plan utilized the new CRN zone to infill an additional 60 residential units and approximately 16,000 square feet of non-residential development in small footprint buildings while maintaining existing commercial enterprises.

The property is located within the Patuxent River Sensitive Area and is subject its environmental overlay regulations including integration of substantial ESD practices and the goal of 75% shading of the impervious surfaces.



# East Frederick

Frederick, Maryland

Type: Corridor Redevelopment  
Mixed Use

Size: 1,300 Acres

Scope: Master Plan Consultation  
Visioning Documents  
Urban Design  
Energy and Sustainability Planning

Client: East Frederick Rising  
The Honorable State Senator Ronald Young  
253 East Church Street, Frederick, Maryland 21701  
(301) 662-8520 / [ronald.young@senate.state.md.us](mailto:ronald.young@senate.state.md.us)

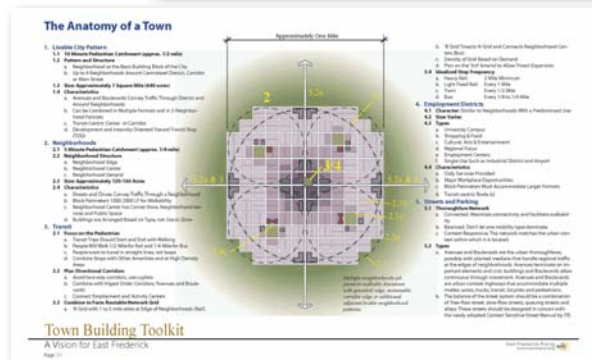
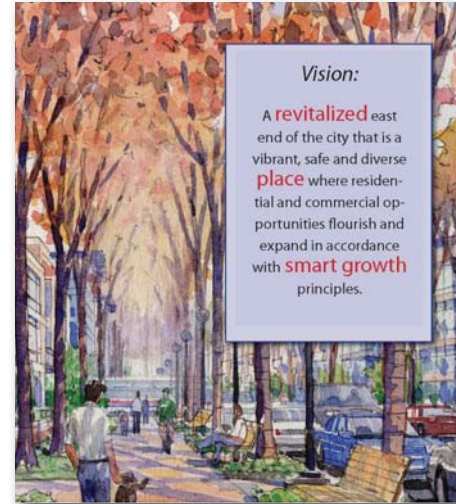
After the completion of the East Street corridor connection to Interstate 70, the non-profit East Frederick Rising initiated a design study for the approximately 1,200 acres between the City's historic district and its municipal airport.

East Frederick Rising recognized the economic benefit of the East Street extension and the completion of Monocacy Boulevard would have on this underdeveloped urban infill district.

Townscape Design provided master plan consultation, visioning, plan preparation and outreach for East Frederick Rising, which culminated in the East Frederick Vision Plan. The City has since adopted this plan as a framework document for redevelopment and expansion within the City.

The firm introduced and promoted the concept of walkable, pedestrian-scaled neighborhoods and neighborhood centers as the basic structure for future growth in this region of the City and is currently providing consultation to interested property owners and civic leaders. Townscape Design has significant experience in implementing complex design solutions with multiple property owners.

Town planning principles follow the stated goals for growth in both the Land Management Code and Comprehensive Plan. The Plan identified code deficiencies and offered zoning alternatives for implementation.



# Renn at East Frederick

Frederick, Maryland

Type: Mixed-use Neighborhood  
Park and Open Space Planning

Size: 300 Acres

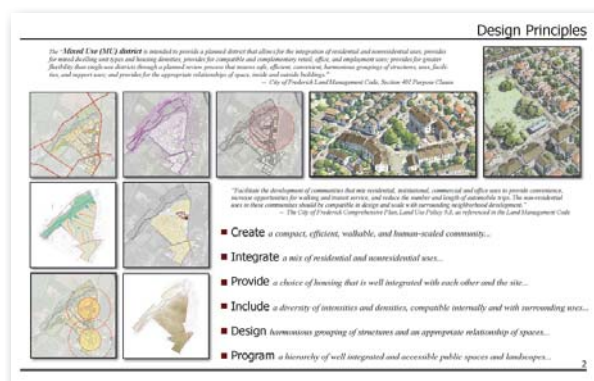
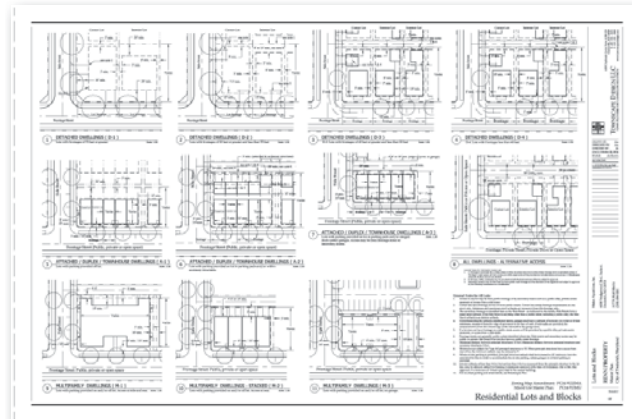
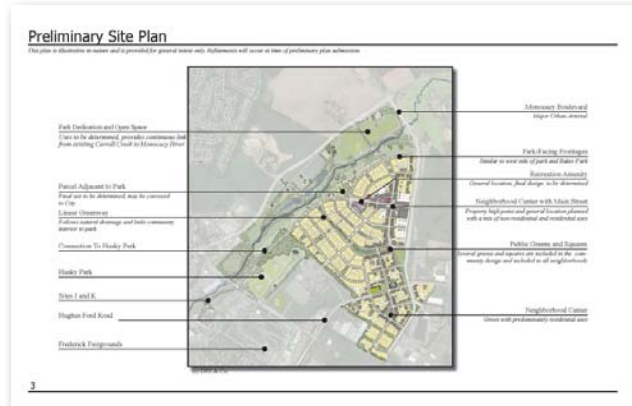
Scope: Master Plan Consultation  
Visioning Documents  
Urban Design  
Energy and Sustainability Planning

Client: Matan Aquisitions

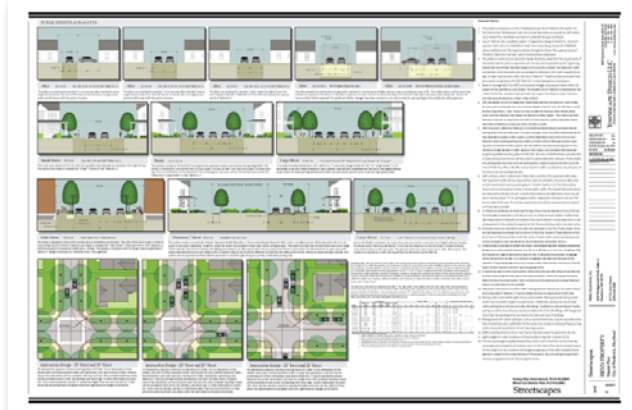
Renn is an urban neighborhood of approximately 300 acres, located within the East Frederick redevelopment area. Project boundaries include mixed-use neighborhood of 1,050 residential units, civic uses and commercial neighborhood center as well as substantial 100-acre park and greenway that links the historic Carroll Creek Park with the Monocacy Scenic River Greenway.

Townscape Design was a member of a collaborative team led by Duany-Plater Zyberk and Company. Conceptual planning for this project occurred in a transparent and open public charrette process.

Townscape Design prepared the floating zone application to the MU-2 zone, including town planning principles, urban design standards, streetscape standards, lot and block standards, architectural standards, landscaping criteria, bulk zoning criteria, and Land Management Code modifications.



Some images courtesy DPZ.



# Westview

Frederick, Maryland

Type: Suburban Infill  
Mixed-use Neighborhood  
Park and Open Space Planning

Size: 35 Acres

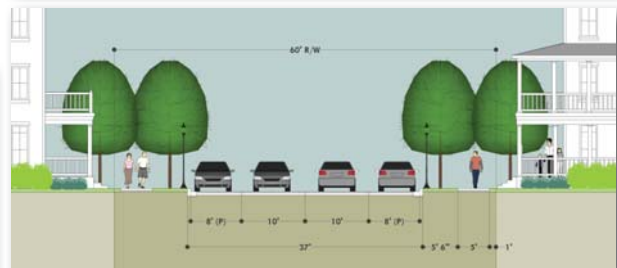
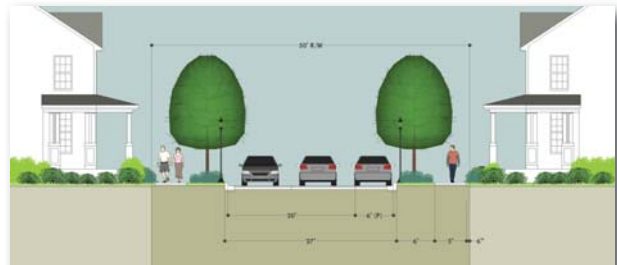
Scope: Master Plan Consultation  
Urban Design  
Design Guidelines  
Zoning Modifications

Client: Mitchell & Best Homebuilders  
Mr. Martin J. Mitchell, CEO  
Rockville, Maryland 20850  
301-762-9511

Westview is a 518-unit new urban infill residential neighborhood within a larger mixed-use community planning area.

Townscape Design assisted the builder with conceptual planning, street and pedestrian design, parking strategies, and detailed design for overall neighborhood. Services also included zoning modifications and design guidelines in support of floating zone revision.

Planning was completed in 2014 with construction scheduled for early 2015.



# Golden Mile

Frederick, Maryland

Type: Corridor Redevelopment  
Mixed Use

Size: 2 Mile Corridor

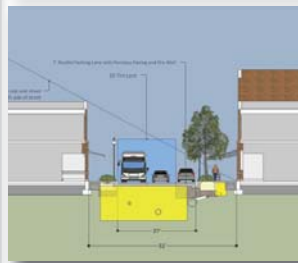
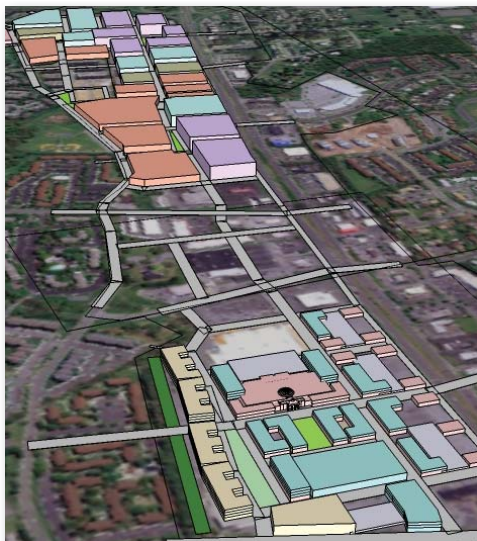
Scope: Master Plan Consultation  
Visioning Documents  
Urban Design

Client: City of Frederick  
Joseph Adkins, AICP,  
Deputy Director of Planning  
301-600-1655, [jadkins@cityoffrederick.com](mailto:jadkins@cityoffrederick.com)

Townscape Design was asked by the City of Frederick to assist in the preparation of their Small Area Plan for an older, under utilized commercial corridor that needed revitalization.

Our input focused on an incremental implementation strategy for this two-mile commercial corridor that included redesign of a state highway with enhanced landscaping and pedestrian improvements, establishment of interconnected neighborhood pattern, and redevelopment strategies for public and private properties in concert with frameworks established in the City's Comprehensive Plan. The overall strategy provided for logical growth and infill over a 30 year time frame based on a transit-oriented and mixed-use neighborhood framework. This concept became the core principle in the approved Small Area Plan.

Townscape Design also supported the City's efforts with urban design studies, transit alternatives, streetscape and ESD concepts, illustrative diagrams and incremental staging and phasing strategies.



# Crown

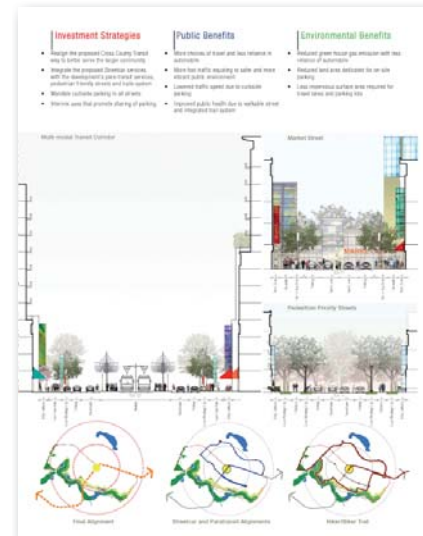
Gaithersburg, Maryland

Type: Suburban Infill  
Transit-Oriented Development

Size: 180 Acres

Scope: Master Plan Consultation  
Urban Design  
Landscape Architecture  
Floating Zone Application  
Design Guidelines

Client: Sunbrooke Partners  
Steve Coniglio, Vice President  
703-856-6860  
steve.coniglio@innovativedevgroup.com



Crown is located in the Washingtonian Town Center area of Gaithersburg and will be served by the future Corridors City Transitway. It is a mixed-use, transit-oriented suburban infill community with multiple neighborhoods focused on a central avenue.

The community includes 2,250 new residential units in a variety of opportunities, 350,000 square feet of mixed commercial, restaurants and office space, as well as community space, parkland and a bio-technology focused high school.

Entitlements included an extensive public participation process. The community is the recipient of the AIA Honor Award for Urban Design and was a part of the LEED-ND Pilot Program.

Townscape Design was a member of a collaborative design team led by Ehrenkrantz, Eckstut & Kuhn Architects.



Images courtesy Ehrenkrantz, Eckstut & Kuhn Architects.

# Takoma - Langley Crossroads

Takoma Park, Maryland

Type: Corridor Redevelopment  
Transit-Oriented Development

Size: 15 Acres

Scope: Master Plan Consultation  
Urban Design  
Code Analysis

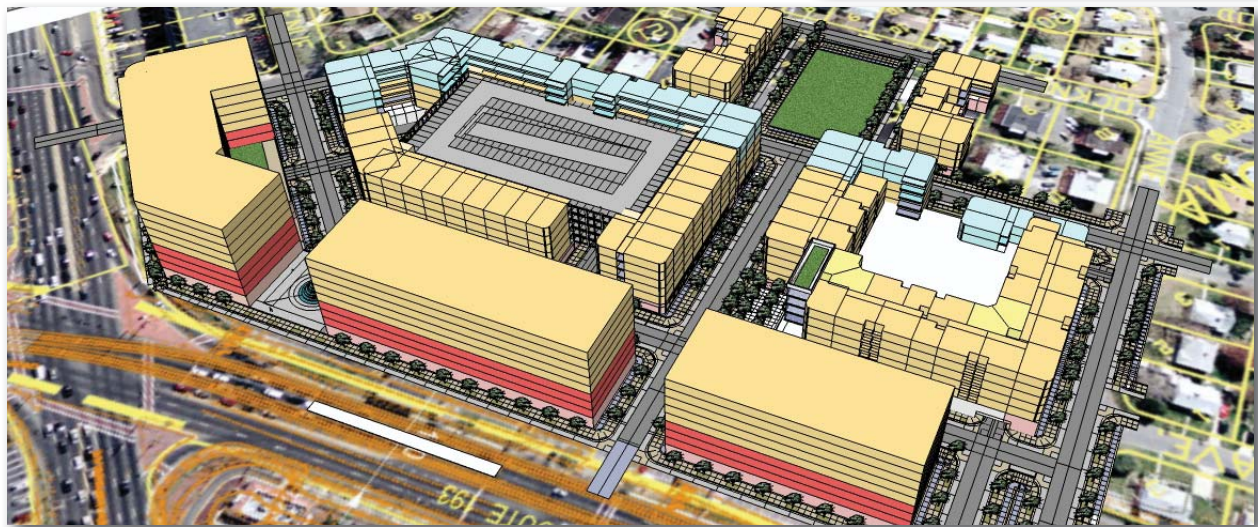
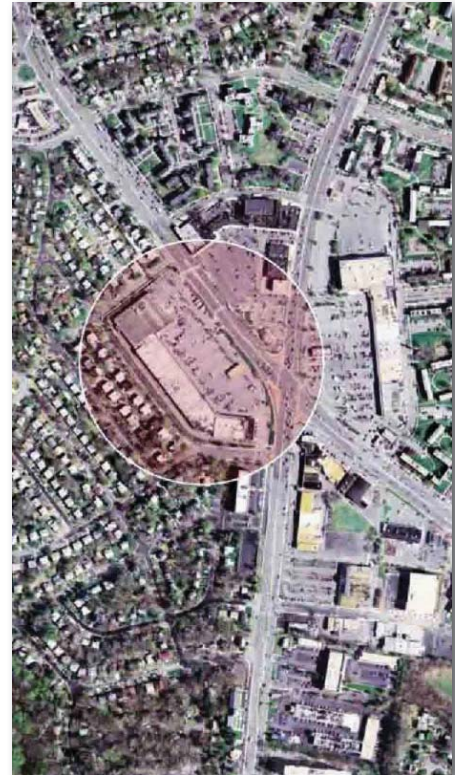
Client: Saul Centers  
Brian Downie, Vice President  
301-986-6122, [brian.downie@saulcenters.com](mailto:brian.downie@saulcenters.com)

This commercial site is a fully leased, grocery-anchored retail center at the corner of University Boulevard and New Hampshire Avenue.

A new comprehensive plan for the area, spurred by the addition of the new Purple Line light rail alignment at the site's frontage in combination with the construction of the bus transfer center across the street has established the area as a transit-oriented district.

Townscape Design provided master plan consultation and urban design services for the long-term conversion of this property under the new CRT zone. It was critical to allow the continued functioning of the center while at the same time providing an incremental densification approach. Compatibility with adjacent single family neighborhoods was a significant consideration.

The site has been approved for 3.0 FAR plus MPDU and WFHU bonus densities, with a mix of residential and commercial uses, including the retention of the grocery store and small format local retailers.



# Poolesville Town Center

Poolesville, Maryland

Type: Small Town Infill

Size: 15 Acres

Scope: Town Planning  
Urban Design  
Zoning Overlay

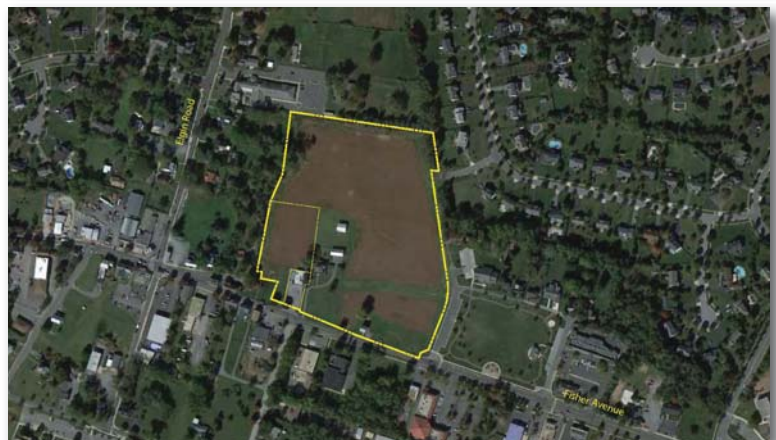
Client: Fishpool LLC

This site is strategically located on town's main street between new town hall and the existing historic district. The main street is also a state highway, requiring substantial coordination for access and frontage requirements.

Townscape Design provided planning, urban design and landscape architecture services.

Responsibilities included the establishment of contextual standards for infill, streetscape design and associated density and bulk standards that are compatible with the Comprehensive Plan.

These earlier studies identified problems with the existing zoning code and have led to the establishment of a new zoning technique that is consistent with the goals and objectives of the property owners, stakeholders and the town, which is currently being developed for consideration by the town council and president.





# Key Personnel / Resumes





## Resume

### David S. Ager

Principal  
AICP, LEED-ND, RLA, CNU

Townscape Design LLC  
6030 Daybreak Circle, Suite A150, Clarksville, Maryland 21029  
Contact: [Dager@TownscapeDesign.com](mailto:Dager@TownscapeDesign.com), O: 410-531-2621, M: 301-704-4404

#### PROFESSIONAL BACKGROUND:

Mr. Ager is an award winning town planner, landscape architect and LEED Accredited Professional in Neighborhood Design, with more than 30 years’ experience in community design and implementation. He is the founding principal of Townscape Design LLC, a community design studio based in Clarksville, Maryland and focused on sustainable town planning, urban design and landscape architecture. The company’s geographic reach is primarily in the mid-Atlantic area.

Professional and technical experience includes work on multiple complex and mixed-use projects, varying in scale from small town infill sites to regional plans with specific functional expertise including town planning, urban design, land use planning, zoning analysis, code development, public engagement and outreach, landscape architecture, open space planning, streetscape design, environmentally sensitive design, detailed site and land development planning, amenity design, signage and wayfinding systems, and clean energy integration.

#### CURRENT AND PAST RELEVANT EMPLOYMENT:

Townscape Design LLC, Clarksville, Maryland

[www.townscapedesign.com](http://www.townscapedesign.com)

PRINCIPAL / OWNER

2005 to Present

- Founder of studio specializing in small town planning and revitalization with emphasis on traditional design, form-based codes and progressive zoning solutions.
- Project scale ranges from 20-square mile scenic byway to small historic infill and redevelopment on sites of less than one acre.
- Market area generally includes Delaware, Maryland, Pennsylvania, Virginia and eastern panhandle of West Virginia.
- Services include:
  - Planning for scenic byways, new towns, planned unit developments, mixed-use town centers, specialty districts, transit-oriented neighborhoods, small-scale contextual infill, and residential communities;
  - Landscape architecture for residential communities, assisted living, continuing care retirement communities, active adult communities, and parks; and
  - Consultation and testimony regarding master planning and zoning matters, rezoning applications, special exceptions, zoning code development and amendments, and design guidelines.



Rodgers Consulting, Rockville, Maryland

[www.rodgers.com](http://www.rodgers.com)

SENIOR VICE PRESIDENT	2001 to 2005
VICE PRESIDENT	1999 to 2001
DESIGN PRINCIPAL	1996 to 1999
SENIOR LANDSCAPE ARCHITECT / PLANNER	1990 to 1996
LANDSCAPE ARCHITECT / PLANNER	1986 to 1990

- Member of firm’s Executive Committee, Management Committee, Marketing Committee and Chair of Graphics Committee. Managed 8-person Planning Studio.
- Services included master plan consultation, local map amendments, large-scale project planning, detailed site and land development planning and landscape architecture.
- Jurisdictions: Montgomery and Frederick counties in Maryland and Sussex County, Delaware.

Dewberry & Davis, Gaithersburg, Maryland

[www.dewberry.com](http://www.dewberry.com)

LAND PLANNER	1984 to 1986
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- Lead designer and Project Manager on several small to medium sized projects.
- Produced design feasibility, zoning justification and master planning reports. Directed and produced several preliminary plans, site plans and construction documents.
- Recipient of local and national awards.
- Jurisdictions: Montgomery County, Maryland.

Frederick County Planning Commission, Frederick, Maryland

[www.co.frederick.md.us](http://www.co.frederick.md.us)

LAND DESIGN SPECIALIST	1983 to 1984
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- Administered subdivision regulations, reviewed land development proposals and suggested design alternatives. Responsible for staff reports and presentations to Planning Commission.

**EDUCATION:**

Bachelor of Landscape Architecture, 1980, with honors  
Louisiana State University, Baton Rouge, Louisiana  
Dean’s Medal Recipient. Course concentration in regional and large-scale planning

**PROFESSIONAL LICENSES and CERTIFICATIONS:**

Licensed Landscape Architect: Delaware, Maryland and Virginia.  
Certified Planner, American Institute of Certified Planners (AICP)  
Accredited Professional in Neighborhood Design, (LEED AP - ND)

**PROFESSIONAL ASSOCIATIONS:**

American Planning Association, APA  
American Society of Landscape Architects, ASLA  
Congress for New Urbanism, CNU  
Maryland Clean Energy Center, MCEC  
Maryland Building Industry Association, MBIA  
National Association of Home Builders, NAHB