Focus Area 4: Village Place/ Rattlesnake Trail Corridor

Village Place and the Rattlesnake Trail corridor offer interesting opportunities to expand the footprint of the Village Center and provide a new front door to the historic downtown area from NC Highway 211. Approximately 100 acres in the focus area are represented by 70 different parcels. 13% of the land was identified as undeveloped in 2018, but significant land may become available in the future for redevelopment or infill development. Property owned by the Village along McCaskill Road (the Public Services Complex) provides the Village with an opportunity to influence development types and intensities in and around this walkable activity center.

During Envision the Village, an overwhelming majority of residents indicated their preference to convert existing development in the Village Place/Rattlesnake Corridor to a more mixed use, walkable destination that is in keeping with the character of the existing Village Center. This is consistent with resident input received throughout the entire Comprehensive Plan process that residents want walkable activity centers that are linked to open spaces and recreational areas and can offer a broader range of housing options beyond the traditional single-family neighborhood

In 2008, the Village adopted the New Core Master Plan, or a small area plan, for a portion of this Focus Area. This plan has guided recent development in this area, including the newly refurbished historic steam plant that now houses the Pinehurst Brewery. This Plan recommends extending the planning area to the Rattlesnake Trail corridor to include this important gateway into the Village off NC Highway 211, which has been widened since the adoption of the New Core Master Plan. It is important that any future redevelopment of this area compliment and support, rather than harm, the cherished and well-loved Village Center. To affect redevelopment of this area, the Village will also need to consider relocating its current Public Services Complex. See the "*Supporting Infrastructure & Facilities*" and "*Taking Care of Business*" sections of the Plan for additional discussion and information.

During Envision the Village, residents expressed an interest in relocating office uses on the first floor in the Village Center to Village Place. They also identified Village Place as an opportunity to re-invigorate the Village with arts related businesses and cultural attractions. As the Village contemplates future uses in this area, it will be important to address the need for parking. Creating an updated small area plan for Village Place, with additional public input, can help articulate the community's vision for this area and help encourage the redevelopment of this often referred to as "blighted" area that is not consistent with the character of Pinehurst today.

► Implementation Strategies:

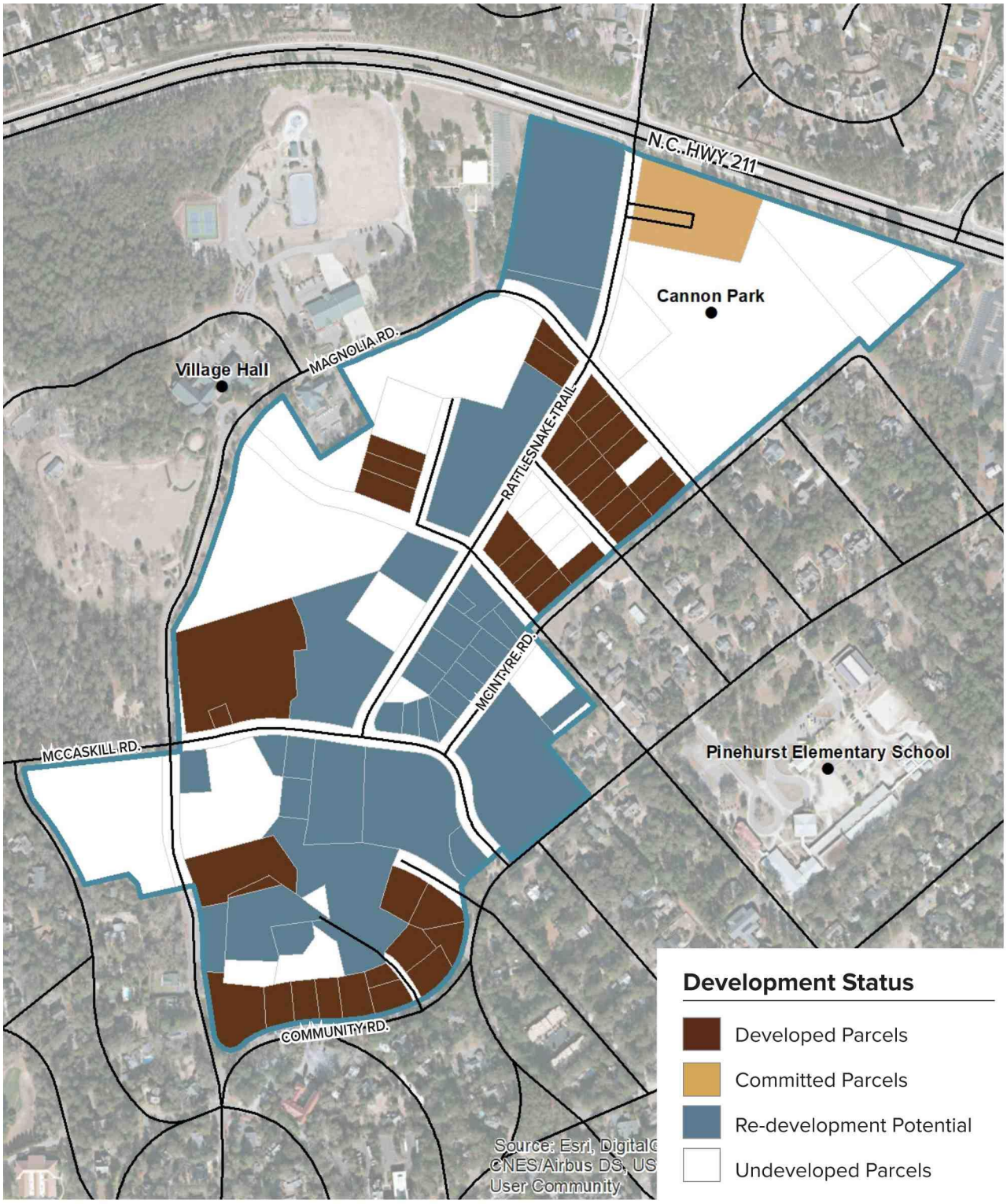
2.8 Create a small area plan for the Village Place/Rattlesnake Trail Corridor depicted in Focus Area 4 to create a mixed-use, walkable destination area that is connected to the Village Center.

Also see Implementation Strategies 2.10, 2.11, 2.12, 2.13, 2.15, 2.16, and 2.20 in this section of the Plan.

Also see Implementation Strategies 4.7, 4.8, 4.9, 4.13, 4.14, and 4.16 in the "*Moving Around the Village*" section of the Plan.

Also see Implementation Strategies 5.1, 5.2, 5.3, 5.4, 5.5, 5.9, 5.11, 5.13, and 5.14 in the "*Taking Care of Business*" section of the Plan.

Also see Implementation Strategy 6.1, 6.5, 6.11 in the "*Supporting Infrastructure & Facilities*" section of the Plan.


N.C. HWY 211
Cannon Park
Village Hall
MAGNOLIA RD.
RATTLESNAKE TRAIL
MCINTYRE RD.
MCCASKILL RD.
Pinehurst Elementary School
COMMUNITY RD.
Source: Esri, DigitalG
©NES/Airbus DS, US
User Community
Development Status
Developed Parcels
Committed Parcels
Re-development Potential
Undeveloped Parcels

This scenario illustrates how the Rattlesnake Trail Corridor area might develop if resources are (re) targeted to make it into a mixed-use, walkable destination in the Village that extends the historic core north along Rattlesnake Trail to NC Hwy. 211. Existing industrial, retail, and multifamily uses in the area would be redeveloped into destinations that reinforce the one-of-a-kind village-character of Pinehurst. New buildings in the scenario are assumed to be one to three stories tall. Parking would be accommodated in a parking deck and series of surface lots and on-street parking. The scenario also assumes completion of the new recreation center at the corner of NC Hwy. 211 and Rattlesnake Trail.

Use Allocation	
Open Space (acres)	26.9
Single-Family Detached (d.u.)	5
Single-Family Attached (d.u.)	11
Stacked Multi-Family (d.u.)	214
General Office (s.f.)	158,140
General Retail (s.f.)	316,280

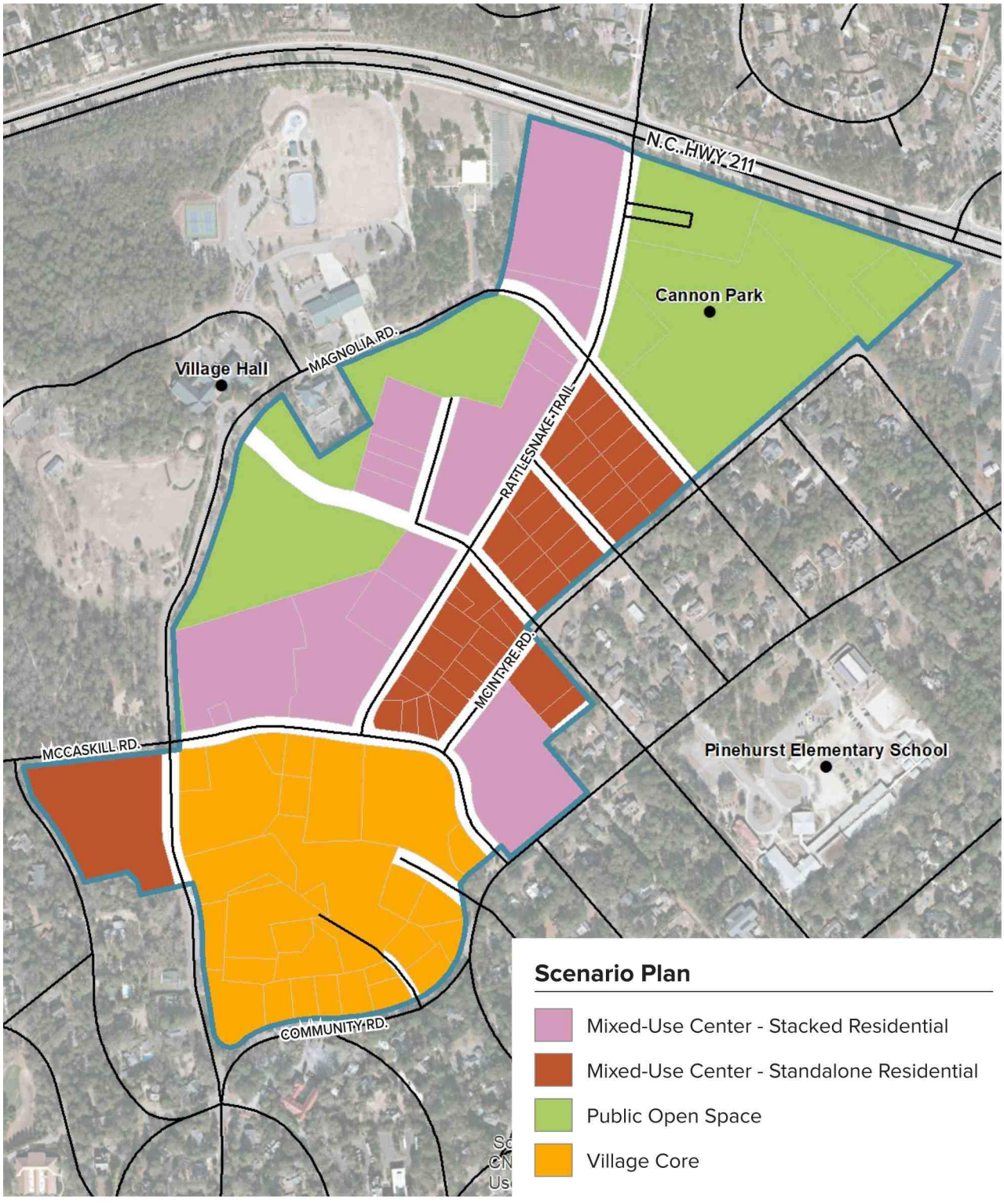
Likely Infrastructure Impacts	
New Students (students)	116
New Water Demand (mgd)	0.08
New Sewer Demand (mgd)	0.07
New Daily Trips (trips)	7,810

Community Character (% of acres)	
Public Open Space	23.3%
Mixed-Use Center - Stacked Residential	30.1%
Mixed-Use Center - Standalone Residential	19.2%
Village Core	27.4%

Home Choices	
Single-Family Detached	2.2%
Single-Family Attached	4.6%
Stacked Multi-Family	93.2%

Community Characteristics	
New Residents	128
New Employees	1,560

Special Intensity Allocation	
WS-II BW Watershed (acres)	17
WS-III BW Watershed (acres)	-


N.C. HWY 211
Cannon Park
Village Hall
MAGNOLIA RD.
RATTLESNAKE TRAIL
MCINTYRE RD.
MCCASKILL RD.
Pinehurst Elementary School
COMMUNITY RD.
Scenario Plan
Mixed-Use Center - Stacked Residential
Mixed-Use Center - Standalone Residential
Public Open Space
Village Core


PINEHURST BREWING COMPANY
PINEHURST





This concept drawing is for illustrative purposes only, and is intended to provide an example of the type of development that could occur in Focus Area 4 (Village Place). This illustration depicts a cottage court surrounding a small neighborhood park, providing a variety of housing and a gathering space for residents.



This concept drawing is for illustrative purposes only, and is intended to provide an example of the type of development that could occur in Focus Area 4 (Village Place/ Rattlesnake Trail Corridor). This plan prioritizes connections to the historic Village Center and creates a northward extension of the Village along Rattlesnake Trail. A variety of civic spaces include parks and squares and pocket parks. Additional parking needs would be accommodated with a mix of surface and structured parking.


ZANETTA

Focus Area 2: Highway 5 Commercial Area

New investment in the existing employment center on NC Highway 5, near the intersection of Blake Boulevard, provides interesting options to expand job opportunities in Pinehurst and increase access to facilities and services needed by residents. Approximately 290 acres in the Highway 5 Commercial Area Focus Area are represented by 145 different parcels. 47% of the land was identified as undeveloped in 2018, and additional land may be appropriate for redevelopment or infill development.

During Envision the Village, residents voiced concerns about how development of this Focus Area may impact traffic volumes on NC Highway 5 and Monticello Drive. Despite this, there was a recognition that current development in some portions of this Focus Area is not necessarily in keeping with the character of the Village and could be enhanced as redevelopment occurs.

This Plan recommends the Village consider creating a small area plan for this Focus Area with additional public input to ensure high quality development in keeping with the character of Pinehurst in the future. As discussed in the "*Taking Care of Business*" section of the Plan, the Village recognizes the need for the medical community to expand and the need to provide co-working and creative entrepreneurial spaces in the Village. With limited land designated for non-residential uses in the Village, this Focus Area may be a suitable area to provide adequate office space to support the local economy with an eye toward the workforce of the future. However, strict requirements for scale, density, and buffering requirements would need to be evaluated and considered. This can be accomplished by creating a small area plan, similar to the 2008 New Core Master Plan, which creates one connected master planned area with a primary focus on office, medical, life science, and research facilities with small-scale supporting retail services to create an "Innovation Hub". It could also include a residential component as well.

► Implementation Strategies:

2.3 Create a small area plan for the NC Highway 5 Commercial Area depicted in Focus Area 2 to facilitate redevelopment as an "Innovation Hub" with office, medical, life science, and research facilities supported with small-scale retail services and residential uses.

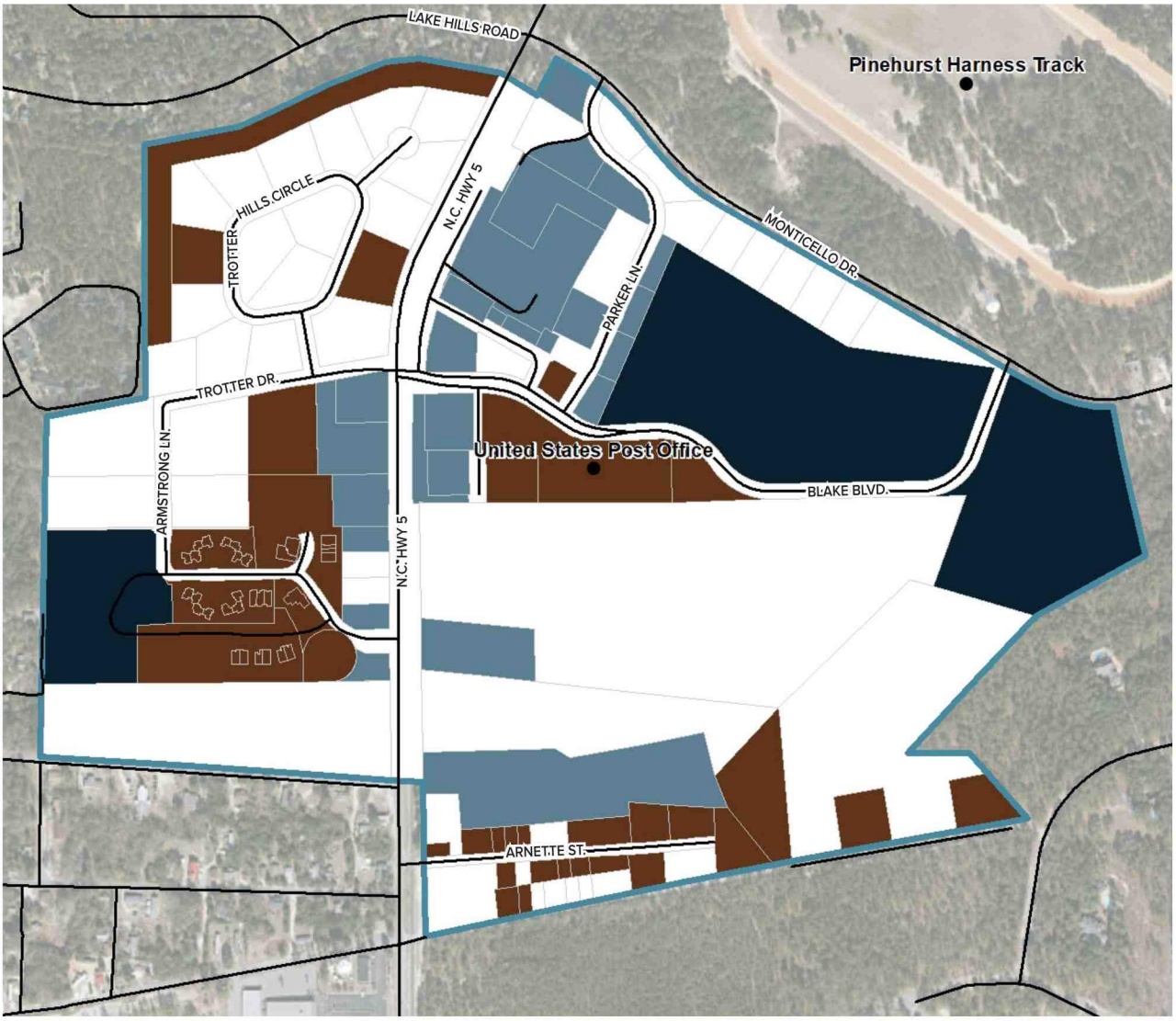
Also see Implementation Strategies 2.10, 2.11, 2.12, 2.13, 2.15, 2.16, 2.17, 2.18, and 2.20 in this section of the Plan.

Also see Implementation Strategies 4.2, 4.3, 4.6, 4.13, 4.14, and 4.15 in the "*Moving Around the Village*" section of the Plan.

Also see Implementation Strategies 5.12 and 5.13 in the "*Taking Care of Business*" section of the Plan.

Also see Implementation Strategies 6.1, 6.11, and 6.12 in the "*Supporting Infrastructure & Facilities*" section of the Plan.

Also see Implementation Strategy 7.14 in the "*All Things Green*" section of the Plan.



Development Status

- Developed Parcels
- Committed Parcels
- Re-development Potential
- Infill Development Potential
- Undeveloped Parcels

This scenario illustrates how the area might develop if it was transformed into an innovation hub, targeting greenfield development, infill development, and re-development opportunities in one connected master plan concept. Primary uses targeted for this area include medical, life science, and research facilities. Supporting uses may include retail, service, and some residential above first-floor, non-residential uses. New buildings in the area may be one to two stories tall. Surrounding residential neighborhoods would be connected to the village via a grid of walkable streets.

Use Allocation	
Single-Family Detached (d.u.)	8
Stacked Multi-Family (d.u.)	181
General Office (s.f.)	351,501
Medical Office (s.f.)	266,841
General Retail (s.f.)	209,976

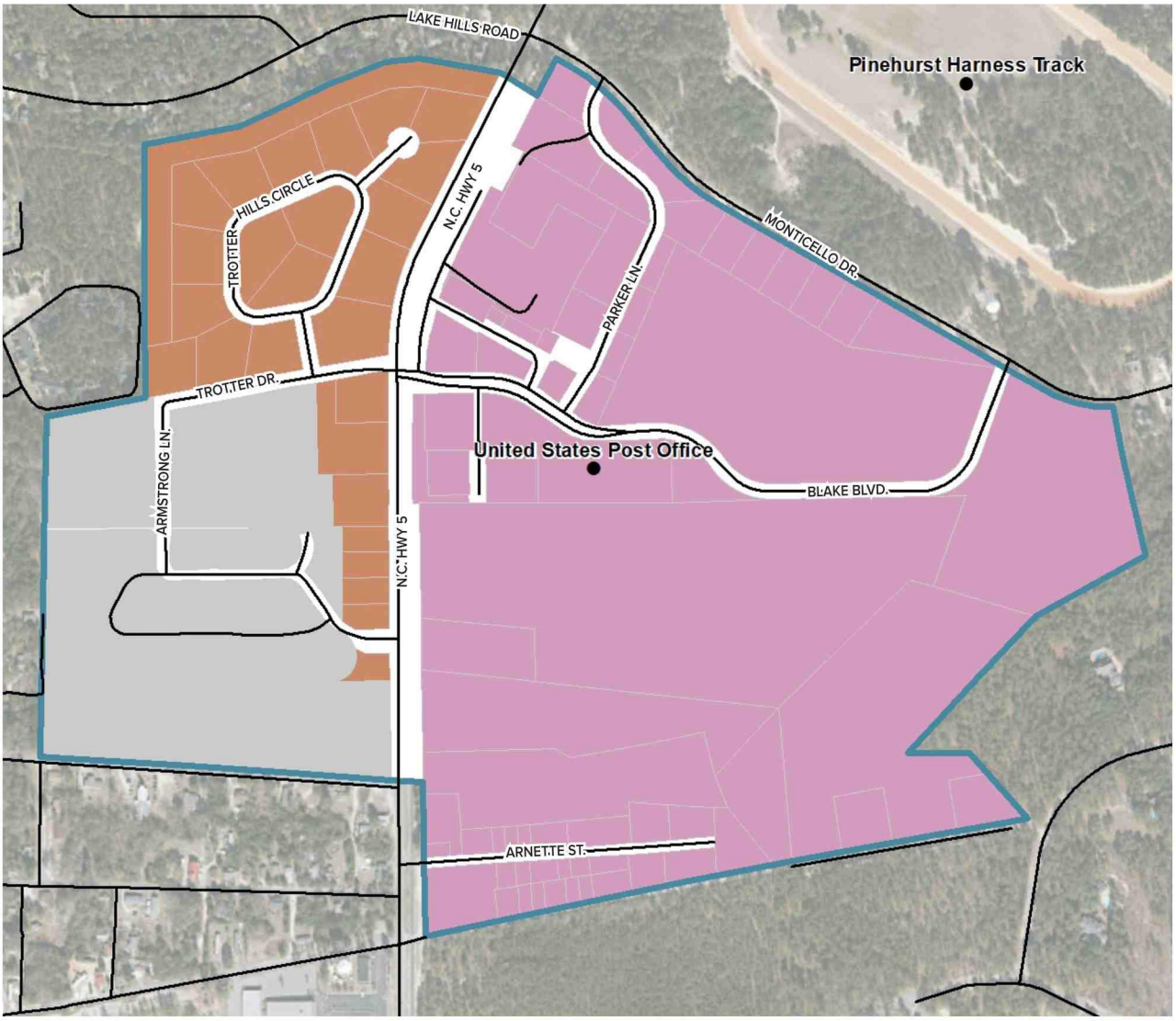
Likely Infrastructure Impacts	
New Students (students)	95
New Water Demand (mgd)	0.11
New Sewer Demand (mgd)	0.10
New Daily Trips (trips)	15,500

Community Character (% of acres)	
Suburban Neighborhood	19.9%
Suburban Center	14.8%
Mixed-Use Center - Stacked Residential	65.3%

Home Choices	
Single-Family Detached	4.2%
Stacked Multi-Family	95.8%

Community Characteristics	
New Residents	275
New Employees	3,137

Special Intensity Allocation	
WS-II BW Watershed (acres)	138
WS-III BW Watershed (acres)	-



Scenario Plan

- Mixed Use Center - Stacked Residential
- Suburban Center
- Suburban Neighborhood





This concept drawing is for illustrative purposes only, and is intended to provide an example of the type of "Innovation Hub" type development that could occur in Focus Area 2. This illustration depicts a mix of uses in a compact, walkable development pattern. A variety of open spaces including parks, plazas and greenways are provided for the enjoyment of residents and employees. The large central park area is intended as a space for gathering and collaboration.



POST-INTERVIEW RESPONSE FOR

PINEHURST SMALL AREA PLANS

THE VILLAGE OF PINEHURST, NORTH CAROLINA

JULY 7, 2020

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Baltimore, Maryland 21202
410.685.6655
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Design Collective

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INTERIORS
LANDSCAPE
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POST-INTERVIEW QUESTIONS

1. *Section III(4)(c) and III(4)(d) of the RFQ document discusses the need to include specific PDO language, text and illustrations for creation of new zoning districts and development standards as well as including specific design guidelines for development of form based district(s) for the study areas. Please detail how you will provide this deliverable as part of the small area plan development and what additional task(s), if any, will need to be undertaken to implement a form-based district. It is the Village's preference that work product related to adopting form-based regulations from the Small Area Plans is highly implementable without the need for additional services.*

RESPONSE

Our current proposal includes specific recommendations for updating the PDO to achieve plan goals, including language, text, and illustrations for new zoning districts and development standards as well as specific design guidelines for the development of form-based zoning districts for the Study Areas, as requested in the RFP. Properties in Village Place include the following zoning categories: VMU, VCP, NC, VR, R10, and PC. Properties in Pinehurst South include the following zoning categories: NC, OP, RMF, R5, and POS. However, currently, the PDO does not include design standards for all zoning categories, leaving the form of future development up to chance or undetermined interpretation.

Our proposal, as submitted, includes the preparation of specific recommendations to address the following primary considerations to ensure quality development within the Study Areas that aligns with the Village's vision (additionally, other items in the PDO may also be addressed as determined by the planning process):

» Revisions and/or additions to Definitions (Section 10.2) such as: build-to-line, frontage, vista, and similar terminology that may be needed to support form-based districts and properly express intent;

» Revisions to the zoning for any parcels, if agreed upon through the planning process;

» Revisions to the Table of Permitted Uses and Special Uses (Section 8.5), as needed;

» Revisions to the Table of Dimensional Requirements (Sections 9.1 and 9.2), as needed;

» Additional PDO criteria language that may be needed, such as maximum footprint size, building heights, additional use restrictions, block length/size/configuration, open space percent and type requirements, dimensional criteria or frontage requirements that may be keyed to a Regulating Plan, parking, and similar;

» Supplemental and additional Design Standards (Section 9.3) language to clarify and/or expand upon:

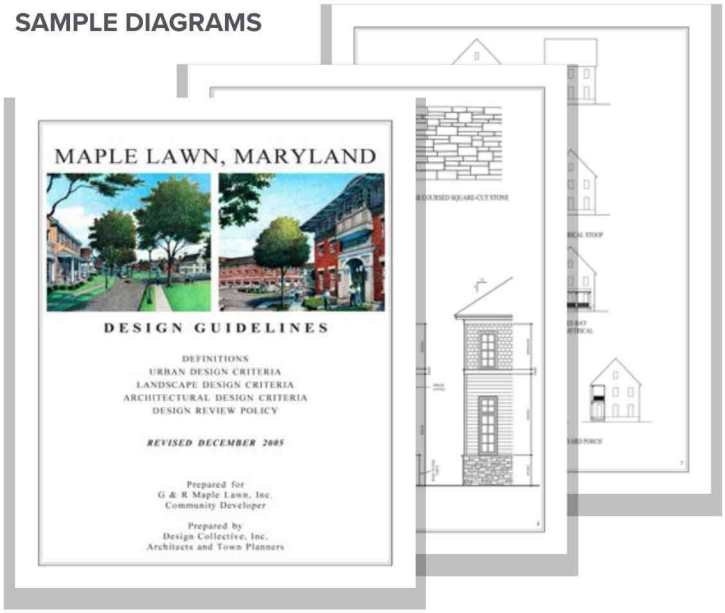
  - Urban design criteria (bulk regulations), such as building form, massing, setbacks, and similar;
  - Architectural design criteria to govern materials, configurations, and techniques; and
  - Landscape, open space, and streetscape design criteria.

  This effort will include the review of other similar documents such as the Historic District Guidelines as well as updating/expanding the current Design Standards.

» Graphics that may include:

  - Plan diagrams to clarify definitions and/or criteria intent, such as build-to-line, building placement, frontage, terminated vista, and similar;
  - Massing diagrams to clarify building form, placement, height, and similar;
  - Elevation diagrams to clarify fenestration (percent of solid/void), architectural elements, implied and implicit bays, storefronts, signage, and similar; and
  - Streetscape diagrams and/or sections.

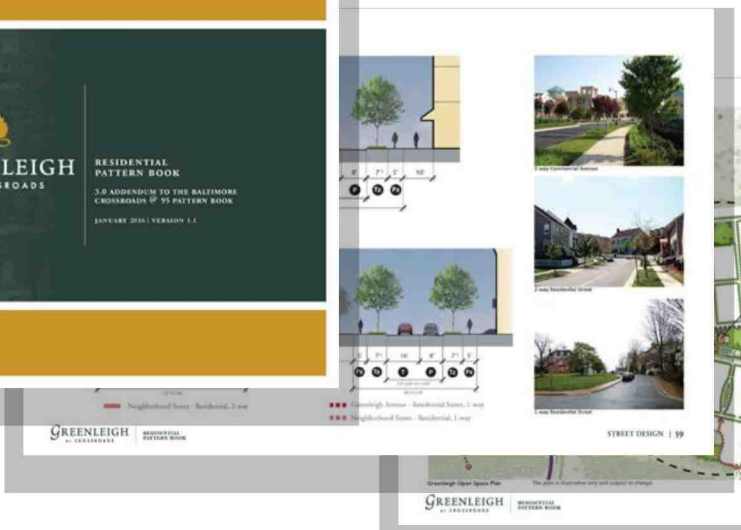
MAPLE LAWN
SAMPLE DIAGRAMS





GREENLEIGH SAMPLE
PATTERN BOOK PAGES





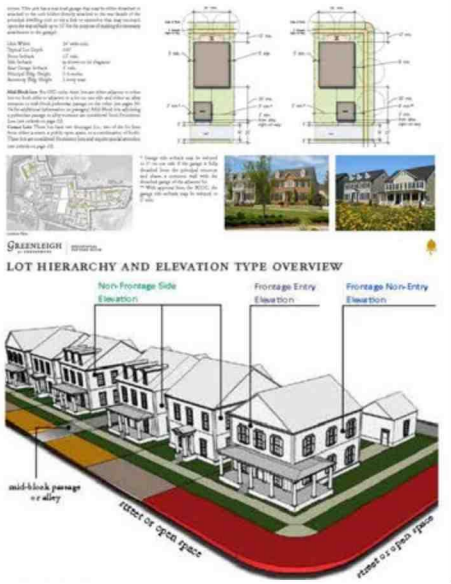


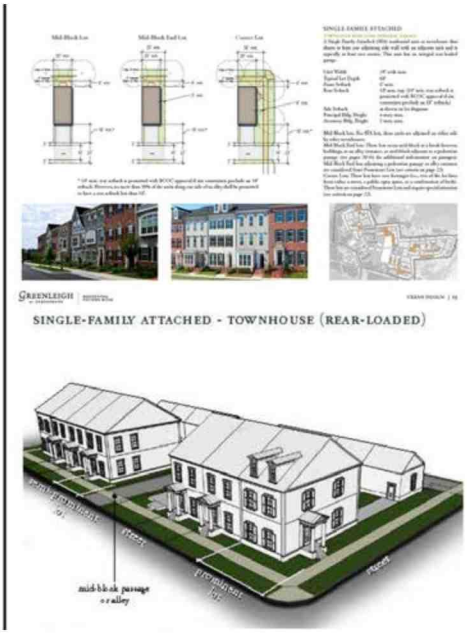






GREENLEIGH MASSING DIAGRAMS







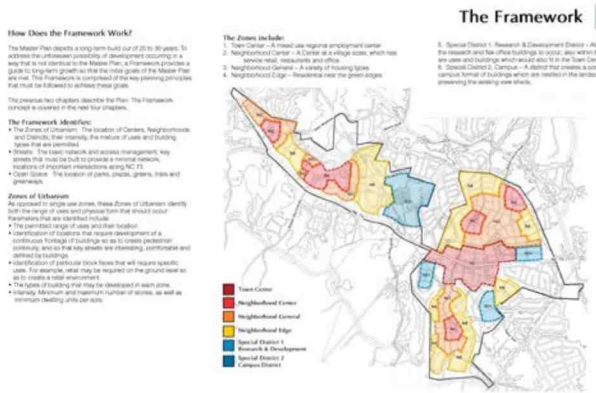
We anticipate preparing and have included in our proposal a Regulating Plan that will locate, the following:

- Desired street and block patterns (such as an organic pattern in keeping with the Olmsted/Manning Plan), but with prescribed flexibility;
- Street types, keyed on the plan with accompanying dimensional and design criteria;
- New public open spaces, keyed as types on the plan with accompanying purpose/use language and design criteria;
- Pedestrian and bicycle circulation routes (including sidewalks, shared use paths, golf cart paths, mid-block passages, and similar) to ensure connectivity where appropriate;
- Build-to lines and frontages requirements; and
- Blocks, keyed on the plan with zoning, uses, building types, building heights, footprint size(s), and similar.

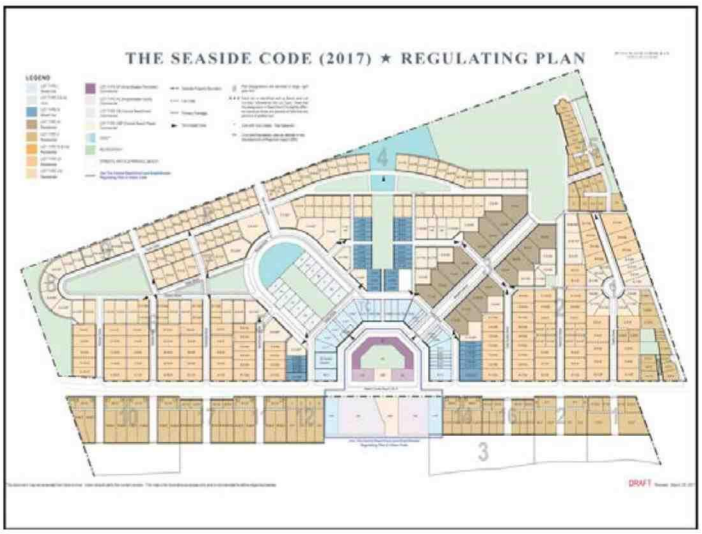
The Regulating Plan, PDO, and Design Standards recommendations may be adopted by the Village, following this planning effort, in order that the PDO will serve as the implementable tool for guiding, evaluating, and approving development in accordance with the approved Small Area Plans.



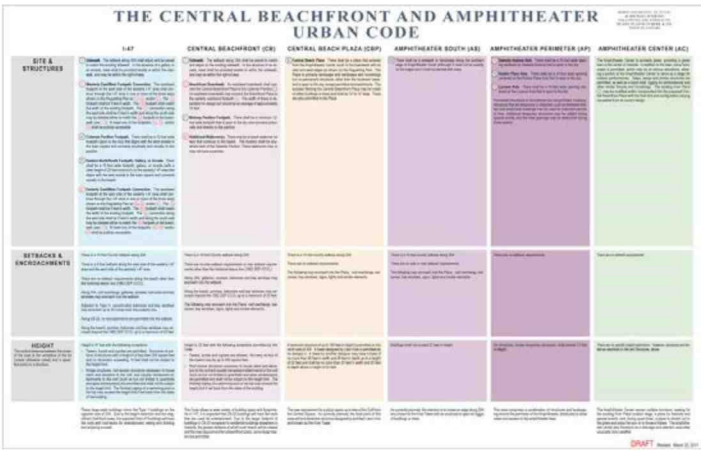


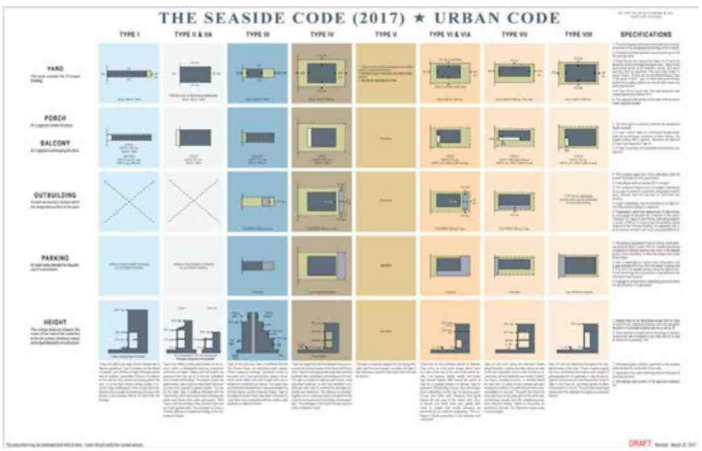


Additionally and included in our base fee, if desired, we will prepare a simple 1-sheet (or equivalent 5- to 10-page) document to graphically supplement or fully represent the above recommendations and consolidate form-based criteria (similar to the first form-based code created for Seaside (see image below).



SEASIDE FORM BASED CRITERIA
© MICHAEL WATKINS





Optional Comprehensive Form-Based Code
If a complete, comprehensive form-based code (beyond the Regulating Plan, PDO additions, and Design Standards updates noted above) is desired for either or both Small Area Plans, this effort would require additional fee. If desired, this effort will require thoughtful consideration with the Village to determine the most appropriate approach and content. For reference, our typical standalone form-based code documents that guide an area's development range from 40 to 100 pages (e.g., see the Greenleigh Pattern Book, included in our sample work).

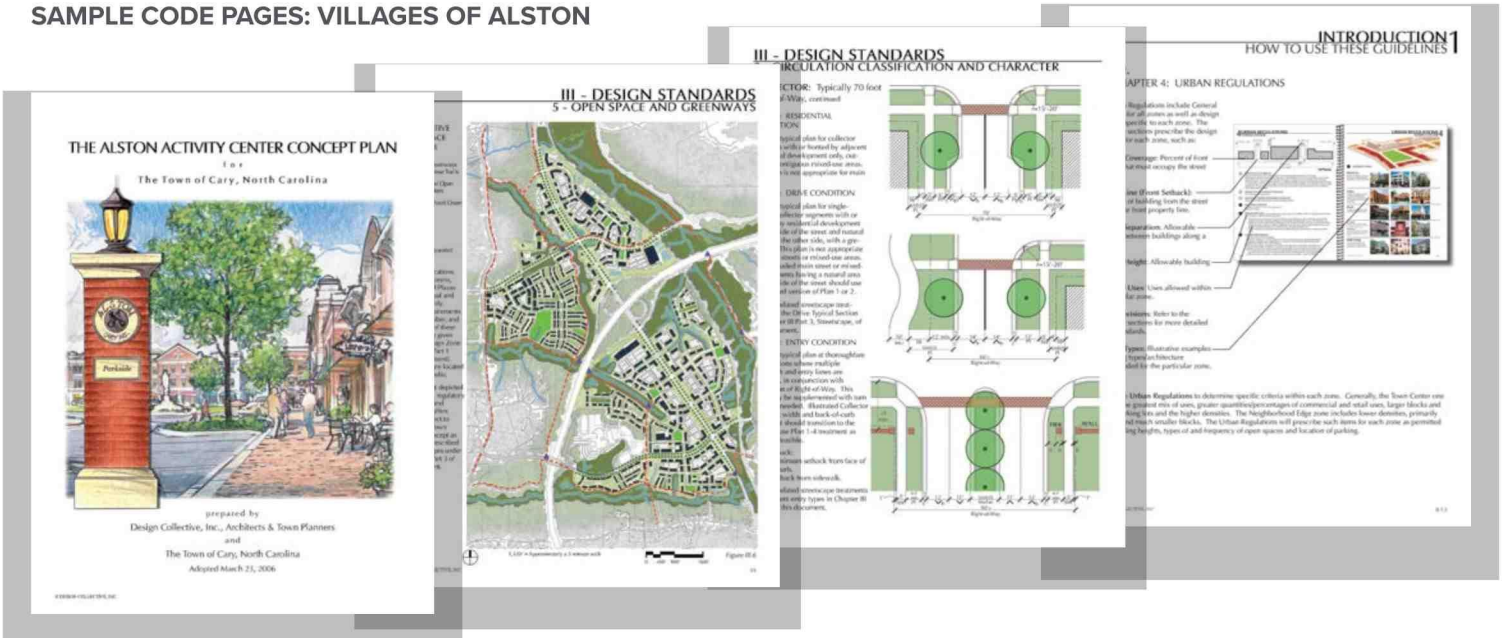
2. *What previous experience do you, or members of your team, have designing form-based codes and development regulations in North Carolina?*

RESPONSE
Design Collective prepared the NW Cary Area Plan (now the Villages of Alston) for the Town of Cary and the NC 73 Small Area Land Use Plan for the towns of Davidson and Huntersville. These plans included development regulations and form-based code components, most notably Regulating Plans, Urban Regulations for zones of development (Town Center, Neighborhood General, and Neighborhood Edge), General Architectural Provisions, Building Uses and Types, Open Space Plans, Street Classification Diagrams and Sections, and Streetscape criteria. Further, the firm recently prepared the Glen Lennox Master Plan in Chapel Hill that also included development regulations and design standards.

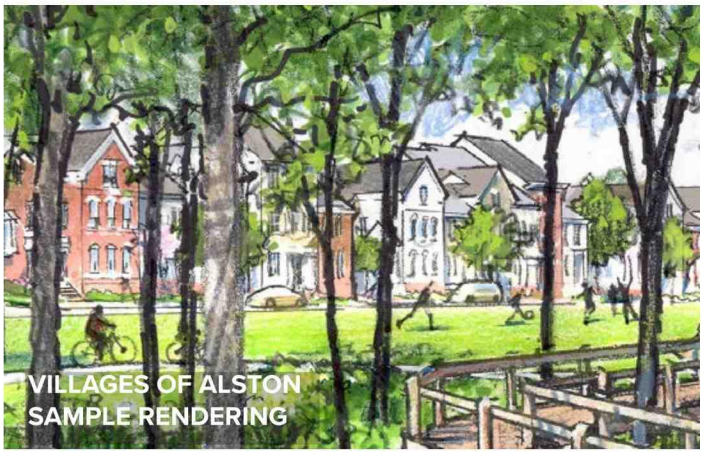
Additionally, Design Collective has prepared form-based codes, design guidelines, pattern books, and/or development regulations for the following non-North Carolina projects:

- Maple Lawn, Fulton, MD; 600-acre mixed-use development
- Greenleigh, White Marsh, MD; 200-acre mixed-use development
- Downtown Columbia, MD; 500-acre mixed-use development; 2006 CNU Award
- Renaissance Square; Middle River, MD; residential development
- Ybor City Master Plan, Tampa FL; neighborhood plan
- Park South, Albany, NY; neighborhood plan
- The Port of Port Royal, Port Royal, SC; downtown plan

SAMPLE CODE PAGES: VILLAGES OF ALSTON



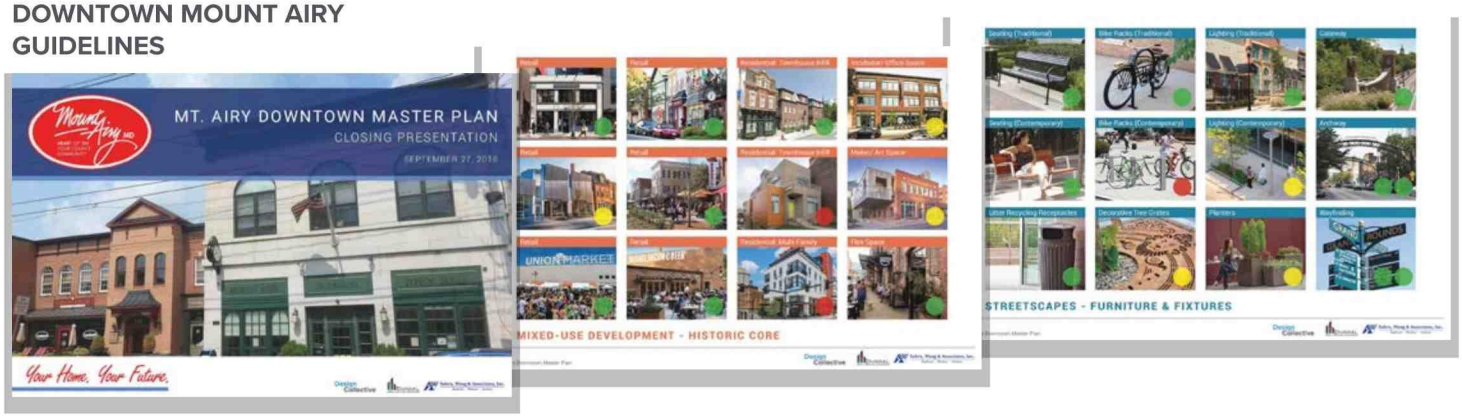




SAMPLE CODE PAGES: NC 73 SMALL AREA PLAN



DOWNTOWN MOUNT AIRY GUIDELINES



3. Of the work samples you have provided, which one do you believe is the most relevant to this project?

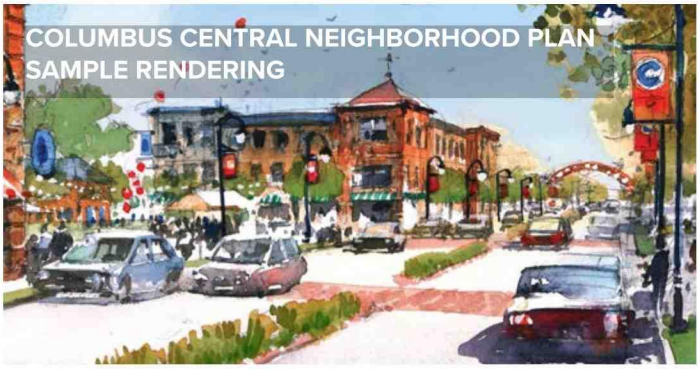
RESPONSE

The Downtown Mount Airy Vision Plan, completed in 2019, is likely the most relevant, recent Small Area Plan prepared by Design Collective for the following reasons:

- It is a Vision Plan for a public sector client, The Town of Mount Airy;
- The study area included an historic district and historic district guidelines http://www.mountairy.org/DocumentCenter/View/182/Historic-District-Design-Guidelines?bidId=
- Similar goals and guiding principles were established, including:
  - Preserve the historic, small-town character of Mount Airy;
  - Grow the small-town character of the Town outward;
  - Suggest periphery development that compliments and does not compete with downtown businesses;
  - Improve overall connectivity, especially pedestrian and bicycle connections to the Rail-Trail and to adjacent parks;
  - Ensure walkability;
  - Create a new gateway at Center Street and MD 27 (similar to Rattlesnake and NC 211); and
  - Ensure new development balances with the need for public open space.
- The process included a robust public engagement process including stakeholder interviews, public workshops, and a multi-day charrette;
- The study area included multiple properties owned by a variety of entities, including some underutilized parcels owned by the town;
- The Vision Plan included a Regulating Plan (Framework Plan) to guide development (e.g., blocks, streets, frontage, open space, uses, massing, and similar) for an area with characteristics similar to Village Place;
- The process included a Market Demand Analysis (by Duggal Advisors) and a Transportation and Parking Analysis (by Sabra Wang Associates); and
- The Vision Plan also included inventory and analysis, recommendations, and an implementation strategy and matrix.

Although the Downtown Mount Airy Master Plan is likely the most relevant Small Area Plan by Design Collective, it did not include a full, comprehensive form-based code or set of design standards. For these reasons, the Greenleigh Pattern Book is equally relevant as it includes:

- Vision Plan Diagrams depicting Greenleigh's street, open space, and neighborhood framework;
- A Regulating Plan (organization of blocks, streets, and open space);
- Lot Type Plan Diagram (governing lot types and locations), with accompanying:
  - Lot Standards (depicting setbacks, minimum lot dimension requirements, and minimum rear yard dimensions) and
  - Precedent images
- Prominent/Semi-Prominent Lots Plan Diagram with accompanying:
  - Massing diagrams and
  - Frontage requirements
- Lot Landscape Plans with criteria
- Street Network Plan, with accompanying:
  - Complete Street criteria
  - Street Sections
  - Street Furnishings criteria and
  - Precedent images
- Open Space Plan, with accompanying:
  - Open Space types with design criteria
  - Precedent images
  - Detail plans for key open spaces
- Architectural Design Criteria, including:
  - General Provisions
  - Materials and Elements
  - Exterior Walls
  - Building Elements
  - Roofs
  - Doors and Windows
  - Frontage and Yard
- Signage Design Criteria
- Design Review Process





4. Please provide a list of similar work the proposed project team has completed or been awarded in North Carolina in recent years (last 3 years).

RESPONSE

While Design Collective has not completed similar projects in North Carolina within the past three years, we have worked on several relevant North Carolina projects including Glen Lennox, the Villages of Alston, and the NC 73 Small Area Land Use Plan (as noted above). Non-North Carolina Small Area Plans by Design Collective in the past three years (with similar goals, comparable context and/or historic district, public engagement, land use, market and transportation analysis, and similar recommendations and implementation strategy matrix) include:

- The Downtown Mount Airy Vision Plan; client: Town of Mount Airy, MD
- The Columbus Central Neighborhood Plan; client: City of Columbus, IN
- The Greater O'Donnell Heights Neighborhood Plan; client: City of Baltimore, MD
- Concord Pike (US 202) Corridor Plan; client: WILMAPCO (MPO), Wilmington, DE
- The Edgewood Area TOD Study; client: Harford County, MD

Relevant Ramey Kemp North Carolina projects with similar transportation/traffic scope within the past three years include:

- West Franklin St. Lane Reallocation, Chapel Hill, NC
- Zebulon Comprehensive Transportation Plan (CTP) and Comprehensive Land Use Plan, Zebulon, NC
- Holly Springs Southern Area Planning Initiative, Holly Springs, NC
- Downtown Winston-Salem Streetscape, Winston-Salem, NC
- Capital Area Metropolitan Planning Organization (CAMPO) Southwest Area Study, Harnett/Wake Counties, NC
- Moore County School Reassignment Traffic Engineering Studies, Moore County, NC
- Moore County Elementary School Traffic Engineering, Moore County, NC
- NCDOT Project U-5706 (NC 5 Widening in Moore County)

5. Are you comfortable with contract language that allows the Council to determine if meetings with the Council and/or public will be virtual or in person?

RESPONSE

Yes, we are comfortable with contract language that allows the Council to determine if meetings with the Council and/or public will be virtual or in person. As noted in our interview, we believe a multi-faceted approach to public engagement will be required and we welcome the opportunity to work with the Village to craft the best layered approach, whether it be all virtual, all in-person, or a combination.

6. Can you confirm your commitment to starting this project immediately upon execution of a contract in the next few months?

RESPONSE

Yes, we are able to start this project immediately upon execution of a contract in the next few months and confirm our commitment to do so.

Design
Collective

ARCHITECTURE
PLANNING
INTERIORS
LANDSCAPE ARCHITECTURE
GRAPHICS

Baltimore
601 East Pratt Street, Suite 300
Baltimore, Maryland, 21202
P 410.685.6655

Chicago
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Chicago, Ill 60602
P 312.625.4747

www.designcollective.com

100% Employee-Owned Design Firm



PROPOSAL FOR

PINEHURST SMALL AREA PLANS

THE VILLAGE OF PINEHURST, NORTH CAROLINA

MAY 8, 2020

Matt D'Amico
601 East Pratt Street, Suite 300
Baltimore, Maryland 21202
410.685.6655
mdamico@designcollective.com

Design Collective

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INTERIORS
LANDSCAPE
ARCHITECTURE

May 8, 2020

Village of Pinehurst
Darryn Burich, Planning & Inspections Director
395 Magnolia Road, Pinehurst, NC 28374
910-295-8658, ext. 1284 | dburich@vopnc.org

RE: Pinehurst Small Area Plans
The Village of Pinehurst, North Carolina

Dear Mr. Burich,

Design Collective is pleased to submit our team's qualifications for the Village of Pinehurst's Small Area Plans for Village Place/Rattlesnake Trail and Pinehurst South/Highway 5 Commercial Area. We believe this project presents a tremendous opportunity to:

1. Advance goals and the Guiding Principles of the 2019 Comprehensive Plan
2. Build upon previous plans and the Village's vision statement, and
3. Assist the Village in achieving long term economic development, fiscal, and quality of life goals

We welcome the opportunity to assist the Village, residents, and stakeholders to guide transformation of these disconnected and underutilized parcels into walkable, attractive, connected, and engaging mixed-use places that will add economic, social, cultural, and aesthetic value to the Village.

PROJECT UNDERSTANDING

The Village of Pinehurst is seeking the services of a Planning Team to prepare Small Area Plans for Village Place/Rattlesnake Trail and Pinehurst South/Highway 5 Commercial Area. These places are identified in the Comp Plan as appropriate locations for redevelopment that respects the Village's small-town character, builds upon the Village's vision statement, and advances Envision the Village Guiding Principles. The planning effort must include expertise in:

1. Master planning, land use, zoning, development policy, and design guidelines
2. Urban design, placemaking, architecture, and landscape design
3. Streetscape, open space, branding, signage, gateway design
4. Public engagement
5. Multi-modal transportation and traffic analysis
6. Market demand analysis, economic and fiscal impacts and benefits analysis
7. Stormwater management, resiliency planning, and green infrastructure.

The vision for Village Place is to transform several undeveloped, multiple-owned, and/or disconnected parcels of land and buildings into a more walkable, mixed-use, and attractive destination that is seamlessly connected to the Village Center. Village Place will be an extension of the Village Center to Highway 211, creating a "connecting spine" along Rattlesnake Trail, a more village-like gateway appearance at Highway 211, and the growth of the Village's small-town character outward rather than highway commercial growing inward.

The vision for Pinehurst South is to transform several undeveloped, multiple-owned, and/or disconnected parcels of land and buildings along Highway 5 into an "innovation hub" that provides an appropriate scale of buildings and mix of uses that focus on jobs, revenues and increased tax base while limiting, or mitigating, traffic and neighborhood impacts. An important goal of this area will be to strike an appropriate balance of new development without creating unintended impacts and consequences.

Pinehurst is a small town where everyone knows each other. The small area plans will need to guide transformation of multiple owned parcels, with owners who may have differing agendas, time-frames, and financial means for redevelopment. The area, too, may include such constraints as subsurface utilities, easements, property lines and rights-of-ways, and other legal or physical constraints that must inform a realistic plan. The process, therefore, must include a robust and varied public engagement process that allows meaningful and diverse input from all stakeholders. All voices must be heard. The small area plans, and the implementation process to follow, will be supported only if there is broad, near unanimous support.

DESIGN COLLECTIVE RELEVANT EXPERIENCE & LESSONS LEARNED

Design Collective is uniquely positioned to address the Village's RFQ requirements and needs.

Planning and Urban Design: Design Collective has prepared small area plans for numerous small towns like Pinehurst, and for many public sector clients, municipalities, small towns and multi-jurisdictions with a similar vision and similar goals, constraints, and challenges. Our plans are inspired by local history and culture, address placemaking objectives, consider community impacts and concerns, address economic and fiscal goals, and always seek to respect the small-town character of the places where we work. We have completed similar plans for the Town of Mount Airy, Downtown Columbia, Largo, and the Town of College Park, MD; as well as the Columbus Central Neighborhood Plan, Columbus, IN; the Route 9 Corridor Plan, Town of Newark, DE; the Downtown Plan, Town of Elkton MD; and the Downtown Frederick Master Plan, City of Frederick, MD, to name a few. Mount Airy, College Park, Columbus, and Frederick all include local and/or nationally recognized historic districts. Each of these projects will enable us to bring important lessons learned to Pinehurst.

Development Expertise: Design Collective is an 85-person, multi-disciplined design firm providing planning, urban design, architecture, landscape architecture, and branding and signage design to public sector and private developer clients. Many of our projects have been with developers and property owners who have helped to implement our master plans, including Columbia, Largo, College Park, Frederick, and Greenleigh, where we also provided architecture and landscape architecture design services. In some cases, we prepared design guidelines, development standards and/or Pattern Books that guided development. These realistic, developer-led experiences provide an understanding of developer, builder, and investor expectations, as well as construction methods, codes, and costs, which enables our master plans to be realistically informed and implementable.

Lessons Learned: Many of our transformative, redevelopment, and suburban retrofit projects have been built, offering valuable lessons learned regarding what is achievable and what may be aspirational. All of the firm's master plans for our public sector clients have included meaningful and robust public engagement, including multi-day charrettes, public workshops, websites and on-line engagement tools (including virtual strategies more recently), providing important lessons learned regarding tact, outreach methods, conflict resolution, best practices and education, and consensus building.

A COMPREHENSIVE TEAM

Design Collective's multi-disciplined design expertise is supported by Duggal Real Estate Advisors and Ramey-Kemp Associates. We have worked with both Melina Duggal and Roger Henderson, market/economic and traffic transportation experts, respectively, who are both part of our proposed team. Our previous work together will enable a seamless approach.

Duggal Real Estate Advisors will lead our team's market demand analysis, economic and fiscal impacts and benefits analysis.

Ramey Kemp Associates will lead our team's multi-modal transportation and traffic planning efforts.

AWARD-WINNING EXPERTISE

All of our clients place importance on placemaking and great design. Places that are attractive, engaging, memorable, and desirable will be successful. Design Collective is adept at developing creative and forward-thinking solutions that are equally mindful of economic, regulatory, political, and developer/property owner considerations. Master plans by the firm have been recognized with awards from ULI, International Making Cities Livable, the Congress for New Urbanism (CNU), American Institute of Architects, American Society of Landscape Architects, American Planning Association (APA) and others.

THOUGHT LEADERS

The principal members of our team, Mr. D'Amico, Ms. Bedwell, Ms. Duggal, and Mr. Henderson have personally spoken on the subjects of planning and urban design, downtown and neighborhood revitalization, suburban retrofit, mixed-use development, Complete Streets, and the public engagement process at Rail-Volution, CNU, ULI, the Smart Growth America National Complete Streets Coalition, and APA conferences on numerous occasions.

SUMMARY

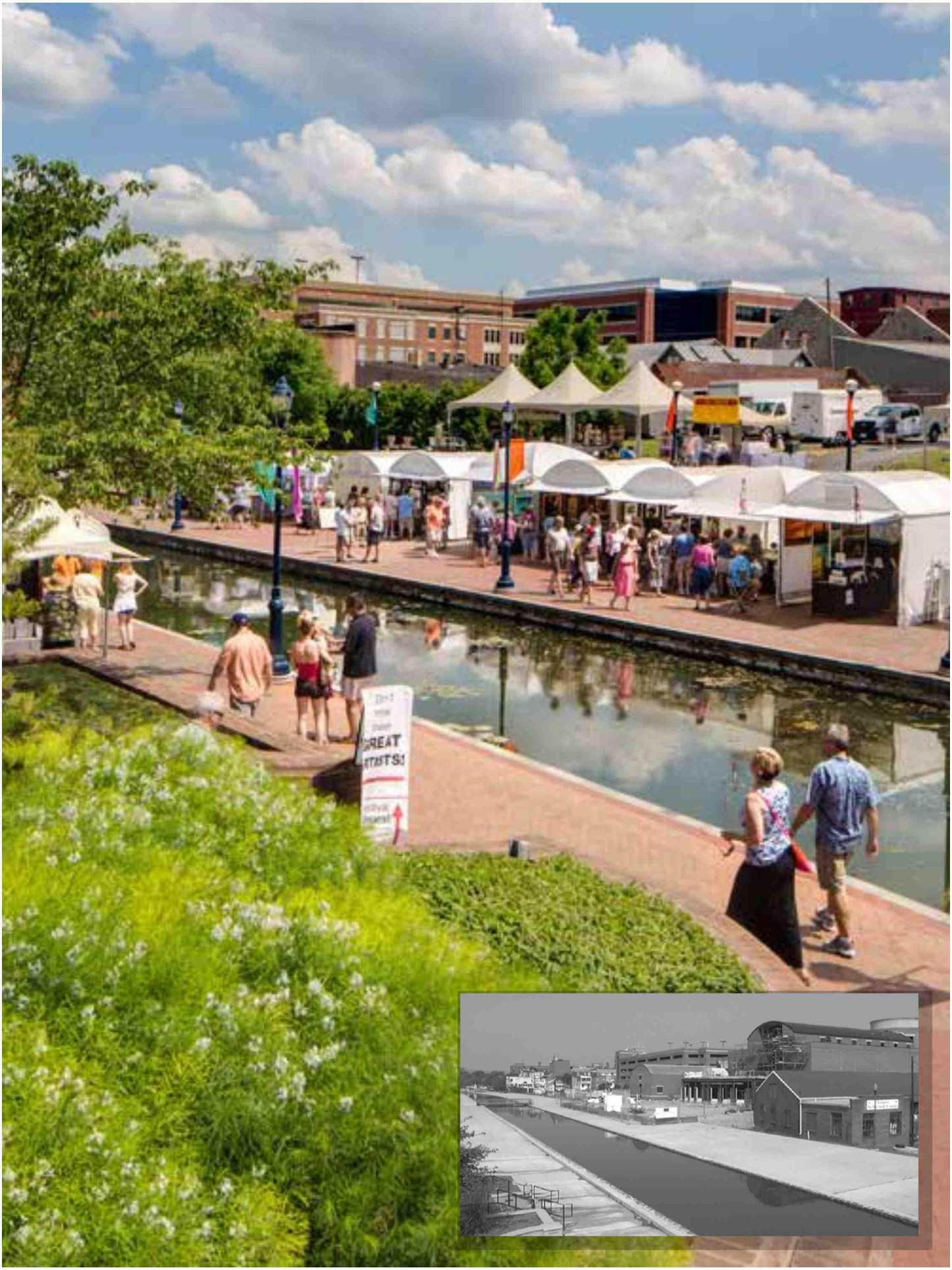
There is no doubt that Pinehurst will receive interest from highly qualified planning firms from throughout the region, and perhaps across the country. What our team of professionals has to offer – in addition to nationally-recognized expertise, local knowledge, and previous work together, – is a commitment, enthusiasm and passion for the work we do and the consistent satisfaction of our clients.

The Small Area Plans for Pinehurst will provide a forward-thinking vision, recommendations and guidance, and a road-map for transforming these key parcels into vibrant, attractive, and desirable places. We cannot think of a more exciting endeavor to participate in with you. We look forward to your favorable reception of our submission and the potential for meeting with the selection committee to personally convey our passion and commitment to this project.

Sincerely,



Design Collective, Inc.
Matt D'Amico, PLA, ASLA
Senior Principal
mdamico@designcollective.com



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INTRODUCTION & EXECUTIVE SUMMARY

40+

YEARS OF INNOVATIVE PLANNING AND COMPREHENSIVE DESIGN SOLUTIONS

At Design Collective, we firmly believe that truly great places generate more value than they actually cost to create – on a multitude of scales. We design places where people want to be and be seen; places where people want to live, learn, work and play; places that encourage investment on financial, social and emotional levels to keep them coming back or convince them to stay. Our more than 300 awards for planning and design excellence are a testament to our approach and the quality of our work.

ESTABLISHED
1978 (formerly Columbia Design Collective, Inc.)

OFFICE LOCATION
601 East Pratt Street, Suite 300
Baltimore, Maryland 21202
410.685.6655

WEBSITE & EMAIL
www.designcollective.com
info@designcollective.com

OWNERSHIP STRUCTURE
Employee Stock Owned Plan (ESOP)

PROJECT MANAGER
Matt D'Amico, PLA, ASLA
Senior Principal
mdamico@designcollective.com

EXECUTIVE SUMMARY

Section 2: Planning Team & Qualifications

Design Collective will be the lead consultant for our team. Duggal Real Estate Advisors will provide market demand analysis and economic and fiscal impacts and benefits analyses. Ramey Kemp Associates will provide multi-modal transportation planning and traffic impact analysis. The team's relevant qualifications are provided in Section Two of our response.

This section provides a general firm profile for each firm, together with relevant qualifications. While our respective firms have expertise in a number of project types, this section is focused on what relevant areas of expertise we each bring to Pinehurst. This includes our experience working with small towns similar in size to Pinehurst, preparing small area plans with similar goals, conducting public engagement processes, and preparing plans that need to address similar considerations, constraints, concerns, opportunities, and implementation strategies.

100% EMPLOYEE OWNED

REGISTERED IN **28** STATES

50 LEED BUILDINGS

Section 3: Understanding

This section provides a brief understanding of the project. Although the RFP outlines a vision for each area, an anticipated Scope of Work, the desired deliverables, and the expectations for public engagement, our understanding attempts to go beyond the project requirements. This section attempts to clarify our understanding of:

1. The purpose of the Small Area Plans and how they will be used in future decision-making
2. The Village's vision, assets, and unique qualities that should be respected
3. The importance of understanding realistic market demand and development expectations
4. The importance of placemaking
5. The importance of utilizing graphics, 3-D models, before-and-after visualizations and other strategies to ensure options are understood, input is meaningful, impacts and benefits are clear, and implementation strategies are supported

Lastly, Section 3 provides a summary of our proposed public engagement process, including various methods, strategies for virtual outreach, tools employed, and approaches to ensure broad representation.

Section 4: Approach & Public Engagement

Section 4 outlines our team's general approach to providing the Anticipated Scope of Work as described in Section III of the RFP. We recognize that the Scope of Work and our proposed approach are flexible and will be confirmed with the Village to ensure your budget, priorities, and overall goals are appropriately addressed. Our approach suggests three (3) phases:

1. Data Collection, Assessment, Inventory, Existing Conditions, & Analysis: the purposes of this phase are to learn and listen; understand existing conditions, concerns, and opportunities, analyze the sites, the market, and the transportation conditions; and collect stakeholder input.
2. Planning, Urban Design & Plan(s) Evaluation: the purposes of this phase are to explore a range of options; evaluate these options with stakeholders; understand pros and cons, impacts and benefits; refine these ideas and produce plans and recommendations that are supportable.
3. Final Plans, Deliverables, and Small Area Plans Report: the purposes of this phase are to finalize 2 or 3 concise development scenarios and/or a preferred development scenario; quantify impacts and benefits; outline implementation strategies and recommendations; and prepare a Final Small Area Plan Report prior to March 30, 2021.

This section also outlines our proposed public engagement process, suggesting the following:

1. A Kickoff meeting and study area tour with the client (and key stakeholders if desired)
2. A project website to post the schedule, project information and deliverables, on-line surveys, workshop findings, and other pertinent information, and to solicit on-line feedback
3. Stakeholder interviews, to solicit one-on-one input from key stakeholders, property owners, focus groups/organization, Village staff and/or elected officials
4. A series of Public Workshops:
    a. Visioning
    b. Planning and Design
    c. Final Plan
5. Optional: Mobile Workshops

Section 5: Relevant Experience

Project examples are provided that are similar in size, scope, client (small town or municipality), project goals, concerns and opportunities, and lessons learned. Examples include projects that address:

1. Extending a town's character outward to a highway and disallowing commercial, auto-oriented development from creeping inward
2. Historic district designations
3. Multiple property owners and diverse stakeholders and outreach methods
4. Creating innovation districts or a jobs-based, commercial/entrepreneurial-focused district
5. Design guidelines, development standards and Pattern Books
6. Implementation strategies, built work, and lessons learned

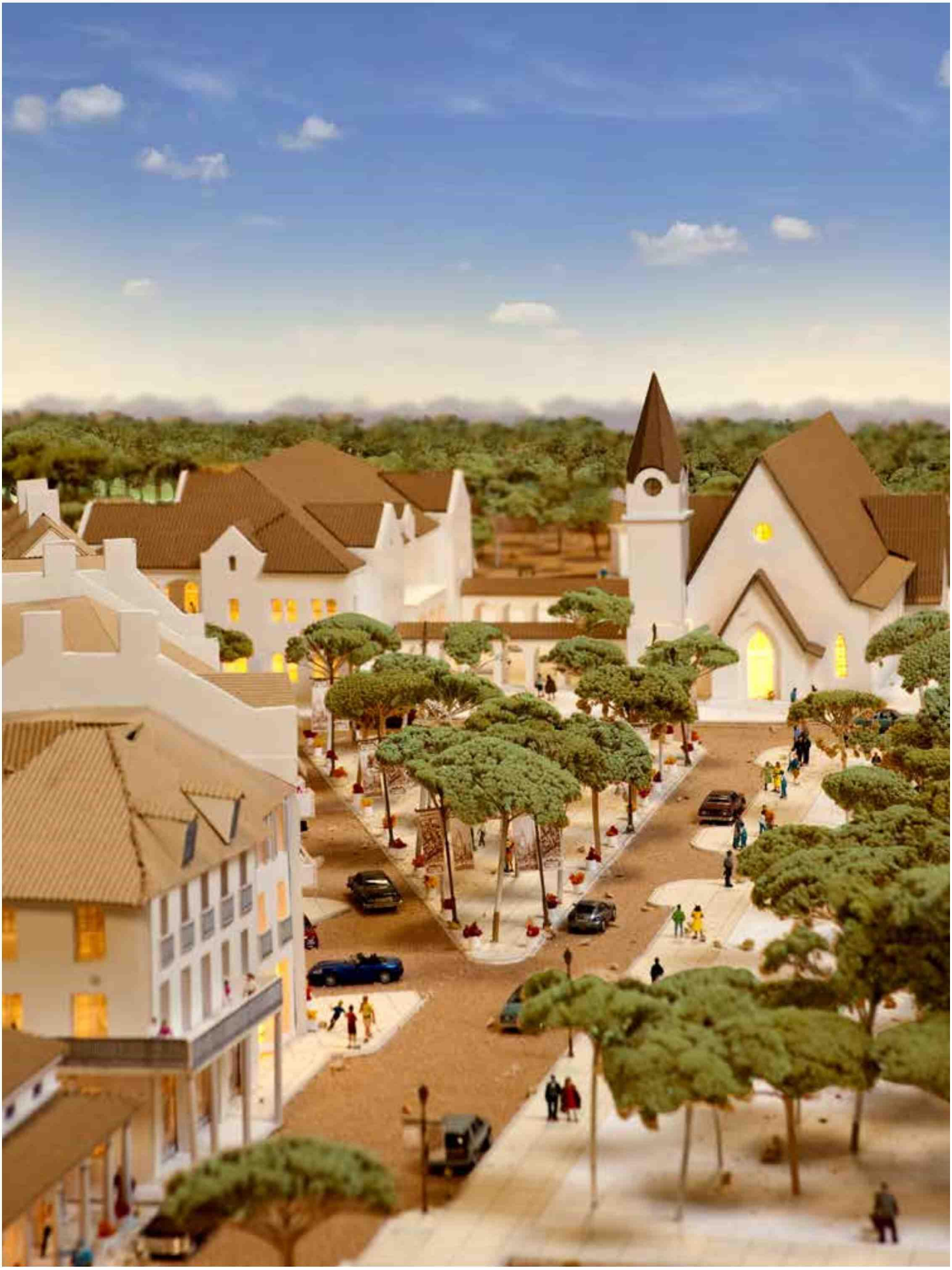
Section 6: Resumes and Thought Leaders

Qualifications of key team leaders include relevant work as well as awards, speaking engagements, professional licensure and accreditation, and past experiences.





GENERAL INFORMATION



GENERAL FIRM INFORMATION

Design Collective

PLANNING, URBAN DESIGN, ARCHITECTURE, LANDSCAPE, SIGNAGE, GRAPHICS

YEARS IN BUSINESS
42 Years

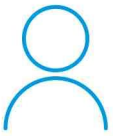
SIZE OF STAFF
85+ People

SERVICES
- Urban Design & Planning
- Landscape Architecture
- Architecture
- Interiors
- Environmental Signage & Graphics

CORE COMPETENCIES
- Small Area Plans & Sector Plans
- Corridor Plans
- Downtown Plans
- Neighborhood Plans
- Waterfront Plans
- Mixed-Use Development
- Transit-Oriented Development
- New Urbanism & TND's
- Design Guidelines
- Public Engagement
- Public Open Space & Parks
- Streetscape
- Green Infrastructure



41 YEARS
We have been in business since 1978.



85+ EMPLOYEES
That includes 52 Architects, 9 Landscape Architects, 8 Interior Designers, and 3 Urban Designers.



350+ AWARDS
We have been recognized by AIA, IIDA and ASLA with numerous awards for design excellence and innovation in architecture, interiors and landscape architecture.

Design Collective is a 100% employee -owned multi-disciplinary design firm headquartered in Baltimore, Maryland. The firm's practice includes projects in over 30 states, and in China, South Africa, and India. Design Collective offers design expertise in planning, urban design, architecture, landscape architecture, signage and graphic design. For many of our clients, these design disciplines coalesce to create design solutions.

Design Collective's planning, urban design, architectural design, and landscape architecture experiences coalesce to deliver creative and realistically prescribed planning solutions for diverse project types. Our plans and clients benefit from these combined design disciplines. Design Collective's planning projects vary greatly, from as small as a few city blocks to projects as large as several thousand acres. Our developer work, including over $1B of built projects, enables us to deliver realistic and implementable master plans.

The majority of our work is focused on transforming, revitalizing, and re-inventing unattractive, marginal, and under-performing properties into walkable, attractive mixed-use places.

Our public sector clients have included economic development authorities, planning departments, transportation agencies, housing authorities, non-profit organizations, metropolitan planning organizations (MPO's), and multi-jurisdiction municipalities.

The firm has prepared master plans for small towns, downtowns, commercial corridors, neighborhoods, mixed-use development, office and commercial development, TND's, and TOD's.

MARKET/ECONOMIC CONSULTANT

OFFICE LOCATION
1324 Kurtz Road
McLean, VA 22101
407.271.9544

WEBSITE
www.duggaladvisors.com

YEARS IN BUSINESS
4 Years

OWNERSHIP STRUCTURE
Woman-Owned

SERVICES
- Market Feasibility
- Public Sector Market Support
- Corridor Studies
- Master-Planned Communities (MPC)
- Financial Analysis
- Regional Growth Strategies
- Large Landowner Support
- Research and Analysis

CORE COMPETENCIES
- Residential & Mixed-use
- Commercial
- Retail
- Office Space
- Public Sector

Duggal Real Estate Advisors, LLC provides a wide-range of consulting services and research for those involved in the real estate industry and the built environment. We focus on advice that is market-based, implementable, with an eye towards the future vision.

We are a woman-owned real estate advisory firm (SWaM Certification Number: 720058). Melina Duggal, the firm's founder, has 25 years of experience providing real estate advice to builders, developers, land owners, regional agencies, planning firms, state DOTs, and municipalities.

Duggal Real Estate Advisors, LLC provides market studies for virtually all land uses, implementable corridor studies, strategic market advice for the public sector, financial analysis, research and analysis on real estate issues, and more. Melina has worked on hundreds of real estate advisory projects in her 25 year career and visited thousands of projects.

VALUES

Duggal Real Estate Advisors, LLC prides itself on:

» Utilizing strong market fundamentals
» Being a woman-owned firm
» Bringing strong research and analysis to every job
» Providing creative, yet actionable, solutions
» Defining the space between the market and the vision
» Helping clients reach their goals
» Combining a background in planning with market research
» Understanding the consumer and their preferences

Moving forward.
RKA
RAMEY KEMP ASSOCIATES

TRANSPORTATION CONSULTANT

OFFICE LOCATION
5808 Faringdon Place
Raleigh, NC 27609
919.872.5115

WEBSITE
www.rameykemp.com

YEARS IN BUSINESS
28 Years

OWNERSHIP STRUCTURE
Employee-Owned

SERVICES
- Transportation Consulting
- Engineering
- Planning
- Design Service

CORE COMPETENCIES
- Small Area Plan Transportation Elements
- Transportation Studies/Planning
- Public Engagement
- Roadway Design
- Sidewalk/Multi-use Path Design
- Storm Drainage Design
- Traffic Signal Design
- Traffic Control/Pavement Marking
- Project Development/NEPA Documentation
- Traffic Engineering/Impact Studies
- Traffic Data Collection
- Bus Stop/Transit Design
- Environmental Studies
- Noise and Air Analysis

Ramey Kemp Associates (RKA) is an EMPLOYEE OWNED firm and was founded in 1992 with a MISSION to offer a professional transportation consulting experience that satisfies their clients their employees.

Their **SUCCESS** as a firm is due to their dedication and ability to focus on the client's needs and deliver a quality experience for everyone involved.

Their **CULTURE** is one of ownership – ownership in their company, ownership in their profession, and ownership in their personal lives.

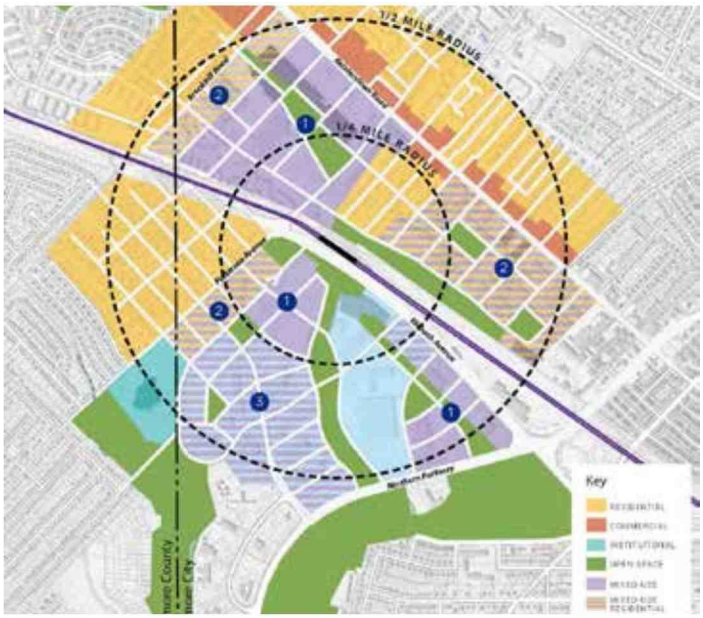
RKA has long-standing relationships with counties and municipalities, state departments of transportation, members of municipal planning boards and commissions, educational institutions, and numerous local boards of education.

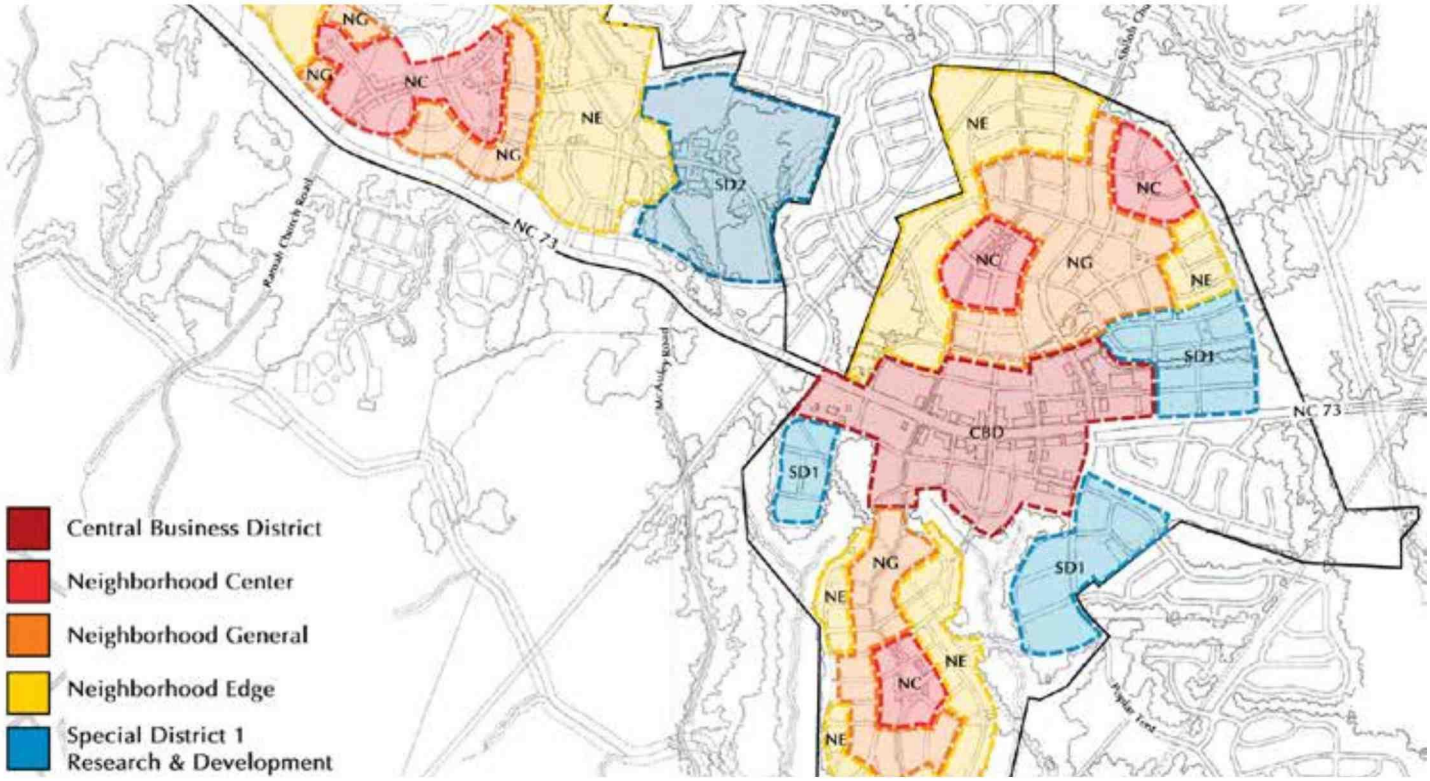


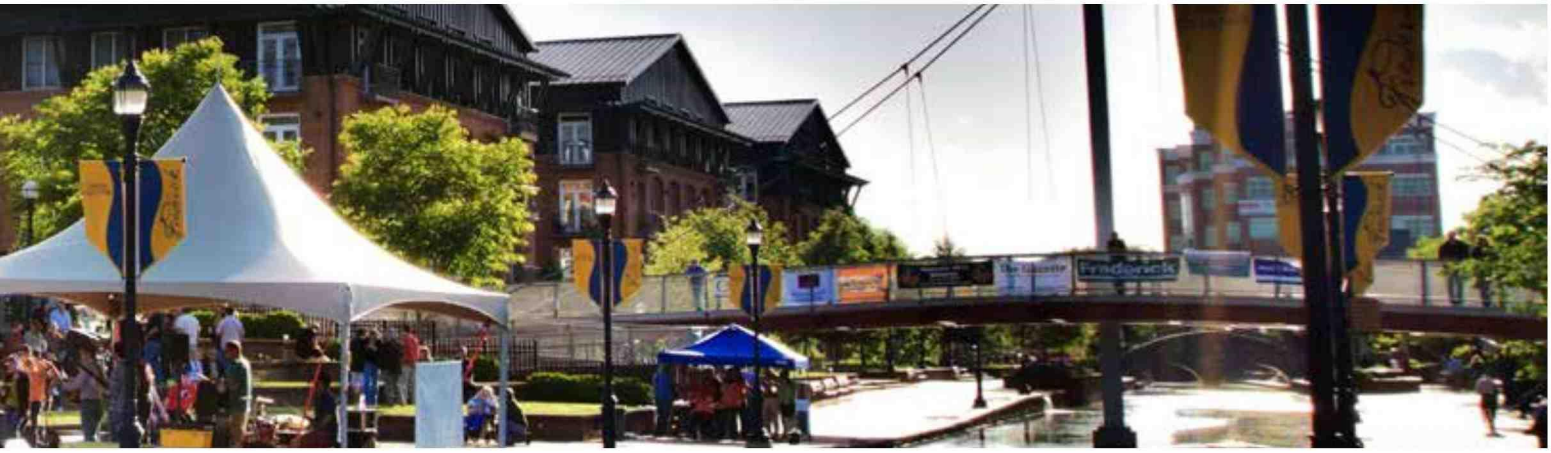


PLANNING & URBAN DESIGN

Design Collective's planning and urban design practice is focused on creating vibrant, engaging and walkable mixed-use places with a sense of place and vision informed by an area's unique history, culture, and economy. Our planning and design solutions are focused on Placemaking: creating memorable places that are inspired by local historic, cultural, social, environmental, and economic assets. The majority of our planning projects focus on revitalizing downtowns and neighborhoods, and transforming commercial corridors and underutilized properties. For most of our projects we serve as the prime consultant leading a team of market, economic, transportation, and environmental consultants. The firm's master plans are flexible, recognizing that market, economic, and political considerations evolve over time.







SMALL AREA PLANS

The firm's small area plans, sector plans and corridor plans establish a framework of appropriately scaled neighborhoods, districts and corridors, informed by an areas unique assets and conditions. Our plans generally follow an urban (center) to rural (edge) transect. Our small area plans often include an identifiable center, such as a memorable square, plaza, civic building, and/or Main Street while the edges, or boundaries, are defined by existing natural and vegetated greenways. Streets, pedestrian-scaled blocks, sidewalks, shared use paths, and open space reinforce circulation routes throughout the plan and form an interconnected network that links the center to the greenway and to destinations between. Development intensities, building heights, land uses, and open space reinforce these connections and patterns, and generally transition from higher density at the center to lower density at the edge.

Our small area plans include implementation strategies such as policy, land use, and zoning recommendations, development and funding considerations, design guidelines or standards, transportation and infrastructure improvements, and phasing strategies. Our plans and implementation strategies are informed by a detailed market demand analysis, traffic and transportation impact analyses, and anticipated economic and fiscal impacts and benefits. Our efforts have helped to advance economic development goals such as creating new jobs, increasing the tax base, and attracting development investment. Our plans have included affordable housing strategies, have attracted knowledge workers and businesses, and have contributed to the transformative development of underutilized or obsolete properties.





SUBURBAN RETROFIT & URBAN INFILL

Underutilized properties, greyfield sites, and obsolete buildings in already developed, urban and suburban areas, and particularly near transit, are prime opportunities for redevelopment and a strategy for accommodating growth, without relying on greenfield development. Design Collective has prepared master plans that guide the transformation of underutilized properties into more attractive, walkable, mixed-use places by rezoning, increasing densities and building heights, encouraging mixed-use, supporting land assembly and acquisition, and thoughtfully phasing demolition, adaptive reuse, and infill. In a few cases, projects were supported by TIF's, bonds, PPP's, and other grant and subsidy fund sources.

Through our work with developers, we have learned the importance of how a master plan must respect property ownership, legal and environmental covenants, and utility easements. As architects, we also understand marketable densities and FAR, realistic building and construction types, and practical development strategies. These experiences are particularly important when redeveloping greyfield sites that include multiple parcels and property owners with potentially overlapping utilities and easements. These valuable lessons learned, as well as economic, market, financial, investor, and construction considerations, inform our master plans for transforming underutilized properties into vibrant, attractive, and dynamic places.









PUBLIC ENGAGEMENT

Design Collective has facilitated hundreds of public planning processes and multi-day charrettes for both public and private sector clients all over the country. Our community engagement efforts are led by Matt D'Amico and Cecily Bedwell, each with over 25 years of lessons learned with the firm. Our public process is strategic, disciplined, and effective, resulting in strong public support for all of our planning projects that employ an interactive public process – we have always received near unanimous support. We have learned that resistance to change is generally rooted in concerns about the unknown, traffic, density, false perceptions, and neighborhood impacts. Our process is first, about listening and learning, and secondly, about educating stakeholders, sharing quantifiable data, conducting appropriate analyses, and identifying solutions that provide realistic and desired benefits to everyone.

We have learned the importance of tailoring our process (methods, times of day, locations, and similar) to the unique needs, demographics, and availability of each project's needs and stakeholders. Our process often seeks input from unique and targeted stakeholders, property owners, residents, neighborhood groups, and government agencies. Our outreach methods have included websites, on-line surveys and questionnaires, focus groups, one-on-one interviews, virtual webinars and workshops, interactive workshops, multi-day charrettes, mobile workshops, town hall style meetings, and translation for non-English speaking participants.







URBAN OPEN SPACE, PARKS, AND PLAZAS

Design Collective's Landscape Architecture Studio has designed numerous public parks, plazas, and urban open spaces that support a variety of placemaking activities. Our design approach is to create places that are memorable, inviting and attractive, full of spontaneous and planned social interaction, and support a variety of community oriented events and activities. We have designed places that attract children and families, support concerts, markets, and food trucks, include outdoor art and kinetic sculpture, integrate interactive water features, and support passive and contemplative activities. We have learned through these experiences that residents, tourists, visitors, and office workers are all looking for an amenity rich environment that supports diverse social interaction.

We work with our clients, and often engage stakeholders, to understand what park elements, activities, and design features would have the most value. Our parks and plazas have provided us with valuable lessons learned as we see who uses them, how they are used, how they are programmed with activities and events, and how they successfully contribute to transformative goals and economic development strategies.





STREETSCAPE & COMPLETE STREETS

Design Collective's Landscape Architecture Studio has provided innovative design solutions, from concept design to construction documents, for a variety of streetscape and Complete Streets projects. We coordinate our work with engineers to address circulation, accessibility (ADA), utilities, construction, phasing, and traffic impact considerations. The firm's streetscape projects have improved overall character, safety, and function of existing streets, have addressed strategies for Road Diets, and have retrofitted existing streets with bicycle and transit facilities.

Streetscape design solutions have improved the overall attractiveness, branding, and marketability of a community, enhanced the viability of existing Main Street retail, and have advanced broader economic development goals. Our design solutions include innovative and artful bioretention strategies, creative lighting, distinctive hardscape and crosswalk design patterns, public art, signage and wayfinding, and gateway and branding elements that support placemaking goals informed by local culture, arts, and history.





SUSTAINABILITY, HEALTH & WELLNESS, AND GREEN INFRASTRUCTURE

Design Collective's multi-disciplined design approach offers expertise in sustainable, healthy living, wellness, and green infrastructure design solutions for all of our projects. The firm has over 50 LEED projects, including several Gold and one LEED Platinum project. We are currently working on our first living building, the local headquarters for the Housing Opportunities Commission of Montgomery County, an affordable housing commission. Our projects go beyond LEED by incorporating wellness and healthy living design features, technology, programs, social equity, shared space, and other well-being considerations. The Pearl in Silver Spring, MD is the country's first Fitwel certified multi-family building.

The firm's master plans, parks and plazas, and streetscape projects incorporate micro-bioretention, street-tree rainwater planters, district-wide green infrastructure systems, and innovative and artful stormwater management strategies that are an integral part of the design aesthetic. Our projects include interconnected systems along streets, throughout parks, and from green roofs that filter roadway runoff and reconcile flooding and stormwater management concerns. In many cases, our projects include creative signage and graphics as a way to visibly convey sustainable awareness.







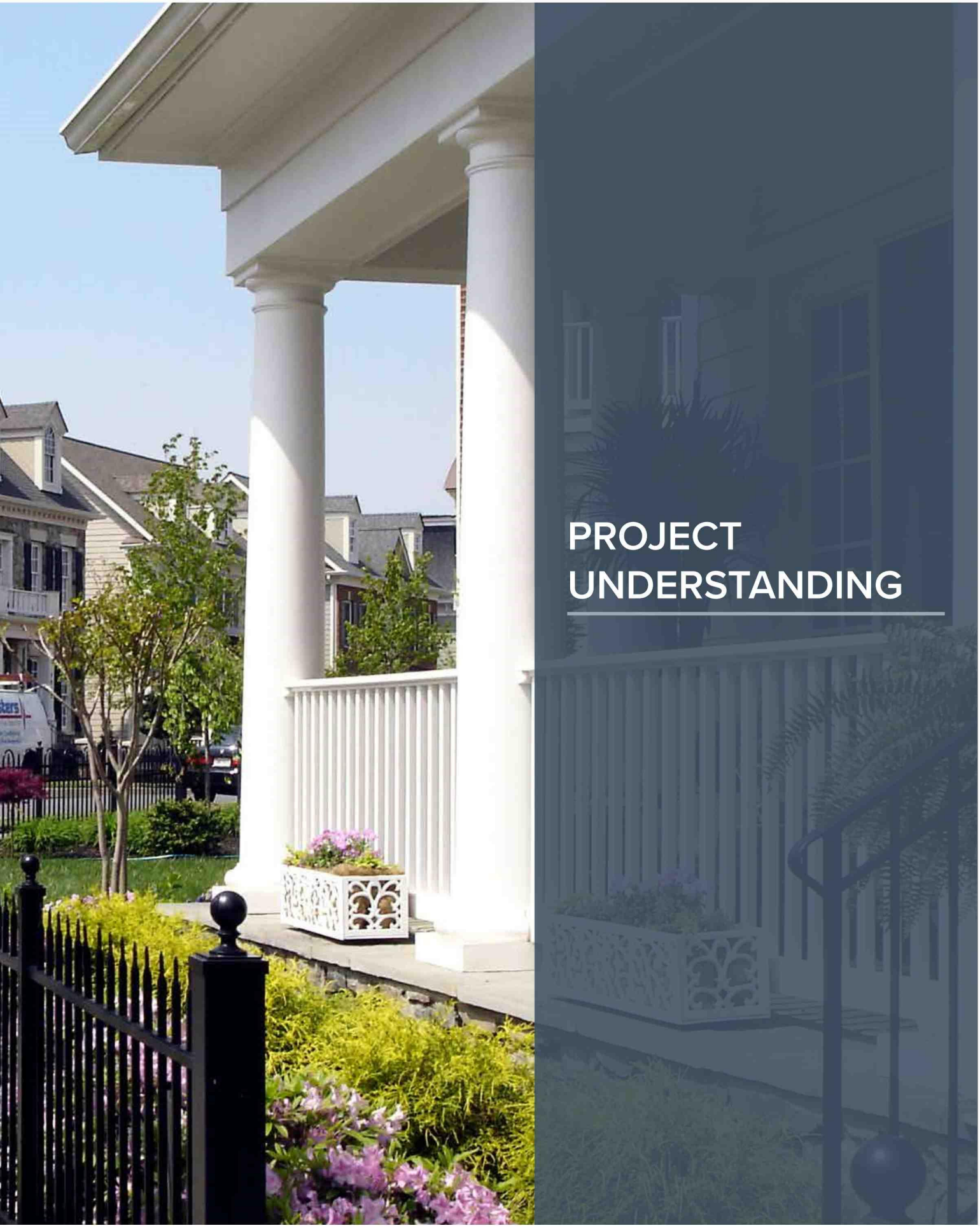
DESIGN GUIDELINES & PATTERN BOOKS

Design Collective has prepared numerous Design Guidelines and Pattern Books for both public sector and private developer clients. Our guidelines are generally highly graphic and prescriptive, with adequate text, metrics, and narrative to summarize plan recommendations, together with graphics that help visually convey planning and design intent. Our guidelines and codes generally address urban design (bulk, setback, height, density, parking, and dimensional) regulations; architectural design; streets and streetscape; signage, wayfinding and lighting; landscape requirements; materials and dimensional requirements; and design submission and review criteria.

In many instances, we serve as the Design Review Committee, reviewing developer applications for conformance with guidelines we have written. We have, over time, modified our approach to guidelines as we learn about new methods, materials, and applications from contractors. This important experience, together with our architectural expertise in designing and building residential, commercial and mixed-use buildings, has taught us how to prepare guidelines that are realistic, enforceable, and buildable. Design guidelines for Maple Lawn (an 800-acre mixed-use TND) and Greenleigh (a 250-acre TND) have successfully guided the award-winning construction of over 2 million SF of office and 2000 residential units.







PROJECT UNDERSTANDING

PROJECT UNDERSTANDING

BACKGROUND

The Village of Pinehurst has identified Village Place and Pinehurst South as areas to accommodate growth, advance economic development goals, increase revenues and the tax base, and to support the many quality-of-life needs of existing residents, businesses, and visitors. Each area has a unique vision, as described in the 2019 Comp Plan, and should contribute meaningfully to achieving the Guiding Principles. These small area plans will guide decision making, new development and redevelopment, public and private investments, policy and zoning decisions, and many other important decisions that will have a long-term impact on the village.

Pinehurst's vision statement suggests, "The Village of Pinehurst is a charming, vibrant community that reflects our rich history and traditions." It is critically important that the small area plans respect the 2019 Comp Plan and Envision the Village Guiding Principles, while strengthening, and not compromising, the village's vision.



UNDERSTANDING PINEHURST QUALITIES

To ensure the small area plans support the village's vision, the process must include a thorough assessment and inventory of existing conditions to understand the historic, cultural, environmental, social, market, and economic assets of Pinehurst. The plans must build from these strengths. The goal for each plan is to respect the vision of the Tufts, Olmsted, and Manning vision, and extend the village's small-town scale, architectural character, and walkability outward rather than allowing auto-oriented commercial development to creep inward over time. A series of stakeholder interviews and/or (virtual) workshops will educate our team regarding what makes Pinehurst unique. Additionally, this assessment phase should educate village stakeholders regarding best practices. Understanding how other similar communities and towns have successfully addressed similar planning, design, placemaking, market, economic, fiscal, development, transportation, and environmental goals will assist village stakeholders in making informed decisions in the best long-term interest of Pinehurst.

MAKING INFORMED DECISIONS

Equally important, the Small Area Plans must be informed by realistic market demand and an understanding of fiscal impacts and benefits, neighborhood impacts, traffic and congestion impacts, and other quantifiable pros and cons. A plan that is not realistically informed of what uses are marketable and what intensities of development are realistically achievable, will result in unattainable goals and misleading data regarding both impacts and benefits. A plan that does not adequately quantify impacts will mislead stakeholders in supporting a scenario that does not perform as anticipated. Only realistic scenarios will be explored, together with clear, thorough, and accurate evaluation of the impacts and benefits of each.

PLANNING & DESIGN APPROACH

Plans that are informed by unique local assets and relevant best practices will be authentic, memorable, supportable, realistic, and measurable. A plan that does not address these important objectives will be challenging, at best, to advance. Placemaking is an important aspiration for each small area plan: creating engaging and unique places that are walkable, vibrant, and attractive while inspired by unique local history, culture, art, music, architectural scale, and character of a place.

One of many goals will undoubtedly be to create small area plans that guide a step-by-step, phased transformation of Village Place and Pinehurst South into successful places unique to Pinehurst and not generic, or typical of anywhere. Placemaking, therefore, is an important objective. Alternative scenarios will be developed with respect for these and other project goals and objectives, shared with stakeholders to get their feedback, and evaluated regarding benefits and impacts. Artist illustrations, before and after photo transformations, 3-D modeling, street sections, and precedent images will help stakeholders envision the scenarios and provide meaningful input. Through a transparent, participatory, step-by-step process, including assessment, inventory, analysis, evaluation of best practices, testing various scenarios, and understanding benefits and impacts, agreed upon plans will be supported. Such a process, too, will ensure a seamless approach to updating policy, zoning, the PDO, and development regulations that will occur following approval of the Small Area Plans.

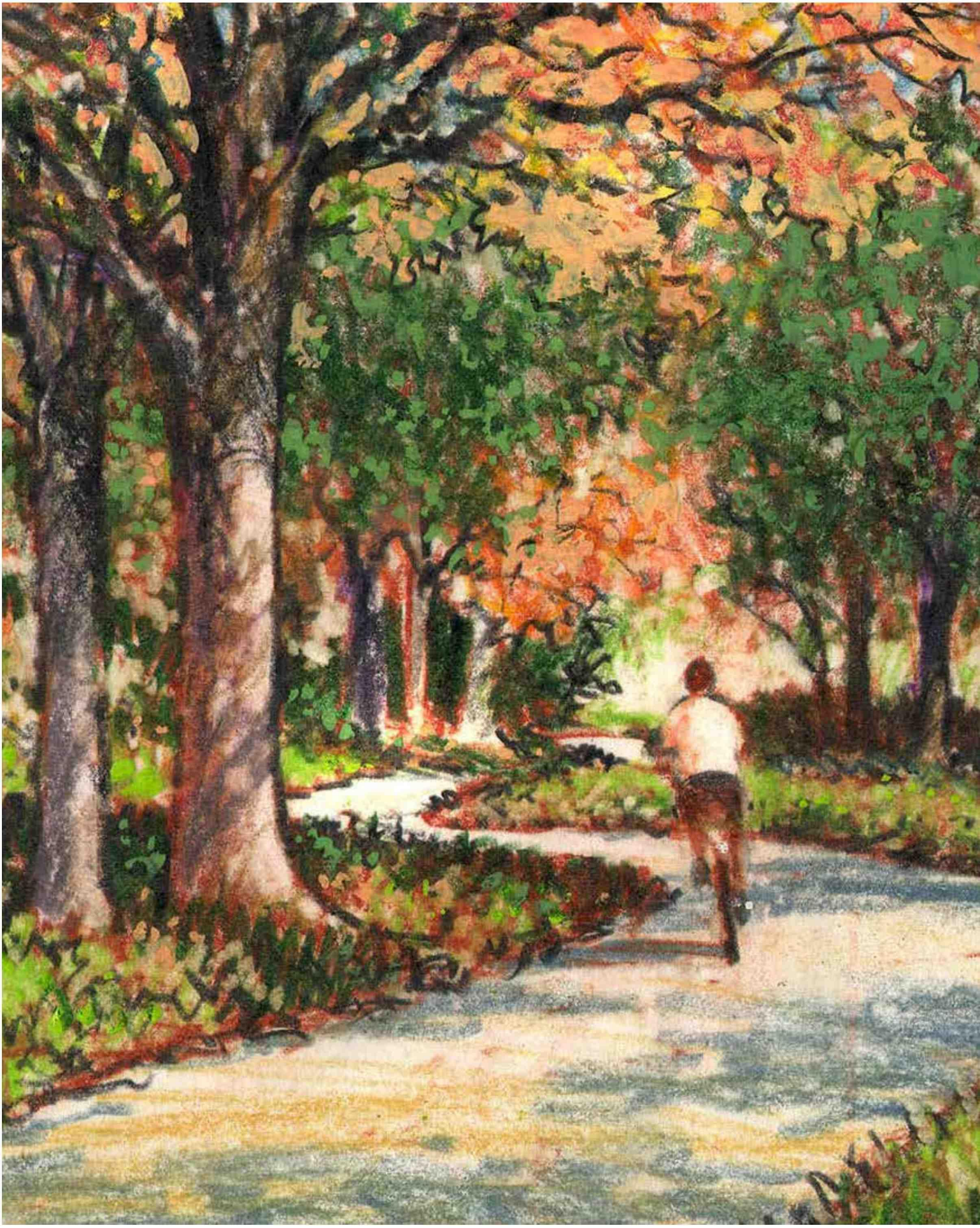


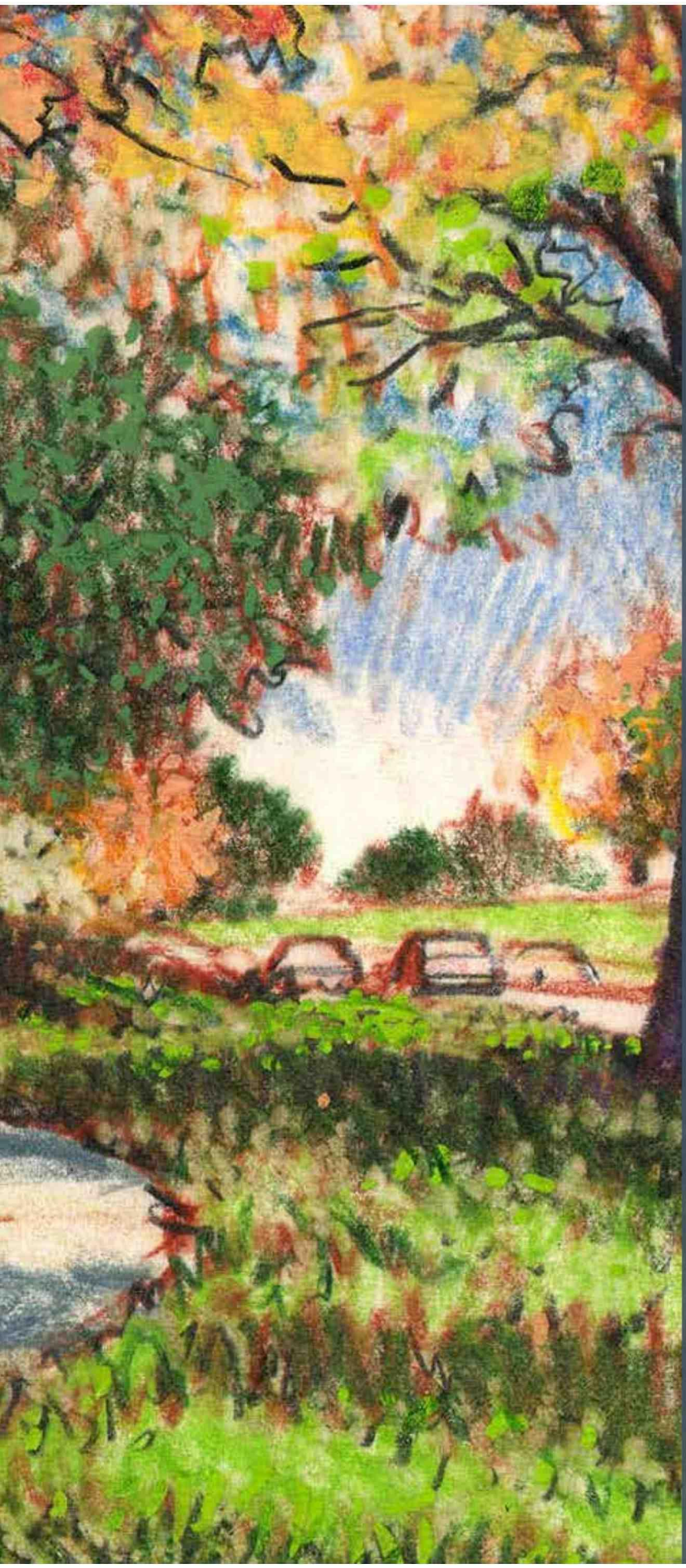
PUBLIC ENGAGEMENT

Pinehurst is a small town; a place where everyone knows each other, and where everyone is passionate about the long-term quality of life for the village. Residents, businesses, property owners, village staff and elected officials, neighborhood and community organizations, and other stakeholders must all equally contribute to the Small Area Plans. It is important that all voices are heard, stakeholders hear from each other so they can appreciate different perspectives, and input is equitable, meaningful, and productive. A robust public engagement process will result in the best plan solutions for Pinehurst, a plan that is immanently supportable, and a plan that is not the consultant team's plan, but the "community's plan."

During this pandemic environment (or even post-pandemic), the public engagement process must be sensitive to concerns regarding social distancing and the health and safety of participants. Equally important, the process must not deter participation because of such concerns, even if post-pandemic restrictions may be lifted. All stakeholders should be confident they can contribute, either in person or virtually, without concern for their health or safety. In-person group meetings, workshops, charrettes, and similar may still occur – only time will tell. A potentially virtual (or partial virtual) process must continue to offer face-to-face online interactions, participation, collaborative evaluation and feedback, and workshop or charrette-like opportunities that are engaging, insightful, and meaningful. Software and technology will allow virtual workshops, breakout rooms, video recording (to allow stakeholders unable to participate to view the session), polling and Likert scale surveys, and on-line feedback – all of which, when properly organized, managed, and executed will seamlessly replace or support in-person gatherings.

Regardless of the environment, the public engagement process must be diverse, accommodating, and fun. Strategies and tools will be varied to keep the process fresh and inviting and avoid meeting fatigue and lack of interest. Strategies, too, may need to vary regarding times of the day, day of the week, evenings and weekends, and frequency and timing. This will equitably accommodate a variety of personal schedules, avoid routine conflicts, and allow adequate time between to evaluate and comment. The engagement process must consider a website with on-line surveys and comment sections, mobile workshops and intercept surveys (at pre-planned village events or schools and churches), children and youth-focused outreach, and other methods to ensure the plan is informed by broad representation and diverse demographic groups.





PROJECT APPROACH

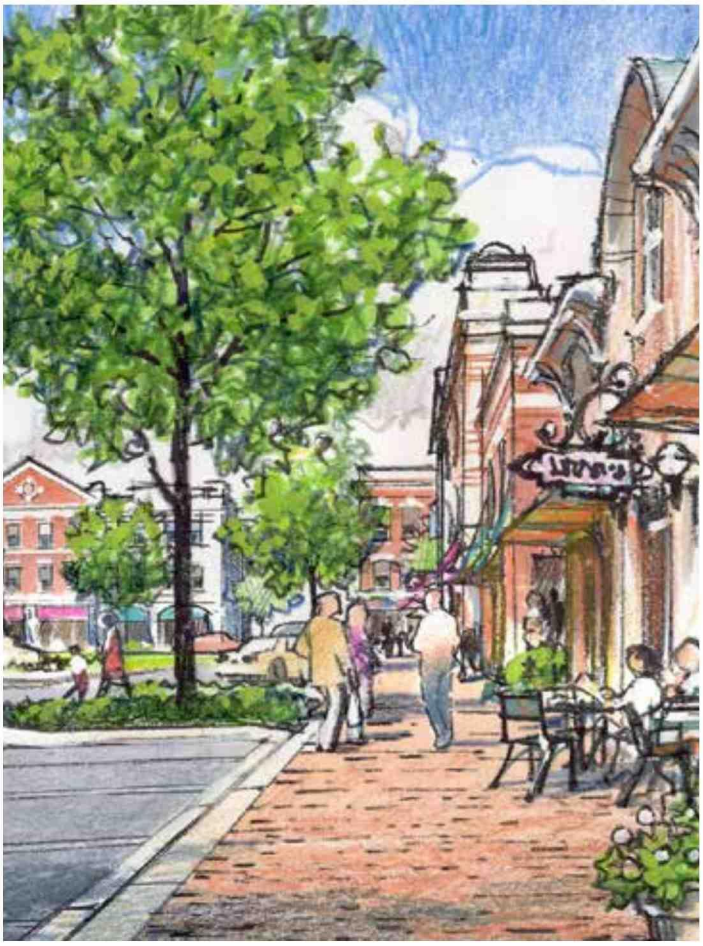
PROJECT APPROACH

Design Collective anticipates an engaging approach and a schedule of approximately 6 to 8 months to complete the Draft Plan, allowing approximately 3 months for Council adoption of the plan on June 30, 2021, as stated in the RFQ.

Our approach and schedule are flexible, provided to give a general sense of our process, and will be adjusted with client input. We have tailored our approach to respect your anticipated budget.

Our Project Approach below follows Section III of the RFP: Anticipated Scope of Work; and, Section IV: Public Engagement. We recognize the importance of community and stakeholder input and the need to provide alternative techniques given we may be in a pandemic, or post pandemic, environment.

Our process consists of three (3) primary phases, including a variety of public engagement opportunities throughout each phase.



Phase One: Data Collection, Assessment, Inventory, Existing Conditions, & Analysis: The goal of this phase is to learn and listen: collect and document existing conditions; understand local historic, cultural, arts, natural, and social assets; discover concerns, obstacles, and opportunities; analyze the site, the Village, neighborhood, and the context surrounding each area; understand previous plans; understand transportation, mobility, and traffic conditions and concerns; understand the market, economic factors, and the Village's fiscal conditions; and collect resident and stakeholder input.

Phase Two: Planning, Urban Design and Plan(s) Evaluation: The goal of this phase is to explore and evaluate ideas: explore a range of plan options with the community; focus on unique placemaking objectives that build from the Village's assets discovered in Phase One; address concerns and obstacles identified in Phase One; quantify and evaluate transportation and fiscal impacts and benefits; evaluate ideas and optional recommendations to address impacts with client, stakeholder, and community; refine these ideas and recommendations; and confirm the preferred and supportable small area plan options.

Phase Three: Final Plans, Deliverables, and Small Area Plans Report: The goal of this phase is to document the plan options and/or a preferred development scenario: complete draft and final plan options; complete all project deliverables, plans, diagrams, graphics, and illustrations; prepare implementation strategies for zoning, PDO updates, development standards and similar; confirm transportation and infrastructure recommendations; complete a fiscal impacts and benefits analysis; complete the Draft Plan prior to March 30, 2021; support the Village as needed during Council adoption of Small Area Plans.



PUBLIC ENGAGEMENT SUMMARY

Our public engagement approach follows the RFQ recommendations for a robust, diverse, and highly interactive process that ensures stakeholders are fully and meaningfully engaged throughout this effort. If desired, we would welcome the opportunity to work with a small Steering Committee, to help guide and evaluate our work. Our approach suggests a series of 3 interactive and hands-on public workshops, either in-person or virtual, as the primary public engagement tool for soliciting plan input, combined with other supportive measures. Each will build upon the previous, including:

1. **Workshop 1:** VISIONING
2. **Workshop 2:** PLANNING & DESIGN
3. **Workshop 3:** FINAL PLAN

Alternatively, we can offer a multi-day public planning and design charrette if pandemic restrictions are lifted. A charrette is highly interactive, engaging, and efficient. If restrictions remain in place, however, we recommend a series of workshops as described above and below.

Master plans guide numerous short- and long-term development, investment, and policy decisions that affect change over the course of many years. Since this change impacts many, the preparation of a master plan must meaningfully involve those stakeholders affected by that change. With the current COVID-19 pandemic crisis, the engagement of stakeholders remains of paramount importance, however, we urgently must confront a wholesale shift in how we conduct public engagement. We cannot wait to engage, as planning and construction projects continue. Master plan recommendations that affect long-term decisions must still be informed by area stakeholders.

But, we do need to employ or layer engagement tools, such as hosting virtual or online public workshops, polling, surveys, and meetings as well as increase mailings to ensure we reach as many stakeholders as possible and address the digital divide that may exist. And, while the corona virus is top of mind and will have a lasting impact, as planners, we also need to remind people to look beyond the current crisis to envision what their communities should be in the future (e.g., we need to ask what solutions are appropriate for 1-year as well as 5+ year implementation).

To ensure we reach a wide and representative demographic, our approach, in addition to a series of public workshops, includes additional public engagement opportunities:

1. A study area tour (in-person or virtual)
2. A website, which will include general project information, on-line surveys, and posting of draft deliverables and options for public review and comment
3. Stakeholder interviews and/or Focus Group meetings (in-person or virtual)
4. Workshop exit questionnaires
5. Optional: Mobile Workshops, for harder to reach audiences

Stakeholders may include, though are not limited to:

1. Village staff, appointed and/or elected officials, county staff, and similar quasi-public organizations.
2. Residents, local businesses and merchants, local non-profits and neighborhood organizations
3. Golf and tourist interests, hotels and inns, retirement communities, and major employers
4. Property owners, developers, local real estate interests, and brokers





STAKEHOLDER INTERVIEWS: Early in the process, we prefer to meet with key stakeholders to understand concerns, goals, and opportunities among special interests. These interviews enable us to understand unique and shared issues, uncover potentially contentious problems prior to any public workshop, and conduct confidential discussions if needed. (we often find that property owners or developers prefer a confidential discussion). Stakeholder interviews will take place during two (2) consecutive days. We plan to have 1 or 2 Design Collective staff, 1 transportation consultant, and/or 1 market/economic consultant attend so that we can cover numerous topics and up to approximately 20 or 25 such interview groups/ individuals. We will work with the client to identify stakeholders and coordinate scheduling. Ongoing meetings with some of these stakeholders, such as property owners, employers and local businesses, seek additional or confidential input on our draft and/or final plans. These stakeholders, too, will be included in all public workshops.

WORKSHOPS: Our workshops are interactive, roundtable (or virtual breakout room), discussions with 6 to 8 participants per table (breakout room) with a facilitator from our team. Our workshops have included as many as 100 or more participants and, therefore, 10 – 15 tables (breakout rooms), depending upon participation. Our facilitators will guide discussions (typically with prearranged topics) to ensure key project considerations are discussed so that we continue to move forward.

Each workshop builds upon the last and are held at times convenient for most. Presentation materials will also be posted to the website for those unable to attend. Examples of engagement tools employed during a workshop (or charrette) include:

1. Marking up existing base maps with “red dots” and “green dots” to highlight problems, assets, or opportunities
2. Visual preference analyses and “ranking” of precedent images and best practices
3. Placing “sticky notes” with comments on development plan options, draft graphics, street sections, and other draft deliverables
4. A “Youth table” to solicit input from children and young adults
5. “Post cards” to document and record important thoughts; and,
6. Surveys and exit questionnaires.

Multiple, interactive roundtable discussions enable us to engage with numerous stakeholders at a time in each session, encourage meaningful dialogue between and among stakeholders, and hear both common and different points of view. We prefer interactive small group discussions, rather than a Town Hall style meeting, so that participants engage with each other, and not just us. Our workshops end with a brief summary presentation from each table so that participants can convey thoughts in their own voices (not ours) and hear thoughts from other participants.

VIRTUAL CONSIDERATIONS FOR A PANDEMIC OR POST-PANDEMIC ENVIRONMENT

Our team is flexible to provide portions, or all, of the public engagement on-line. The project website serves as a single location where all materials, project information, a schedule of events, access to on-line events, and surveys are a single “click” away. Links to meetings and workshops will be imbedded in an on-line calendar.

To simulate interactive public workshops or charrettes, we utilize Zoom, Microsoft Team, or other similar tools to facilitate multiple, simultaneous small-group discussions. This allows us to manage groups as large as 100 or more people during a single virtual session. We typically serve as the host/moderator and, along with the client and sub-consultants, provide introductions and a presentation to the entire group, followed by Breakout Room sessions that allow smaller groups of 8 to 10 people to more comfortably join discussions facilitated by our staff, and then conclude with the moderator bringing the larger group back together for summary conclusions.

The Breakout sessions allow participants to share concerns and aspirations; identify specific locations of concern, community assets, or opportunities on a map; review and comment on market analysis, traffic and transportation analysis, best practices and precedent images; and review and comment on plans, options, illustrations, and graphics, much as they would, with interactive dialogue, in an in-person group setting.

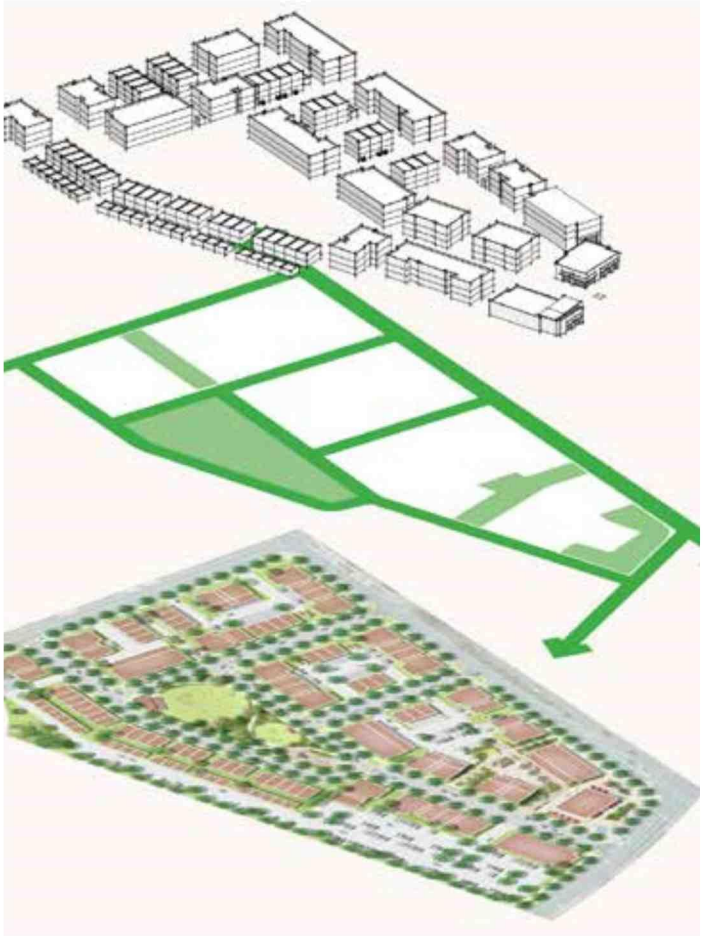
During Breakout sessions, participants are provided polling questions and Likert surveys. Breakout groups may be organized randomly, or we may request participants to preselect a group to join. In some instances, the Breakout sessions may be organized by topic or in other cases may address the same topic. The approach to organizing the groups and determining topics and questions will depend upon the goals of the virtual workshop. Sessions can be video recorded enabling anyone unable to attend the event to review it online at their convenience.



Stakeholder interviews and focus group meetings can be conducted similarly online and recorded.

Between events, we post analysis memorandums, draft plans, 3-D models and illustrations, street sections, precedent images and best practices, and other project deliverables to the website. Project reports can be organized by section, chapter, or area of interest, and viewers can easily review only the sections they are interested in. Recommendations and/or options regarding implementation, mitigating traffic, zoning and PDO updates can also be posted. Through such software as Konveio, Bluebeam, WikiMap, and similar, viewers can access what they are interested in, post comments, and add to, agree or disagree with someone else's comments. Comments are tabulated and organized as charts and graphs so that preferences and priorities are understood and then can be shared at subsequent public events.

Even if the corona virus restrictions are lifted, some, or all, of these approaches may still be desired as supplements to the in-person workshops for stakeholders who remain uncomfortable in group settings. Our team can have a laptop at all events that allows online participants to join the in-person workshop, charrette, focus group meeting, or small group discussion.





OUTLINE PROJECT APPROACH

PHASE I: DATA COLLECTION, ASSESSMENT, INVENTORY, EXISTING CONDITIONS, & ANALYSIS

Task One: Existing Conditions, Opportunities, and Constraints:

1. Kick-Off Meeting: Meet with client (or Zoom meeting/ video conference call)
2. Establish a website.
3. Provide the client an updated, detailed schedule.
4. Study area tour: (with client/key stakeholders); photographic analysis and "windshield survey;" Options:
    a. An in-person tour if gathering restrictions are lifted.
    b. A "virtual tour" through Google Street View, or similar.
5. Inventory of existing conditions and analysis:
    a. Collect and assess pertinent background data, previous plans and reports
    b. Parks, recreation, schools, civic and community assets, paths and sidewalks (missing links), and other existing or planned assets.
    c. Document existing historic, cultural facilities, and arts resources; history and culture of the area
    d. Document environmental and natural resources; floodplain (if any); stormwater issues
    e. Document vehicle and pedestrian circulation patterns; areas of conflict and concerns.
    f. Document planned, pipeline, approved development and infrastructure projects (CIP)
    g. Document physical and legal constraints (given there are multiple parcels, understanding property lines, utilities and infrastructure that may be prohibitively expensive to relocate, legal easements or covenants that may be constraints to development, and similar)
6. Prepare and issue online surveys, if desired.
7. Market and Economics (see full scope attached)
    a. Site Analysis: visit the study area and complete a review from a market perspective.
    b. Economic and Demographic Analysis: analyze local and regional demographics and economic data; assess the growth potential for each area; assess the vision and uses for each area as described in the 2019 Comp Plan.
    c. Competitive Supply Analysis: complete an overview of the market for a variety of uses to understand how existing comparable and competitive properties are performing.
    d. Demand Analysis: Determine demand and project a capture rate and absorption
8. Transportation (see full scope attached)
    a. Collect background materials, system maps, traffic counts, traffic projections, other relevant data and conduct field verification.
    b. Identify any planned (CIP) improvements related to roadway network capacity, transit, or pedestrian/ bicycle improvements.
    c. Assess overall network, connectivity, lack of connectivity, existing LOS, rights-of-ways, traffic control devices, pedestrian safety, and similar.
9. Stakeholder meetings and Focus Groups: one-on-one meetings as described above, to: 1) understand concerns and how they may vary from group to group; 2) provide more clarity on historic, cultural, and local assets; and 3) dialogue opportunities that may not otherwise be discovered. Options:
    a. If restrictions are lifted, in-person meetings as described.
    b. Virtual interviews and/or video conferencing.
10. Best Practices: identify and collect relevant best practices as potential precedent, based upon findings to date, and of appropriate scale, character, and density. To include: placemaking ideas; mixed-use development; office, life sciences, and innovation; development character, buildings and architectural style; open space, parks, recreation, and programmable space; civic art, signage, and branding; streetscape and landscape; events, festivals, and activities; services, retail, restaurants; housing types; Complete Streets, mobility, and transportation; partnerships and implementation.
11. Public Workshop #1: VISIONING (in-person and/or virtual)
    a. Facilitate an interactive Public Workshop. We often include a "children's/youth" table, and/or tables by topic, to encourage broad representation.
        i. Introduce the team, project goals, and schedule; and,
        ii. Share analysis findings, feedback from interviews, best practices, and preliminary planning and design principles based upon what we have heard and in consideration of the Guiding Principles.





b. Facilitate groups of 8 to 10 participants: dialogue existing conditions and analysis; Village assets; concerns and challenges; and prepare a vision statement.
    i. Mark up study area base maps with markers, green dots and red dots (assets and areas to celebrate v of concerns or threats).
    ii. Place sticky notes on base maps to convey ideas.
    iii. Evaluate Best Practices “Image Icon Cards”
    iv. Prepare a written list of group comments and feedback.
    v. Prepare a vision statement of “what will this area look like in 10 to 20 years.”
c. At the end of the workshop, have a participant from each group present their concerns, ideas and vision. Workshop participants will hear a variety of viewpoints from their neighbors.
d. Options:
    i. If restrictions are lifted, an in-person workshop is preferred. It may be desirable to provide a “virtual” option for those who remain uncomfortable in a group setting.
    ii. A “virtual workshop” through Zoom or similar to simulate small group discussions.

12. Compile Phase One findings and share with the client to confirm next steps





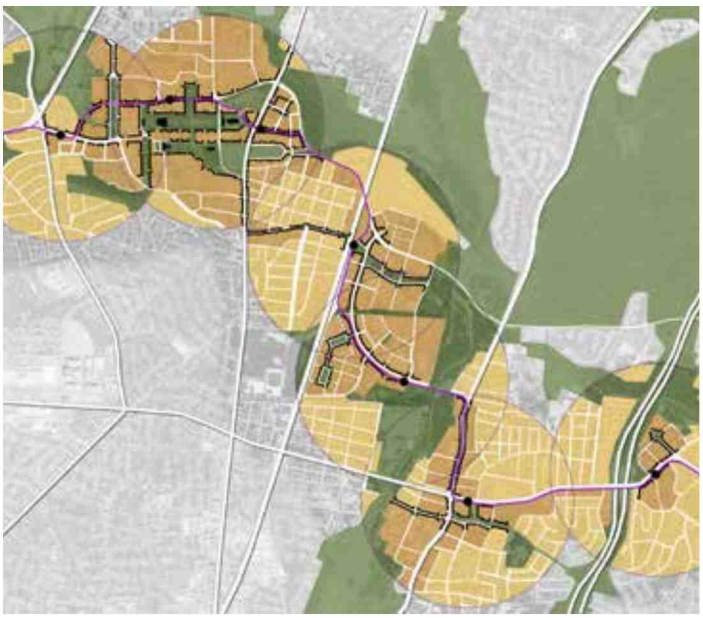
PHASE II: PLANNING, URBAN DESIGN & PLAN(S) EVALUATION

1. Conceptual Plan Options: Prepare, evaluate and refine a variety of plan options for each small area.
    a. Prepare at least three conceptual plan options for initial client review. Consider:
        i. Placemaking elements
        ii. A range of land uses, densities and building types and heights
        iii. A variety of block and street patterns, new streets, and optional connections to adjacent streets, to the Village Center, and/or surrounding neighborhoods
        iv. A variety of open space types, parks, recreation, and network of shared use paths, golf cart and/or bicycle paths
        v. Traffic, fiscal and neighborhood impacts and potential solutions
        vi. Convey civic and public realm, streetscape characteristics and street typologies.
        vii. Prepare simple 3-D massing sketch-up models
    b. Traffic (see full scope attached)
        i. Prepare transportation and traffic options for each land use scenario, including pros and particularly on Rattlesnake Trail; McCaskill Road; McIntyre Road; Monticello Drive; Highway 5; Blake Boulevard.
        ii. Consider new streets, roadway and intersection improvements, traffic control devices, Complete Streets strategies, and multi-modal options
        iii. Solutions may vary among options and may yield different results. These will be evaluated with the client to determine the optimal approach.
    c. Market (see full scope attached)
        i. Outline recommended land uses based upon the market demand analysis
        ii. Provide the planning and design team with a recommended market-driven development strategy to help inform their planning
    d. Economics (see full scope attached)
        i. Review the FY 2017 Land Use Fiscal Analysis and apply assumptions to the options
        ii. Understand why residential uses are positive, yet commercial seems to be negative.
        iii. Identify approximate, order of magnitude revenue and costs.
2. Review conceptual plan options with client, refine and prepare 2 or 3 concise development scenarios.
3. Conduct stakeholder meetings if desired (property owners, businesses, tourist interests, major employers, and similar).
4. Update and prepare preferred plan options:
    a. Plans, diagrams, before-and-after illustrations, street sections, streetscape/landscape/gateway graphics, 3-D massing models, and supporting precedent images.
    b. Consider before-and-after streetscape and gateway ideas, particularly for:
        i. Highway 211; Rattlesnake Trail; McCaskill Road; and McIntyre Road
        ii. Monticello Drive; Highway 5; and Blake Boulevard
    c. Consider multi-modal transportation options.
    d. Consider an open space network with trails that link to nearby schools, parks, and the Village Center, and supports green infrastructure strategies
    e. Identify/update traffic and neighborhood impacts with more refined solutions
    f. Identify/update approximate, order of magnitude, revenue and costs for each plan option
    g. Identify potential zoning impacts and needs to support the plans
    h. Identify potential PDO updates to support the plans
    i. Identify a potential approach to design guidelines, pattern book, and/or development standards
5. Prepare a presentation for the next public workshop
6. Workshop #2: PLANNING & DESIGN: summarize input from previous workshop; evaluate and dialogue plan options and best practices examples; pros and cons; impacts and benefits.
    a. Facilitate a second interactive Public Workshop, as before, to evaluate plan options.
        i. Present the plan options
        II. Outline pros and cons, impacts and benefits, revenues and costs
        III. Outline mitigation solutions for impacts and the resulting improvements
        i. Outline a general, preliminary, approach to implementation, zoning, updated PDO, development standards
    d. Facilitate groups of 8 to 10 participants: evaluate the plan options and identify preferences
        i. Mark up the plans with notes, sticky's, graphics, highlights
        ii. Select preferred best practices precedent
        iii. Prepare a written list of group comments and feedback; what is liked, disliked; thoughts regarding impacts and benefits.
    e. At the end of the workshop, have a participant from each group briefly present their thoughts
    f. Options: in-person and/or virtual, as described for the VISIONING workshop
7. Prepare and issue online surveys to solicit additional feedback, if desired
8. Compile Phase Two plans, graphics, and all supporting deliverables and share with the client. Dialogue public input from workshop and confirm preferences and next steps.



PHASE III: FINAL PLANS, DELIVERABLES, & SMALL AREA PLANS REPORT

1. Prepare draft plans and deliverables for client review, including:
    a. Draft Plan(s), including an illustrative plan (for presentation, marketing, and print quality) and a Regulating Plan (a technical plan that quantifies and guides land use, new streets and blocks, open space, building types, development, infrastructure, and similar as described below)
        i. A Vision Statement and 2 to 3 alternative concise development scenarios
        ii. A preferred development scenario, if desired by the Village
    b. Development Program for each option (in spreadsheet format for future updating)
        i. Number of residential units by type; SF of commercial and nonresidential uses
        ii. Hotel, inn and/or B&B keys/rooms
        iii. Density/FAR, scale, building heights; parking; acres of open space
    c. Diagrams:
        i. Land use (and anticipated zoning)
        ii. Block and street plan; building heights; frontage and building placement
        iii. Streets and street typologies; open space network and types
        iv. Multi-modal circulation and types
        v. Infrastructure, roadway, Complete Streets, and traffic control improvements
    d. Graphics:
        i. Street sections, keyed to the Streets Diagram and typologies
        ii. Precedent images, keyed to locations in the plan
        iii. Streetscape and public realm plans, diagrams and/or sections; gateway, branding, placemaking, signage, and public art
        iv. 3-D massing models
        v. Artist renderings and/or computer photo simulation (series) before-and-after
    e. Implementation Strategies
        i. Approximate revenue and costs based upon the FY 2017 Land Use Fiscal Analysis
        ii. Recommended zoning and PDO updates
        iii. Infrastructure, potential fund sources, timeline, and responsible party
        iv. Design Guidelines, Development Standards or Pattern Book:
            a. A Regulating Plan (that defines streets and blocks, land uses, street types, open space, and similar plan elements)
            b. Urban Design Regulations (height, setbacks, frontage, parking, and other bulk regulations – unless part of the development standards)
            c. Architecture
            d. Street Types and Streetscape
            e. Open Space and Landscape
    f. Final traffic and transportation analysis and recommendations, using a triple bottom line approach that balances social, environmental, and financial factors (see full scope attached)
2. Prepare a Draft Report for client review
3. Workshop #3 (Open House): FINAL PLAN: share the final plan(s), supporting graphics and artist renderings or computer photo simulation series (before-and-after), impacts and benefits, and implementation strategies, and solicit final public comments.
4. Prepare a Final Small Area Plan Report





MARKET, ECONOMIC & FISCAL SCOPE

An important component of any land use planning, zoning, public investment priority, or design work is understanding the underlying market dynamics that shape the future potential of an area. A market study helps determine what types of development can be supported, the supportable density, the land uses that are market-driven, and how to implement a vision for the future. The market study provides a quantitatively-sound approach for setting zoning and implementation policies for an area. The focus is on ensuring the public process and design principles focus on scenarios that are realistic and implementable. Based upon that backdrop, we suggest the following approach to complete the market and economic analysis:

» **Site Analysis:** Complete a review of the Village Place and Pinehurst South planning areas from a market perspective. We will visit the subject areas and assess them in terms of strengths, weaknesses, opportunities, and threats (SWOT) relative to location, site characteristics, surrounding land uses, access, planned redevelopment potential, and others.

» **Economic and Demographic Analysis:** We will analyze local and regional demographic and economic data to understand the potential for each of the land uses in the area. Information to collect and analyze includes households by age, income, tenure, retail expenditures, projected household growth, jobs by type, and projected employment growth. The goal is to assess the growth potential of the market area that will drive demand for future land uses in the planning areas.

» **Competitive Supply Analysis:** We will complete an overview of the market for for-sale and for-rent residential, office, retail and mixed-use in order to make reasonable assumptions about the market. This analysis focuses on market trends such as performance of comparable properties, vacancy trends, lease rates, absorption trends, permitting, and others, depending on data availability. The competitive supply analysis is completed in order to understand how competitive and comparable properties are performing in order to help understand the market potential in the subject areas.

» **Demand Analysis:** This portion of the market study is forward looking, and determines the demand for the subject areas based upon projected future growth in the area. The output of the demand analysis is likely capture of the overall market demand that leads to absorption in the subject areas.

» **Revenue and Costs of Land Uses Analysis:** To determine the revenue and the costs of added service and infrastructure on the potential plans and market opportunities, we will utilize the FY 2017 Land Use Fiscal Analysis completed by the Village of Pinehurst. We will work with you to determine the best way to utilize this information. As the analysis determined that residential uses are generally fiscally positive for the Village and non-residential uses are fiscally negative, we need to weigh that versus the need for a mix of uses in the plans.



» **Recommendations:** We will provide recommendations on the feasibility of land uses within the study areas. One of the goals is to ensure that the inputs to the Planning Team are market-driven and realistic, including such considerations as mix of land uses, building types, density, rental versus for-sale product types, rents and land values, and similar. Finally, we will provide a development strategy that takes the range of possible market scenarios, and helps the Planning Team craft realistic plans for the planning areas.

» **Deliverable:** A market analysis for the two planning areas

MULTI-MODAL TRANSPORTATION & MOBILITY SCOPE

Guiding principle number 4 from Envision the Village will direct development of the transportation element of the small area plans. The challenge is to maintain and update Fredrick Law Olmstead's vision for the community while meeting today's transportation needs. The transportation elements must balance the needs of bicyclists, pedestrians, golfers, delivery vehicles and emergency services. The figure below shows our approach to balancing these goals. We are assuming an 8-month development process running from August 2020 to March of 2021. The process also assumes adoption by Pinehurst in June 2021. The transportation process is intended to be fully integrated with and support the land-use component of the Small Area Plans.

UNDERSTANDING FOR VILLAGE PLACE

1. A potential focus will be addressing circulation along Rattlesnake Trail, McAskill Road, McIntyre Road, Dundee Road, and Magnolia Road and ensuring intersections and the network, such as Kelly, Woods, Short Roads and others, within this area will support desired development. New streets and/or street connections may be explored.
2. Intersections at Magnolia, Rattlesnake, McIntyre, and Dundee along McCaskill Road will likely be a focus; intersections along Rattlesnake, including Magnolia, the intersection at Highway 211 and others should also be carefully studied to understand LOS impacts and potential mitigation





3. Considering new and/or connecting to existing shared use paths, bicycle facilities, golf cart paths and pedestrian crosswalks within the area will be studied to ensure safety and connectivity to area parks, the Village Center, the elementary school, and other destinations.
4. Strategies for addressing Complete Streets strategies and transforming existing streets will also be explored, such as adding sidewalks, streetscape improvements, bicycle facilities, and safe marked crosswalks.

UNDERSTANDING FOR PINEHURST SOUTH

1. A potential focus will be addressing circulation and congestion along Highway 5 and Monticello Road, and considering strategies for improvements and additional network that may relieve congestion along these roads and deter cut through traffic. Solutions should not compromise the small town character, pedestrian and bicycle safety, and the desire for walkability. As we have been, we will continue to work with the Village of Pinehurst and State Highway to ensure improvements along Highway 5 to do not compromise the Village's goals and vision.
2. Key intersections along Highway 5 should be carefully studied to ensure they will support desired development associated with an Innovation Hub, or other uses considered, and to understand LOS impacts and potential mitigation strategies. New streets and/or street connections may also be explored.
3. Although this area lacks a robust multi-modal system, our approach will consider new shared use paths, bicycle facilities, golf cart paths, sidewalks, and crosswalks needed to support desired development and ensure long term connectivity to area destinations.
4. Strategies for addressing Complete Streets strategies and transforming existing streets will also be explored, such as adding sidewalks, streetscape improvements, bicycle facilities, and safe marked crosswalks.

APPROACH

Engagement is key to developing an acceptable plan for the community. The transportation engagement will support the range of activities provided by our team as described in the Approach section. Engagement includes the kick-off meeting and tour with Pinehurst staff, meetings with the client and/or steering committee, stakeholder meetings, public workshops, and reports to Council as directed by staff.

The most important piece of information we can get from engagement is an understating of what is important to Pinehurst and what the community will support.

Inventory, Analysis and Optioning begins with a desk review of existing information including plans, system maps, traffic counts and continues with field verification of the data. In field verification the team will spend time on the ground to get a better feel of conditions in Pinehurst and how the transportation system works for its many users. This will include an inventory and analysis of the overall network, connectivity, lack of connectivity, intersection LOS, infrastructure, public and private roads, rights-of-ways, locations of and types of traffic control devices, pedestrian circulation, sidewalks, crosswalks and safety, and similar. A stakeholder meeting at this stage of the process could help identify concepts. The team will use this information and guidance from the steering committee and staff to develop a set of conceptual transportation options that help to inform our teams' conceptual plan options in the next phase of the process.

Refine, Combine and Reduce is a key part of the process. During this stage Ramey Kemp will work with our planning team, staff and the steering committee, to refine the transportation concepts for each option, outline pros and cons, and advance recommendations to ensure they are viable relative to each option. This will include mitigation strategies to address traffic and transportation impacts, pros and cons of various options, and guidance on selecting the most optimal solutions with respect for your Guiding Principles. The team will also identify fatal flaws and common elements so that similar conceptual designs can be reduced into fewer and more detailed and more manageable alternatives.

In Recommend and Select the team will use a triple bottom line approach (social, environmental and financial factors) to evaluate each option to balance the options. The triple bottom line approach will use both qualitative and quantitative date to evaluate vision, technical merit and cost. The intent of this is to provide an easy to understand, accurate score for each transportation concept so that the stakeholders, staff and elected officials can make a sound informed decision.





RELEVANT EXPERIENCE

DOWNTOWN MOUNT AIRY MASTER PLAN

TOWN OF MOUNT AIRY | MOUNT AIRY, MD

DESIGN COLLECTIVE, INC.

COMPLETION
2018

CLIENT REFERENCE
Melissa Thorn
Economic Development Manager &
Main Street Coordinator
Town of Mount Airy
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301.829.1424

KEY PERSONNEL
- Matt D'Amico, Principal
- Cecily Bedwell, Project Manager
- Brian Reetz, Landscape Planning
- Caitlin O'Hara, Urban Planner

BRIEF DESCRIPTION
Design Collective was engaged by the historic Town of Mount Airy (population 9,450) in the Spring of 2018 to prepare a Downtown Master Plan. The study area includes an approximate 40-acre historic downtown core and an approximate 120-acre underdeveloped area between the downtown and Highway 27. Both areas include numerous property owners. Following several months of analysis, workshops, a market demand study, and transportation and parking analysis, the planning and design team facilitated a weeklong public planning and design charrette. Stakeholders identified several goals and objectives:

1. Strengthen downtown businesses and suggest complementary and not competitive uses.
2. Extend downtown outward along Center Street and connect to Highway 27.
3. Prohibit auto-oriented development along Center Street and at this new Highway 27 gateway.
4. Require walkable, mixed-use infill development similar in scale and character to downtown.
5. Transform an existing portion of a parking lot in downtown into an events park and plaza.
6. Enhance the streetscape and sidewalks and reroute streets to address congestion and safety.
7. Connect to a planned Rails to Trails greenway, to Watkins Park and to the historic train station.
8. Improve parking, signage, and wayfinding in the downtown.

Master plan deliverables included artist renderings (before-and-after illustrations), illustrative plans, detailed development plans, streetscape and parks plans, street sections, and several diagrams that address land use, parking, circulation, new street and block patterns, pedestrian and bike trails, and numerous other considerations. The final master plan includes implementation strategies, a phased streetscape plan, zoning recommendations, and infrastructure recommendations and costs.











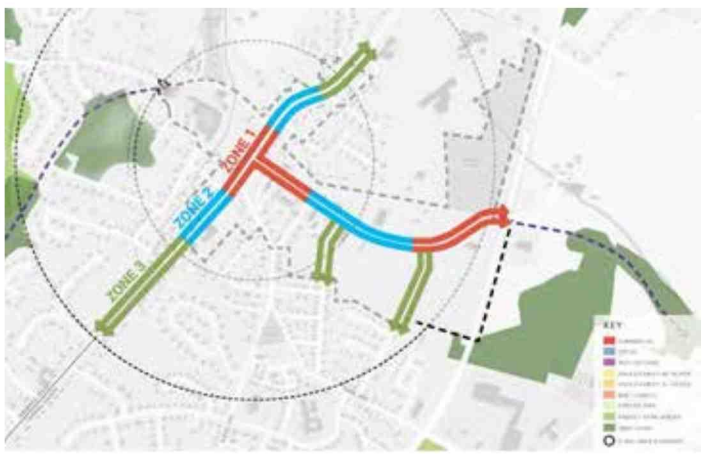









1
2
3
4


ZONE 1
ZONE 2
ZONE 3

COLUMBUS CENTRAL NEIGHBORHOOD PLAN

CITY OF COLUMBUS | COLUMBUS, IN

DESIGN COLLECTIVE, INC.

COMPLETION
2018

CLIENT REFERENCE
Emilie Pinkston
Senior Planner
City of Columbus - Bartholomew County
epinkston@columbus.in.gov
812.376.2550

KEY PERSONNEL
- Matt D'Amico, Principal
- Cecily Bedwell, Project Manager
- Caitlin O'Hara, Urban Planner



BRIEF DESCRIPTION
Design Collective prepared a Small Area Plan for the 300-acre Columbus Central Neighborhood to guide redevelopment as the area transitions from an industrial neighborhood to a growing residential-focused community seeking a mix of housing and neighborhood serving retail and services. Although within a few short blocks of downtown, this 300-acre area feels disconnected to the city center due to the "broken urban fabric," an aging housing supply, vacant blocks and parcels, a lack of continuous sidewalks, limited useable open space and recreation, and several underutilized commercial and industrial properties. The neighborhood, however, is well positioned for growth as an extension of downtown with its various infill and redevelopment opportunities.

The master plan was guided by a detailed Market Demand Analysis, an assessment and analysis of existing conditions, a transportation and mobility analysis, and a public engagement process that included stakeholder interviews, Steering Committee meetings, Community Workshops, property owner meetings, and a weeklong charrette.

The Plan includes a set of Urban Design Principles, Framework Plans, and Detailed Site Plans that guide infill development at 3 Focus Areas. Key recommendations of the Small Area Plan include:

1. New streets and blocks to improve connectivity and reduce the size of large parcels.
2. New open space, shared use paths, and bicycle facilities.
3. Streetscape improvements and recommended priorities and phasing.
4. Rezoning and updates to the general development standards.
5. An Implementation Strategy that outlines partnerships, programs, funding strategies, and phased infrastructure.





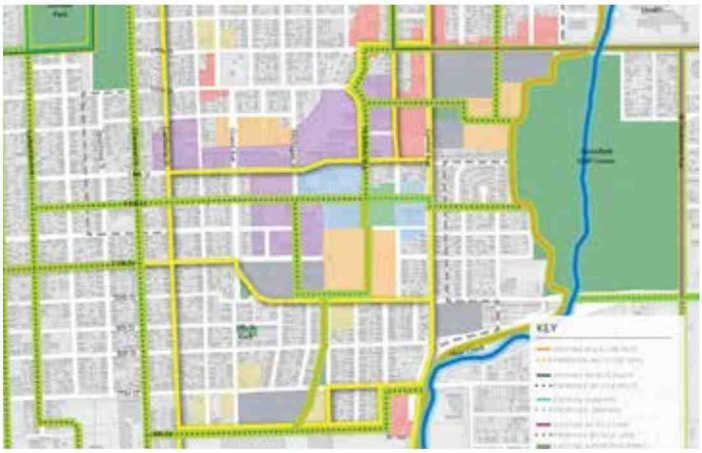






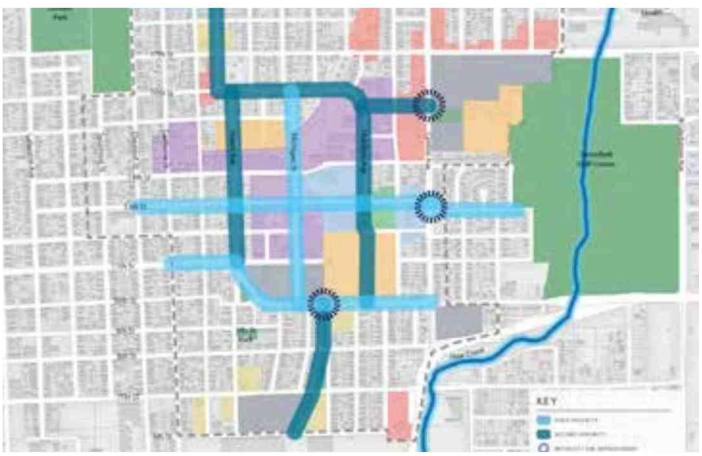












COLLEGE PARK - RIVERDALE PARK SMALL AREA PLAN

MNCPPC | COLLEGE PARK, MD

DESIGN COLLECTIVE, INC.

COMPLETION
2015

CLIENT REFERENCE
Chad Williams,
Master Planner
MNCPPC
chad.williams@ppd.mncppc.org
301.952.3171

KEY PERSONNEL
- Matt D'Amico, Principal
- Cecily Bedwell, Project Manager

BRIEF DESCRIPTION

Design Collective prepared a Small Area Plan for 293 acres of land in the historic city of College Park, MD (population 32,000) and the town of Riverdale Park, MD (population 7,000). The study area, at the time of the planning effort, was zoned for office primarily, and included a few office and research buildings. Most of the area included large amounts of undeveloped land that has never achieved the city's economic development goals for a Research Park. The study area includes properties owned by multiple private landowners, Prince Georges County, includes a Metro station, and is planned to include 2 future Light Rail stations. The master plan was guided by an existing conditions analysis, a Market Demand Study, a multi-modal transportation, parking, and traffic analysis, and extensive public engagement that included stakeholder interviews, public workshops, an interactive website, and a town-hall style meeting.

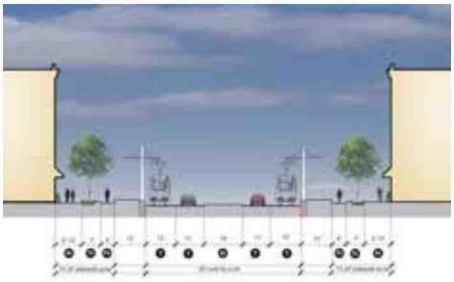
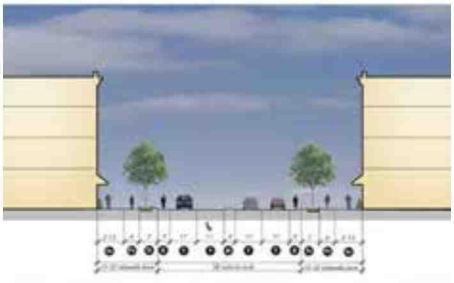
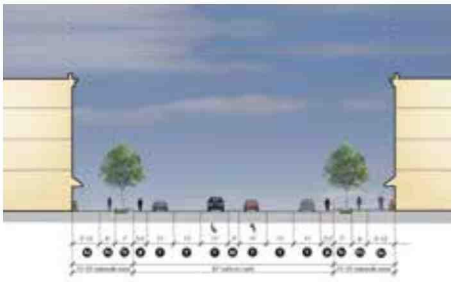
The market analysis identified demand for office, life sciences and research, but identified residential, retail, restaurant, and hotel uses as necessary to drive office demand. The Small Area Plan recommended rezoning to allow for mixed-use and outlined economic and fiscal benefits based upon a full build-out scenario. A key recommendation of the plan was to create a new pattern of streets and blocks with infill development that would transform a mostly auto-oriented area into a more walkable and vibrant district. The master plan also included:

1. Stronger connections to the historic downtowns of College Park and Riverdale Park.
2. New streets, trails, green infrastructure, and enhanced natural amenities and recreation.
3. Transformation of existing streets including road diets, bike lanes, and streetscape improvements.
4. New open space, parks, and plazas.
5. Rezoning recommendations and Design Standards.



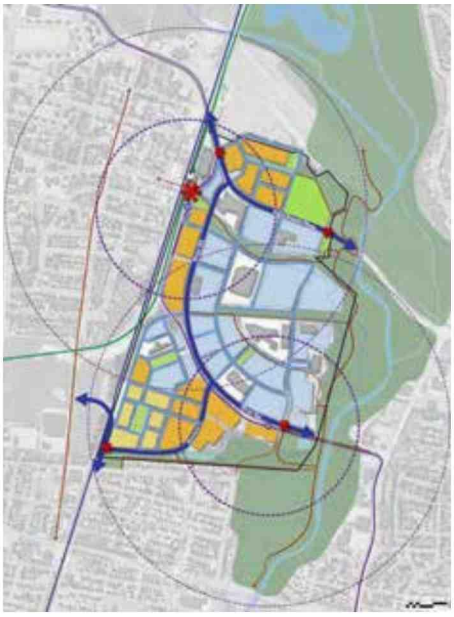
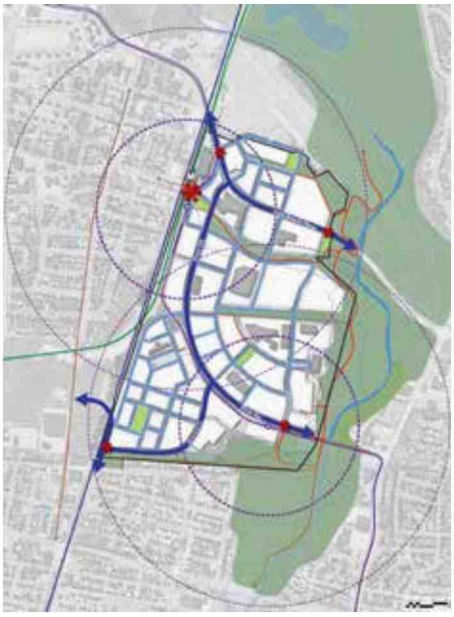
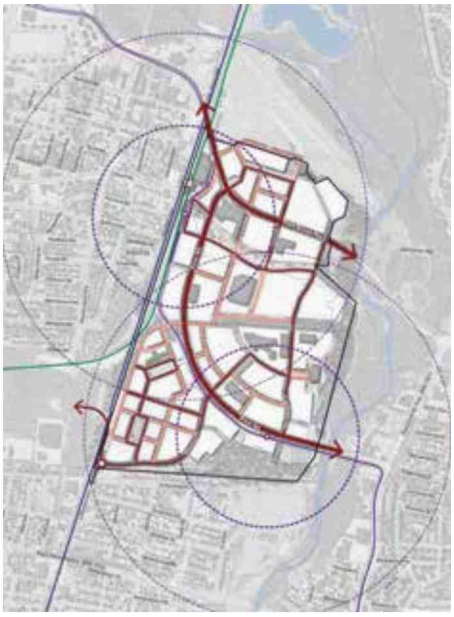








DOWNTOWN FREDERICK MASTER PLAN

FREDERICK DEPARTMENT OF ECONOMIC DEVELOPMENT | FREDERICK, MD

DESIGN COLLECTIVE, INC.

CLIENT REFERENCE
Richard Griffin, Executive Director
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240.629.6361

KEY PERSONNEL
- Matt D'Amico, Principal
- Cecily Bedwell, Project Manager

BRIEF DESCRIPTION
Historic downtown Frederick, MD suffered from intense flooding until a $60 million infrastructure investment for Carroll Creek was completed. As part of the implementation, the city acquired 28 acres of private property and demolished several buildings, leaving the downtown with large swaths of underutilized industrial properties, unsightly infrastructure, and a nearly 1 mile long, unattractive concrete drainage channel. Through a weeklong planning and design charrette, Design Collective prepared a Small Area Plan that defined a vision for transforming this unsightly area into a vibrant, sustainable, and mixed-use corridor that celebrated Downtown and Carroll Creek's unique history, culture, and landscape.

The master plan was guided by a robust existing conditions analysis, an assessment of historic, environmental, and cultural assets, and a detailed market analysis that suggested its proximity to downtown would support 850,000 SF of new mixed-use development. At full build out, an economic and fiscal impacts and benefits analysis estimated 1,500 jobs and $2.5M in new annual city and county property taxes. The plan included:

1. The transformation of the drainage channel into a linear park.
2. Historic preservation and adaptive re-use with new construction.
3. Rezoning, updated development regulations, and Design Guidelines.
4. Disposition strategies for redevelopment of city owned properties.
5. Several new parking structures to support downtown businesses.
6. 400,000 SF of office; 300 residential units; and, 150,000 SF of retail.

Since the plans adoption, over $150 million of private investment has led the transformation into a successful, vibrant, mixed-use district that includes new office, retail, restaurants, market rate and affordable housing, and a $10 million linear public park and greenway that supports festivals, water-related events, amphitheater events, and markets.



























DOWNTOWN ELKTON SMALL AREA PLAN

WILMINGTON AREA PLANNING COUNCIL | ELKTON, MD

DESIGN COLLECTIVE, INC.

CLIENT REFERENCE
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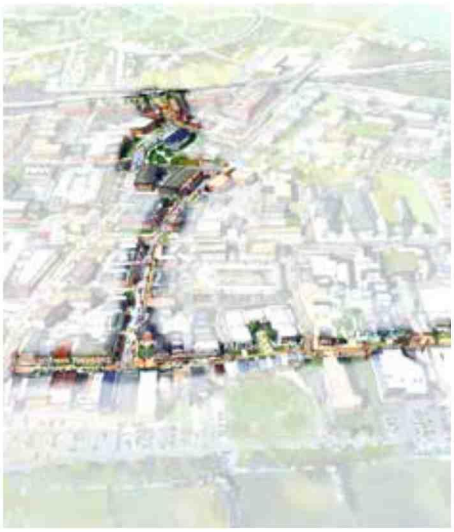
KEY PERSONNEL
- Matt D'Amico, Principal
- Cecily Bedwell, Project Manager

BRIEF DESCRIPTION
Old Baltimore Pike was at one time the primary north-south thoroughfare between Wilmington, DE and Baltimore, MD and served as downtown historic Elkton's Main Street. Today, Route 40 has displaced Old Baltimore Pike as the primary north-south route, by-passing downtown ½ mile to the south. Although downtown Elkton (population 15,000) and Main Street are largely stable, growth over the last several decades has occurred in the form of unattractive, auto-oriented, commercial strip development along Route 40, with little development investment downtown.

The master plan for the 120-acre downtown defines economic development goals, quantifies increased revenues and tax base, guides infill development and redevelopment, and recommends new development in the downtown to complement and support existing businesses. The plan was guided by stakeholder meetings, focus groups, a mobile workshop, on-line surveys, and town-hall style meetings. Master plan recommendations include growing existing institutional, medical, and government employment opportunities, reintroducing a rail stop, infill development near the station and along Bowie and North Streets to "extend the urban fabric" to Main Street, streetscape and bicycle improvements, and infill restaurants, galleries, and retail to draw people to Main Street. New development was recommended to be similar in scale, massing, and architectural character to the historic town. Plan components include:

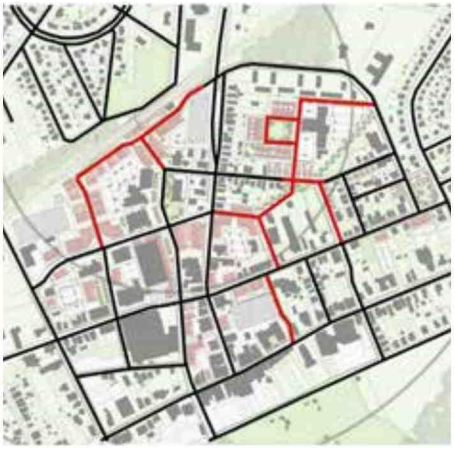
1. A plan of new streets and street typologies, with corresponding street sections.
2. A phasing plan for streetscape, bus, kiss n ride, and bicycle facilities.
3. New zoning and development standards to guide mixed-use and infill development.
4. Detailed development plans for new infill development, buildings and parking.
5. A plan for new parks, plazas, and open space.
6. An implementation, infrastructure phasing, and funding strategy.
7. Before and after artist illustrations and photo transformations.

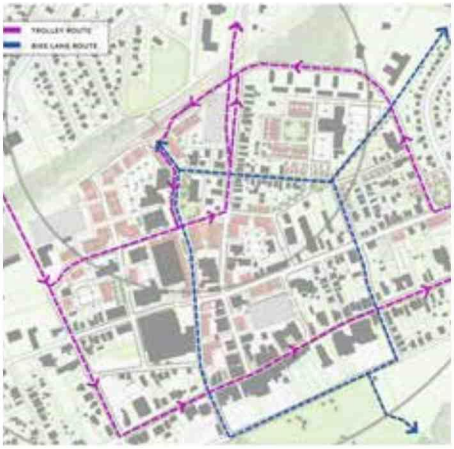











TROLLEY ROUTE
BIKE LANE ROUTE







GREENLEIGH MASTER PLAN & PATTERN BOOK

ST. JOHN PROPERTIES | WHITE MARSH, MD

DESIGN COLLECTIVE, INC.

CLIENT REFERENCE
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Vice President
Elm Street Development
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703.734.9730

KEY PERSONNEL
- Matt D'Amico, Principal
- Cecily Bedwell, Project Manager
- Brian Reetz, Landscape Planner
- Caitlin O'Hara, Urban Planner

BRIEF DESCRIPTION
Greenleigh, a 200-acre mixed-use development, includes 1,700 residential units and 1 million square feet of commercial. The master plan creatively integrates existing light industrial, commercial, and retail buildings into a more walkable and vibrant, live-work-play environment with infill and new mixed-use development. Greenleigh includes office buildings, retail, a grocery store, a central park and clubhouse, shared use trails, an open space network of neighborhood greens and parks, and a pedestrian-friendly network of tree-lined streets and blocks. Residential uses include single family homes (cottages, manors and estates), townhouses, and multi-family rental apartments. Garages and parking are accessed by alleys. The plan was completed and approved in 2015 as part of a rezoning and text amendment application informed by the master plan vision. The project is in the beginning stages of development.

Development at Greenleigh is strictly controlled by a Regulating Plan that defines precise locations of housing types, commercial buildings, and retail to ensure an appropriate integration and mixing of building types along a street and within a block. Buildings are not clustered by type or price point. Open space, too, is regulated, including the placement, type, size, and configuration to ensure diversity, variety, equal distribution, and equitable value to all new homes. Blocks and streets are defined by type, with corresponding dimensions, street sections and streetscape design requirements to ensure walkability, connectivity, and traffic calming.

Greenleigh's approval was contingent upon strict adherence to a Pattern Book (a set of design guidelines that govern architecture, landscape, and signage). Design Collective serves on the Design Review Committee, including review and approval of all development. Multiple developers and builders will play a role in executing Greenleigh's vision. Upon completion, Greenleigh is anticipated to generate thousands of net new jobs and several million dollars in net new annual revenue for Baltimore County.

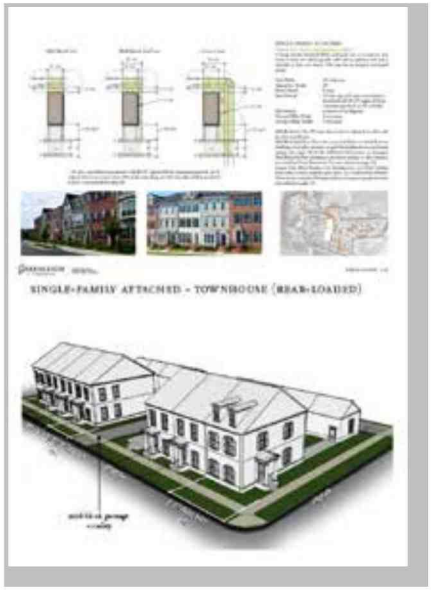


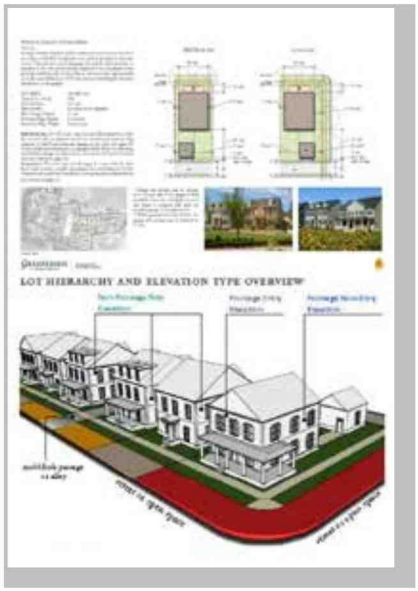




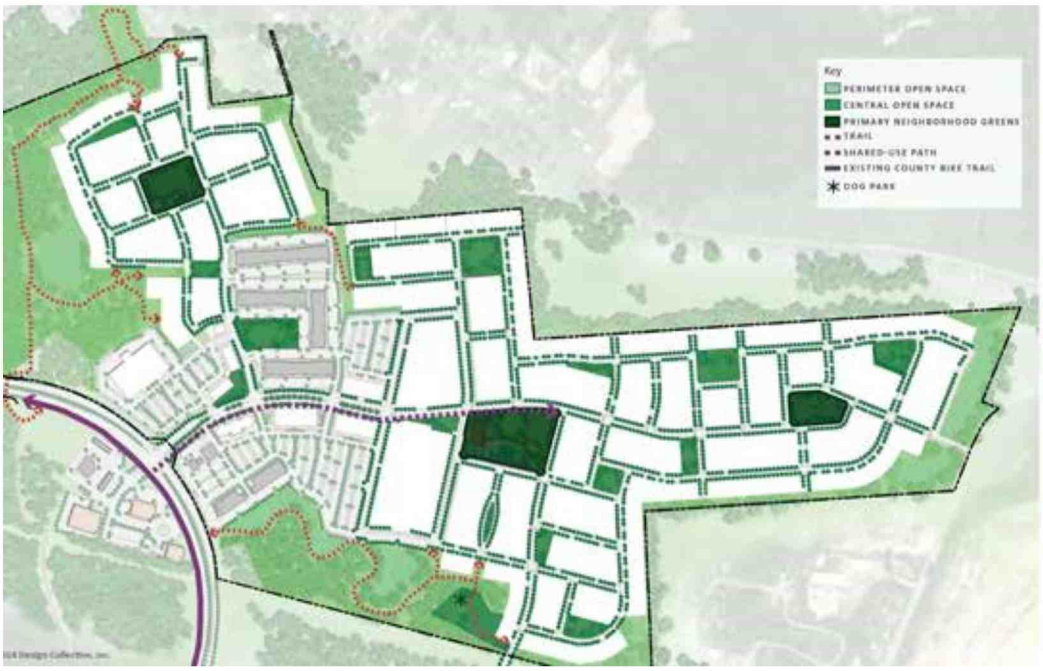





SINGLE-FAMILY ATTACHED - TOWNHOUSE (REAR-LOADED)


LOT HIERARCHY AND ELEVATION TYPE OVERVIEW


SINGLE-FAMILY DETACHED - COTTAGE (REAR-LOADED)


Key
PERIMETER OPEN SPACE
CENTRAL OPEN SPACE
PRIMARY NEIGHBORHOOD GREENS
TRAIL
SHARED-USE PATH
EXISTING COUNTY BIKE TRAIL
DOG PARK



DOWNTOWN MASTER PLAN MARKET ANALYSIS

TOWN OF MOUNT AIRY, MD

DUGGAL REAL ESTATE ADVISORS, LLC



BRIEF DESCRIPTION

The Town of Mount Airy hired Duggal Real Estate Advisors as part of a team assembled by Design Collective to develop a Downtown Master Plan to serve as a 10-year Strategic Plan for the Downtown Area and Center Street Corridor. The downtown area is a destination for residents and tourists and needed a plan that provides a clear vision and achievable action items to encourage and guide development and investment in both real estate and infrastructure. Melina was responsible for the market study including single-family detached, townhomes, multifamily, retail, and office land uses.

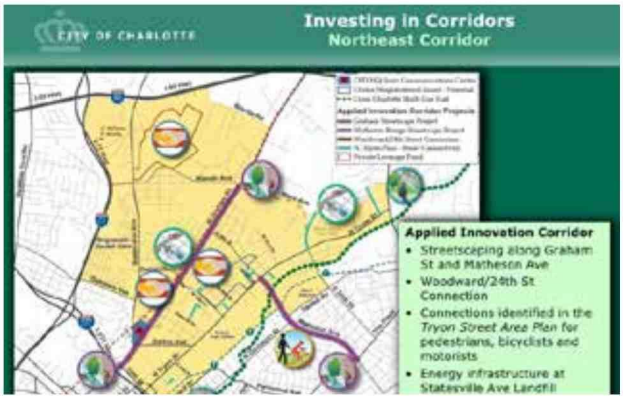
CLIENT REFERENCE

Town of Mount Airy
Melissa Thorn | Manager & Coordinator
mthorn@mountairymd.gov | 301.829.1424

INVESTMENT STRATEGY REPORT, APPLIED INNOVATION CORRIDOR'S NORTH END*

THE CITY OF CHARLOTTE, NC

DUGGAL REAL ESTATE ADVISORS, LLC



BRIEF DESCRIPTION

The City of Charlotte's 2014-2018 Community Investment Plan (CIP) establishes specific goals to meet the needs of the growing populace through transformative community investments. The Applied Innovation Corridor's (AIC) North End is an area identified within the CIP to fulfill the emphasis on investing in corridors and promoting job growth through infrastructure investment. Melina led the effort on the market analysis. The market analysis inventoried the strengths of the AIC North End along with the challenges for development/redevelopment. It identified opportunities for development throughout the study boundary so that the project team could consider infrastructure projects that would enhance those sites that had strong near-term development potential. The market analysis evaluated the North End relative to the general "Ingredients of an Innovative District" put forth by the Brookings Institute. *Completed at RCLCO.

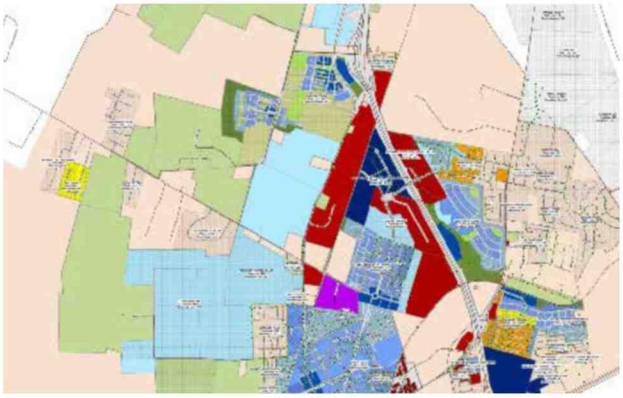
CLIENT REFERENCE

HDR Engineering, Inc. of the Carolinas
Michelle Podeszwa | Project Manager
michelle.podeszwa@hdrinc.com | 704.338.6773

HOUSING MARKET ANALYSIS

CITY OF RANSON | RANSON, WV

DUGGAL REAL ESTATE ADVISORS, LLC



CLIENT REFERENCE
City of Ranson
Mr. Edward W. Erfurt IIV | Assistant City Manager
eerfurt@ransonwv.us | 304.724.3861

BRIEF DESCRIPTION
Ranson is undergoing an interesting transition from a small industrial town to a community that blends a developing commercial district, major corporations, and quiet residential neighborhoods. The City has seen progress in local development activity as a result of federal grants and recognition. As a result of the success with these grants, many developers are planning new housing construction, bringing thousands of new units to market over the next several years. While Ranson's Smart Code is builder-friendly, the best methods for developer solicitation and attraction are not always apparent. To this end, Duggal Real Estate Advisors conducted a comprehensive market study of the for-sale and for-rent residential markets in Ranson to guide the City in understanding key housing issues, market opportunities and barriers, and other issues that may impact community development. Ultimately, the analysis provided insight on housing priorities and what steps should be taken to ensure adequate provision of housing over the short- and mid-terms.

INOVA CENTER APARTMENT MARKET STUDY & NEEDS ANALYSIS

INOVA REALTY | FAIRFAX, VA

DUGGAL REAL ESTATE ADVISORS, LLC



CLIENT REFERENCE
Inova Realty
Tom McDuffie | President
tom.mcduffie@inova.org | 571.472.0285

BRIEF DESCRIPTION
Inova is in the process of developing the Inova Center for Personalized Health (ICPH), a campus for discovery, prevention, health, and longevity that connects researchers, clinicians, and empowered consumers. It currently includes the Inova Clinic, Inova Schar Cancer Institute, Inova Personalized Health Accelerator, Inova Translational Medicine Institute, and Shenandoah University. ICPH is positioned to be an internationally known Innovation District, bringing significant benefit to the region in terms of jobs and economic development, and to the rest of the world with research and innovation. Phase I development is planned to include two hotels, 90,000 SF of retail space, 1.8M SF of for-rent residential (including student, work-force, and market-rate), the UVA medical school campus, and the remainder of the square footage is planned for office space that will target biopharma companies. Duggal Real Estate Advisors was hired to understand the opportunity and need for rental apartments on the subject site.

SOUTHWEST AREA STUDY

CAPITAL AREA METROPOLITAN PLANNING ORGANIZATION | HARNETT/WAKE COUNTIES, NC

RAMEY KEMP ASSOCIATES, INC.



BRIEF DESCRIPTION

RKA led a major update to the Southwest Area Plan in Harnett and Wake Counties, NC. The study area included Northwest Harnett County, the Towns of Angier, Fuquay-Varina, Holly Springs, and Apex.

The study comprehensively explored land use and transportation strategies to meet the vision and objectives established by the participating units of local government and the MPO. Extensive public outreach and engagement was conducted. Four congested locations were analyzed in detail in what are being called “Hot Spot” studies.

RKA conducted the studies and prepared recommendations that addressed the safety and mobility concerns at the selected locations. A multi-modal approach to short and long-term recommendations was crafted and presented to local agency boards for consensus and approval.

CLIENT REFERENCE

CAMPO
Kenneth Withrow | Senior Transportation Planner
Kenneth.withrow@campo-nc.org | 919.996.4394

HOLLY SPRINGS SOUTHERN AREA PLANNING INITIATIVE

TOWN OF HOLLY SPRINGS | HOLLY SPRINGS, NC

RAMEY KEMP ASSOCIATES, INC.

HOLLY SPRINGS
North Carolina

BRIEF DESCRIPTION

RKA provided transportation planning services for an initiative to plan the southern area of the Town’s Future Land-Use Plan. The plan will provide a guide for future growth and development in this area.

The project team evaluated and assessed the multi-modal transportation elements of the southern area of the Town. Traffic congestion is a primary concern for the area and RKA assisted with the evaluation of land-use classifications and their impacts to the transportation network in the southern area.

CLIENT REFERENCE

Town of Holly Springs
Gina Clapp | Director of Planning & Zoning
Gina.clapp@hollyspringsnc.us | 919.557.3908

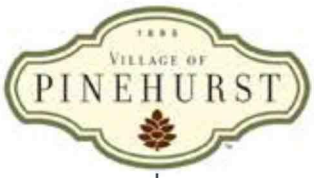
PROJECT RELEVANCIES COMPARED TO PINEHURST

	DOWNTOWN MOUNT AIRY SMALL AREA PLAN	COLUMBUS CENTRAL NEIGHBORHOOD PLAN	COLLEGE PARK-RIVERDALE PARK SMALL AREA PLAN	DOWNTOWN ELKTON MASTER SMALL AREA PLAN	GREENLEIGH MASTER PLAN & PATTERN BOOK	DOWNTOWN FREDERICK MASTER PLAN
SIZE (ACRES)	160 ac	300 ac	293 ac	120 ac	200 ac	80 ac
VILLAGE/TOWN CORE	40 ac		50/30 ac	120 ac		80 ac
COMMERCIAL/ RESEARCH DISTRICT			X			X
PUBLIC PROCESS	X	X	X	X	X	X
MARKET DEMAND ANALYSIS	X	X	X	X	X	X
ZONING UPDATES	X	X	X		X	X
DESIGN GUIDELINES/ STANDARDS	X		X	X	X	X
STREET SECTIONS	X	X	X	X	X	X
IMPLEMENTATION STRATEGY	X	X	X	X	X	X
FISCAL IMPACTS & BENEFITS			X			X
HISTORIC DISTRICT	X	X	X	X		X
REPORT DOCUMENT AVAILABLE	X	X	X	X	X	X





PERSONNEL QUALIFICATIONS



MANAGEMENT

Principal-in-Charge
Matt D'Amico,
PLA, ASLA
Design Collective, Inc

Project Manager
Cecily Bedwell,
AICP, LEED AP BD+C
Design Collective, Inc

DESIGN TEAM

Landscape Architect
Brian Reetz,
PLA, ASLA
Design Collective, Inc

Urban Designer
Caitlin O'Hara
Design Collective, Inc

CONSULTANTS

Market Analysis
Melina Duggal,
AICP
Duggal Real Estate Advisors, LLC

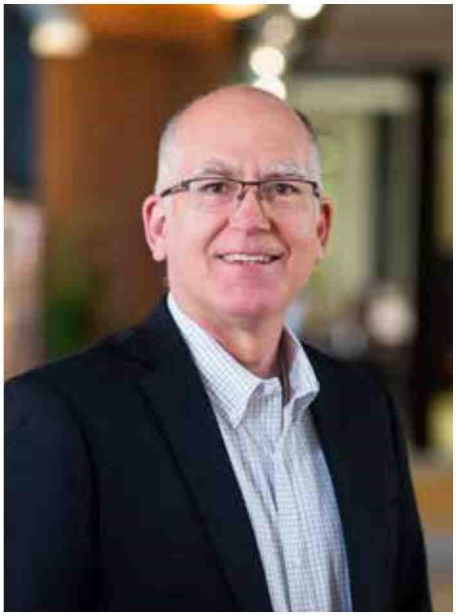
Transportation Consultant
Roger Henderson,
PE, AICP
Ramey Kemp Associates, Inc.

Transportation Consultant
David Hyder,
PE
Ramey Kemp Associates, Inc.

TEAM RESOURCES

SUPPORT STAFF &
TECHNICAL RESOURCES

Certified Planners: 1
Planners: 2
Registered Landscape Architects: 5
Landscape Architects: 4
Sustainability Director: 1
Graphic Designers / Illustrators: 2
Registered Architects: 32



MATT D'AMICO

PLA, ASLA

PRINCIPAL-IN-CHARGE | DESIGN COLLECTIVE, INC.
CONTRACT NEGOTIATION

Matt is the director of Design Collective's Planning, Urban Design and Landscape Architecture studio. He has built the firm's planning and landscape practice from a small group in 1990 into a nationally recognized planning and design firm. Under his leadership, the firm has become known for its visioning, urban design, and public engagement expertise for neighborhood revitalization plans, corridor plans, downtown plans, station area plans, and large, mixed-use master plans. Matt is exceptionally experienced in public engagement processes, having facilitated over 100 workshops, charrettes, and visioning sessions. He brings to each project a keen understanding of how economic, market, transportation, traffic, civil, environmental and public policy issues shape master plans.

EDUCATION
University of Georgia, Master of Landscape Architecture, 1989

Clemson University, Bachelor of Horticulture, 1985

YEARS WITH FIRM
29

TOTAL YEARS EXPERIENCE
31

REGISTRATION
Professional Landscape Architect: VA, MD, PA, NJ, NC, CT, IN, IL, TN

PROFESSIONAL AFFILIATIONS
- ASLA
- Urban Land Institute
- American Planning Association
- SCUP
- Congress for New Urbanism

SPEAKING ENGAGEMENTS
- APA, "Retrofitting Suburbia"
- Montgomery County's Growing Smarter Speaker Series, "Infill Development that Works"
- APA, "Master Planning, Design, Approval, and Implementation"
- APA, "Transit Oriented Development"
- CNU, "Repairing Urban Fabric
- Railvolution Conference

SELECT PROJECTS + RELEVANT EXPERIENCE

Mr. D'Amico was the Principal-in-Charge for all of these projects

DOWNTOWN MT. AIRY MASTER PLAN | MT. AIRY, MD
Design Collective was engaged by the Town of Mount Airy in the Spring of 2018 to prepare a Downtown Master Plan. Following several months of analysis, workshops, preparation of a market demand study, and transportation and parking analysis, the planning and design team facilitated a week-long charrette to outline strategies for improvement.

COLUMBUS CENTRAL NEIGHBORHOOD PLAN | COLUMBUS, IN
The Columbus Central Neighborhood Plan includes recommendations that will guide the transformation of the study area over the next 20 years. The master plan builds upon the neighborhood's direct adjacency to downtown and area amenities, recommends the extension of streets and walkable block patterns when larger industrial properties are redeveloped, suggests a neighborhood-wide bicycle and trail network plan, and includes several new parks and open space enhancements.

COLLEGE PARK - RIVERDALE PARK SMALL AREA PLAN | COLLEGE PARK, MD
MNCPPC engaged Design Collective to aid in the planning of approximately 293 acres of land in the historic city of College Park, MD and the town of Riverdale Park, MD described as the transit district. The development plan goals ensure new development in this area will maximize public transit ridership, take full advantage of the unique development opportunities and serve the economic and social goals of the county.

DOWNTOWN ELKTON SMALL AREA PLAN | ELKTON, MD
WILMAPCO and the Town of Elkton engaged Design Collective to lead the effort to establish a Master Plan for the historic town. Master plan goals included reinvigorating the downtown and Main Street, growing existing institutional, medical, and government employment opportunities, and reintroducing a rail stop in Elkton at the historic, but vacant, train station, filling a 20-mile gap in public rail service in the Northeast Corridor.

GREENLEIGH MASTER PLAN & PATTERN BOOK | WHITE MARSH, MD
The residential neighborhoods comprising Greenleigh are envisioned to emulate the design principles of Traditional Neighborhood Development which include short, walkable blocks; a connected street grid designed for all users, including pedestrians, cyclists, and motorists; a network of open spaces including plazas, squares, greens, parks, and trails to provide a variety of recreational opportunities; and a variety and mix of residential types close to neighborhood-serving retail and employment options.

DOWNTOWN FREDERICK MASTER PLAN | FREDERICK, MD
Through a week-long public design charrette, Design Collective prepared a redevelopment strategy for the downtown and this new station area, including urban design, land use, architectural design, open space, and infrastructure considerations for the study area. The charrette included participation from historic preservation advocates, developers, property owners, the City's economic development agency, residents, and local business owners.



CECILY BEDWELL

AICP, LEED AP BD+C

PROJECT MANAGER | DESIGN COLLECTIVE, INC.
PROJECT LEAD & CONTRACT NEGOTIATION

Cecily serves as Project Manager for the firm's complex planning projects involving market, economic, traffic, transportation, and environmental consultants. She is exceptionally organized and skilled at managing projects, facilitating public engagement processes, building consensus from large diverse stakeholder groups, and writing and preparing master plan report documents. Ms. Bedwell is a talented and creative planner and urban designer. She advocates for innovative placemaking solutions that celebrate an area's unique assets and support community aspirations. She has prepared small area plans, sector plans, TOD plans, station area plans, downtown plans, and neighborhood plans for many public sector clients and agencies. Over her 20+ years, she has successfully guided numerous planning projects through sometime challenging approval and entitlement processes.

EDUCATION
University of Maryland, Master of Architecture, 1996

Syracuse University, Bachelor of Arts, Architectural History, 1992

YEARS WITH FIRM
21

TOTAL YEARS EXPERIENCE
24

REGISTRATION
Certified Planner

PROFESSIONAL AFFILIATIONS
- U.S. Green Building Council
- American Institute of Certified Planners
- Congress for New Urbanism
- American Planning Association

SPEAKING ENGAGEMENTS
- MD-DE APA, "Downtown Columbia Plan: Working Together for a Sustainable Future"
- ULI, "The Evolution of Downtown Columbia"
- APA, "Sustainable Buildings through Flexible Architectural Standards"

SELECT PROJECTS + RELEVANT EXPERIENCE

Mrs. Bedwell was the Project Manager for all of these projects

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BRIAN REETZ

PLA, ASLA

LANDSCAPE ARCHITECT | DESIGN COLLECTIVE, INC.

Brian Reetz serves as Director of the Landscape Architecture Studio at Design Collective. Brian's expertise focuses on creating dynamic and engaging public open space by transforming disinvested and underutilized spaces and creating new public open space. His work seeks unique design and placemaking solutions, both locally and nationally, that are inspired by a community's historic, cultural, environmental, and social assets. Under Brian's direction each project is thoroughly analyzed with stakeholder input with the intent to create meaningful open space that serves to enrich the local community. His projects have incorporated public art and sculpture, interactive fountains and play space, artful bio-retention and green infrastructure, and other imaginative design elements. Brian balances grand vision with sound technical solutions allowing for buildable and achievable ideas.

EDUCATION
University of Wisconsin-Madison, Bachelor of Science, Landscape Architecture, 2000

YEARS WITH FIRM
12

TOTAL YEARS EXPERIENCE
21

REGISTRATION
Professional Landscape Architect: MD

PROFESSIONAL AFFILIATIONS
- American Society of Landscape Architects

SELECT PROJECTS + RELEVANT EXPERIENCE

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DOWNTOWN COLUMBIA MASTER PLAN | COLUMBIA, MD
Design Collective is working with The Howard Hughes Corporation, Kettler and Orchard Development on the first phase of new development in Downtown Columbia that includes approximately 375 'Class A' rental residential units and over 14,000 square feet of retail space.

CLARKSVILLE STREETSCAPE - PLAN & DESIGN GUIDELINES | CLARKSVILLE, MD
Design Collective committed to creating a vision for Clarksville Pike that incorporates the best design principles and practices that will influence the way people live, work, and play in Clarksville. The primary goal was to ensure a consistent, high-quality built environment along Clarksville Pike that respects the surrounding context, is accessible and convenient for all users, and exemplifies the character of the best main streets in the region.

O'DONNELL HEIGHTS NEIGHBORHOOD REVITALIZATION PLAN | BALTIMORE, MD
Design Collective was engaged by the Housing Authority of Baltimore City and the City of Baltimore Department of Planning to develop a Neighborhood Revitalization Plan for O'Donnell Heights. At the heart of the Neighborhood Revitalization Plan, in an area that provides virtually no public amenity space, is the proposed 5-acre Central Community Park. Adjacent to the existing O'Donnell Heights Community Center and between two new 21st Century Schools, the park will be the prominent address within the community, supporting a wide range of passive and active recreation amenities.

DOWNTOWN COLUMBIA MASTER PLAN | COLUMBIA, MD
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CAITLIN O'HARA

URBAN DESIGNER | DESIGN COLLECTIVE, INC.

Caitlin has extensive architecture and urban design experience working on a variety of domestic and international projects. Her portfolio includes mixed-use, suburban retrofit and urban infill, transit-oriented developments, waterfronts, brownfield redevelopment sites, and traditional neighborhoods. She has had the opportunity to collaborate with municipal governments, non-profit organizations, private developers, public housing authorities, as well as a variety of community groups. Caitlin's work has focused on the regeneration of towns, cities, and neighborhoods through sustainable and collaborative design and development practices.

EDUCATION
University of Notre Dame, Bachelor of Architecture, 2008

YEARS WITH FIRM
7

TOTAL YEARS EXPERIENCE
13

PROFESSIONAL AFFILIATIONS
- American Planning Association
- Urban Land Institute
- The Congress for New Urbanism

SELECT PROJECTS + RELEVANT EXPERIENCE

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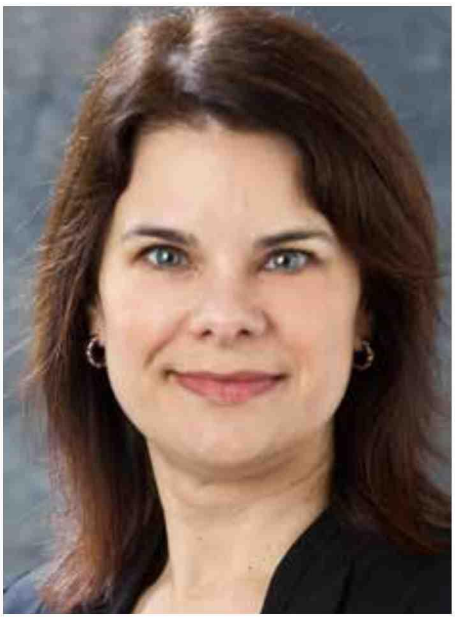
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MELINA DUGGAL

AICP

MARKET ANALYSIS | DUGGAL REAL ESTATE ADVISORS, LLC

Melina has over 20 years of experience in the real estate industry. She provides clients with feasibility studies, competitive market analysis, economic development strategies, financial analysis, corridor studies, redevelopment strategies, and consumer research studies related to real estate and urban development issues throughout the United States. She consults on a wide-range of land uses including for-sale and for-rent residential housing, mixed-use, retail, office, hospitality, and industrial. This has included specialized land uses such as transit oriented development, Active Adult Communities, infill projects, traditional neighborhood design, and others. She has spoken for organizations such as the Urban Land Institute, Commercial Real Estate for Women, National Association of Homebuilders, and the American Planning Association. Melina has also written multiple articles published in Urban Land and is a contributing author to the ULI Resort Development Handbook. She has participated in multiple ULI Advisory Services Panels.

SELECT PROJECTS + RELEVANT EXPERIENCE

DOWNTOWN MT. AIRY MASTER PLAN | MT. AIRY, MD

Duggal Real Estate Advisors was part of the Design Collective team that was engaged by the Town of Mount Airy in the Spring of 2018 to prepare a Downtown Master Plan. Following several months of analysis, workshops, preparation of a market demand study, and transportation and parking analysis, the planning and design team facilitated a week-long charrette to outline strategies for improvement. Duggal Real Estate Advisors provided market demand analysis and economic development strategies.

HOUSING MARKET ANALYSIS | CITY OF RANSON, WV

Duggal Real Estate Advisors conducted a comprehensive market study of the for-sale and for-rent residential markets in Ranson to guide the City in understanding key housing issues, market opportunities and barriers, and other issues that may impact community development. Ultimately, the analysis provided insight on housing priorities and what steps should be taken to ensure adequate provision of housing over the short- and mid-terms.

FOR-RENT APARTMENT MARKET STUDY AND NEEDS ANALYSIS IN INNOVATION DISTRICT | FAIRFAX, VA

In addition to what is already on site, Phase I development is planned to include two hotels, 90,000 SF of retail space, 1.8M SF of for-rent residential (including student, work-force, and market-rate), the UVA medical school campus, and the remainder of the square footage is planned for office space that will target biopharma companies. Duggal Real Estate Advisors was hired to understand the opportunity and need for rental apartments on the subject site.

MIXED-USE MARKET STUDY/SHOPPING CENTER REDEVELOPMENT | LEESBURG, VA

The client had an approximate 18.5 acre tract almost under contract in Leesburg, VA. The property was utilized as a shopping center as well as vacant land. A portion of the site was in a flood plain. The property is in a very walkable area, and was within walking distance to downtown, Leesburg, VA, a vibrant historical community. The project could include a variety of land uses including townhomes, 2 over 2s, condominiums, apartments, office, and retail space. Duggal Real Estate Advisors completed a market study on each of the land uses in order to understand the mixed-use redevelopment potential of the subject site.

COMPREHENSIVE INVESTMENT STRATEGY REPORT, APPLIED INNOVATION CORRIDOR'S NORTH END* CHARLOTTE, NC

*The market analysis inventoried the strengths of the AIC North End along with the challenges for development/redevelopment. It identified opportunities for development throughout the study boundary so that the project team could consider infrastructure projects that would enhance those sites that had strong near-term development potential. The market analysis evaluated the North End relative to the general "Ingredients of an Innovative District" put forth by the Brookings Institute. *Completed at RCLCO.*

EDUCATION

University of Michigan, Ann Arbor, Michigan, Master of Urban Planning

University of Michigan, Ann Arbor, Michigan, Bachelor of Arts, Honors, Anthropology and Spanish

YEARS WITH FIRM

4

TOTAL YEARS EXPERIENCE

25

PROFESSIONAL AFFILIATIONS

- American Institute of Certified Planners
- American Planning Association
- Urban Land Institute



ROGER HENDERSON

PE, AICP

TRANSPORTATION CONSULTANT | RAMEY KEMP ASSOCIATES, INC.

Mr. Henderson has 39 years of transportation planning, design, policy, and consulting experience including 22 years in NC. He has managed more than 200 planning projects and provides expertise in complete streets planning, policy & design, urban street systems, corridor studies, and environmental planning. Mr. Henderson remains current through his deep involvement with the National Complete Streets Coalition and key NCDOT staff who are revitalizing complete streets in NC.

EDUCATION
Master of Science in Transportation Engineering

Bachelor of Science in Civil Engineering

YEARS WITH FIRM
3

TOTAL YEARS EXPERIENCE
39

REGISTRATION
Professional Engineer: NC, SC, VA

PROFESSIONAL AFFILIATIONS
- American Institute of Certified Planners

SELECT PROJECTS + RELEVANT EXPERIENCE

CAPITAL AREA METROPOLITAN PLANNING ORGANIZATION, SOUTHWEST AREA STUDY | HARNETT & WAKE COUNTIES, NC
RKA led a major update to the Southwest Area Plan in Harnett and Wake Counties, NC. The study comprehensively explored land use and transportation strategies to meet the vision and objectives established by the participating units of local government and the MPO.

HOLLY SPRINGS SOUTHERN AREA PLANNING INITIATIVE | HOLLY SPRINGS, NC
RKA provided transportation planning services for an initiative to plan the southern area of the Town's Future Land-Use Plan. The plan will provide a guide for future growth and development in this area.

CITY OF MEBANE, COMPREHENSIVE TRANSPORTATION PLAN | MEBANE, NC
RKA was selected by the City of Mebane and the Burlington-Graham Metropolitan Planning Organization (BGMPO) to provide technical expertise and guidance through a collaborative planning process to develop a CTP reflecting multi-modal transportation needs over the next 25 to 30 years for the City and surrounding areas.

CITY OF BENSON, COMPREHENSIVE TRANSPORTATION PLAN | BENSON, NC
RKA was selected by the Town of Benson to complete a Community Transportation Plan (CTP) for the Town.

TOWN OF ZEBULON COMPREHENSIVE TRANSPORTATION PLAN AND COMPREHENSIVE LAND-USE PLAN | ZEBULON, NC
The Town of Zebulon selected a team lead by RKA to concurrently update their Comprehensive Transportation Plan and their Comprehensive Land Use Plan.



DAVID HYDER
PE

TRANSPORTATION CONSULTANT | RAMEY KEMP ASSOCIATES, INC.

Mr. Hyder has 38 years of experience in planning, including planning in growing cities, and he focuses on data and trends. His past work has involved trails, policy development, data collection and interpretation, travel demand models, air quality analyses, preparation of an environmental analysis, transportation studies, and traffic forecasts.

EDUCATION
Master of Science in Transportation Engineering

Bachelor of Science in Civil Engineering

YEARS WITH FIRM
1

TOTAL YEARS EXPERIENCE
38

REGISTRATION
Professional Engineer: NC

SELECT PROJECTS + RELEVANT EXPERIENCE

TOWN OF ZEBULON COMPREHENSIVE TRANSPORTATION PLAN AND COMPREHENSIVE LAND-USE PLAN | ZEBULON, NC
The Town of Zebulon selected a team lead by RKA to concurrently update their Comprehensive Transportation Plan and their Comprehensive Land Use Plan.

NCDOT M-0528HJ ENFIELD BIKE AND PEDESTRIAN PLAN | ENFIELD, NC
Under RKA's NCDOT 2018 Bike and Pedestrian Planning On-call Contract, RKA is updating Enfield's Bike and Pedestrian Plan.

US 17 CONGESTION & INFRASTRUCTURE IMPROVEMENT STUDY | CHARLESTON COUNTY, SC
RKA evaluated short-term and long-term multi-modal improvement strategies to address existing and future traffic congestion along the US 17 corridor in Charleston County, SC.

LOWER SAVANNAH COUNCIL OF GOVERNMENT (LSCOG) LONG RANGE TRANSPORTATION PLAN (LRTP) | AIKEN, SC
RKA is currently completing the LSCOG 2040 LRTP. RKA's tasks include reviewing and running the LSCOG Travel Demand Model to obtain a capacity project list. RKA will also be performing a robust Public Involvement outreach including three kick-off meetings, attending pop-up/festival events, and an online survey. Finally, RKA will prepare the LSCOG LRTP Plan document to help the COG complete the best road projects in the future to meet the region's needs.





AVAILABILITY

Our entire proposaed team (Design Collective, Duggal, and RKA) is available to undertake and complete this project in keeping with the Village's anticipated proposed project timeline.

Design
Collective

ARCHITECTURE
PLANNING
INTERIORS
LANDSCAPE ARCHITECTURE
GRAPHICS

Baltimore
601 East Pratt Street, Suite 300
Baltimore, Maryland, 21202
P 410.685.6655

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Chicago, Ill 60602
P 312.625.4747

www.designcollective.com

100% Employee-Owned Design Firm

DOWNTOWN MOUNT AIRY VISION PLAN

FEBRUARY 2019



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

Design Collective

DUGGAL REAL ESTATE ADVISORS

SABRA & ASSOCIATES

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DOWNTOWN MOUNT AIRY VISION PLAN

Prepared for:
Town of Mount Airy

Prepared by:
Design Collective, Inc.

With Market Analysis and Traffic and Transportation support from:
Duggal Real Estate Advisors and Sabra & Associates

Advised by the Steering Committee:
Leslie Dickenson - *Vice Chairman P and Z*
John Breeding - *Community Planning Administrator Staff*
Lindey Brown - *Chairman P and Z*
Gina Campanile - *Staff*
Bill Chapman - *Property Owner*
Ashley Collier - *Main Street Manager Staff*
Mike Eacho - *Historical Society*
Larry Hushour - *Commissioner/ Council Member*
Bob King - *Commissioner/ Council Member*
Donna Marie Needle - *EDC Chairman*
Barney Quinn - *Town Engineer*
Mike Reigel - *Parks and Recreation Chairman*
Doug Reitz - *Police Chief*
Rob Scranton - *Property Owner*
Dick Swanson - *Main Street Administration*
Melissa Thorn - *Economic Development Manager*
Monika Weierbach - *Town Administrator*

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1.0 INTRODUCTION

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1.1 OVERVIEW

Located approximately 40 miles north of Washington, D.C. and west of Baltimore, Maryland, the town of Mount Airy is positioned in an area that is highly accessible to several local job markets. Over the last twenty years, Mount Airy has experienced significant growth. In an effort to maintain and enhance the area's small town charm, while capitalizing on opportunities for expansion and additional mixed-use development, the Town of Mount Airy set out to conduct a planning effort to outline and guide redevelopment opportunities, potential zoning changes, and transportation needs. The following goals were prioritized:

1. Identify the short and long-term public investment priorities for the next ten years;
2. Consider the further development of the 'Town Center' in order to attract and increase commercial development and revitalize Downtown;
3. Work collaboratively with the Town of Mount Airy Planning Commission and community members.

Historically a mill town focused on the production of grains and flour, Mount Airy grew up around industry and convenient access to the B&O Railroad. Today, the area is no longer tied to the railroad and is characterized by a small retail main street that serves a range of single-family residential neighborhoods and surrounding agriculture. With a shift in the market and increased demand for development, the Town of Mount Airy identified the need to create a plan that considers compatibility of future land uses, mixed-use zoning, and emerging transportation needs.

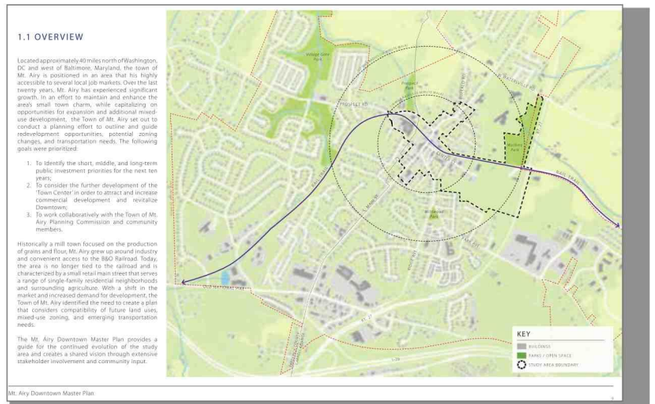
The Downtown Mount Airy Vision Plan provides a guide for the continued evolution of the study area and creates a shared vision through extensive stakeholder involvement and community input.



1.2 PURPOSE

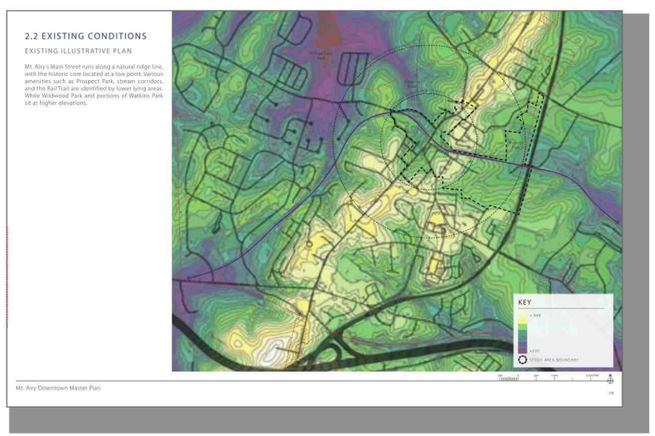
The purpose of this document is to guide future infrastructure investment and development in the Downtown Mount Airy Vision Plan area. The plan emphasizes the importance of land use transitions, minimizing land use conflicts, and supporting pedestrian and vehicular improvements, while also including strategies for continued revitalization.

The document includes the following components:



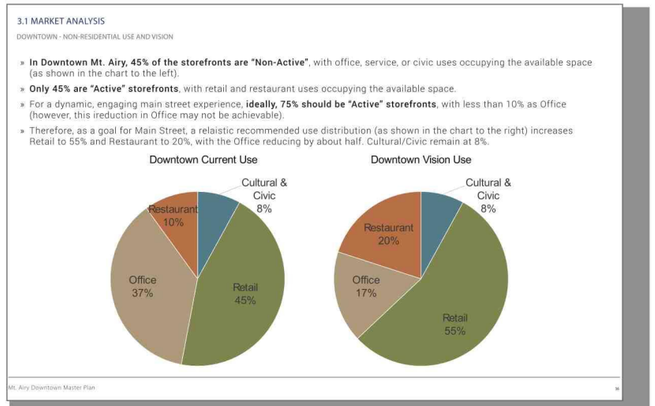
SECTION ONE: INTRODUCTION

Provides a brief overview of the project location, the objectives and process, and a general description of the document content.



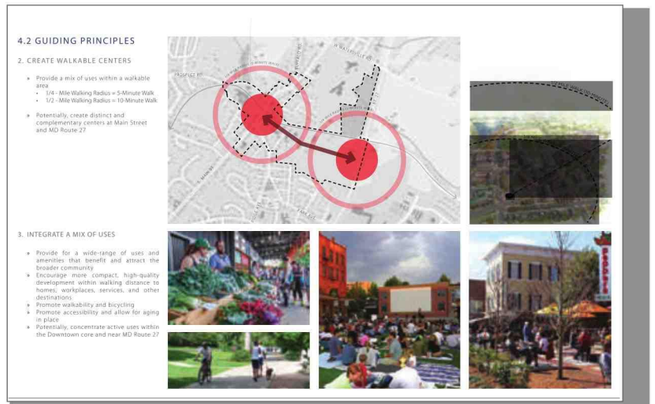
SECTION TWO: EXISTING CONDITIONS

Examines the physical conditions of the Downtown Mount Airy Vision Plan study area through photo documentation, analysis of Geographic Information System (GIS) data, stakeholder interviews, and community input.



SECTION THREE: MARKET ANALYSIS

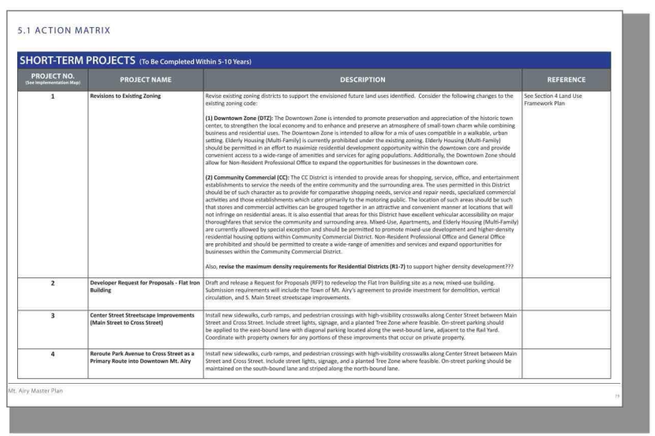
Explores local and regional demographic, economic, and real estate trends in order to estimate future supportable development.



SECTION FOUR: RECOMMENDATIONS

Provides a set of planning and design principles and land use recommendations to encourage appropriate methods for development and improvements.

DISCLAIMER: This Vision Plan is meant to provide conceptual ideas for the development of properties, in order to set forth a general vision only. It is not intended to depict every requirement under the Town Code or other applicable standards for any development. Every development plan must follow standard design reviews by the Town/County and meet the applicable requirements, including but not limited to parking, stormwater management, open space, or forest conservation requirements, even if not described or depicted in this Vision Plan.



SECTION FIVE: IMPLEMENTATION

Gathers potential policy changes, infrastructure improvements, development initiatives, and funding sources applicable in Mount Airy and prioritizes action items in short- and long-term periods.

1.3 PLANNING PROCESS & GOALS

Stakeholder input and feedback were critical to creating a community-based vision for the Downtown Mount Airy Vision Plan. Public participation ensured that the plan addressed community concerns and ideas, fostered an inclusive and transparent planning process, identified key opportunities and priority areas, and built momentum to move the plan toward implementation.

In February of 2018, the consultant team, led by Design Collective, Inc. was engaged by the Town of Mount Airy to begin the Vision Plan. The process approach was structured on a series of three phases that were initiated in sequence during the course of 12 months to effectively examine, envision, and create a set of planning recommendations for the study area.

PHASE 1: DATA COLLECTION, ANALYSIS, AND RESEARCH

The first step in the process was to fully assess and understand existing conditions; historic, cultural, and environmental assets; community goals and objectives; realistic market-driven development opportunities; resident and stakeholder concerns and input; constraints and opportunities; and other factors that would inform the Vision Plan. Also, a Steering Committee representing various stakeholder groups from Mount Airy was formed to guide the development of the Vision Plan.

During Phase 1, the design team conducted interviews with the following key stakeholder groups from the area: developers and landlords, residential managers and owners, community group representatives, commercial business owners, and town staff.

Building upon the Phase 1 analysis and key stakeholder interviews, the design team facilitated a Public Workshop in June 2018, engaging the public, to begin to create a vision for the future of Mount Airy. Approximately 90 participants attended.

PHASE 2: PLANNING AND DESIGN

Phase 2 included preparing and evaluating plan recommendations and options with the town staff, Steering Committee, and stakeholders.

In order to engage the community in a meaningful, responsive dialogue, a multi-day, Public Charrette was held in September 2018. For the Charrette, the design team set up a studio adjacent to the study area at the Mount Airy Volunteer Fire Company Reception Hall and over 40 participants attended. By the conclusion of the Charrette, multiple plan options were evaluated and discussed, stakeholders listened to one another's concerns and goals, and a preferred direction for the Vision Plan and its recommendations was identified.

PHASE 3: VISION PLAN REPORT

During Phase Three, the design team presented the final draft plan to the community at a public input event on _____. This event provided an opportunity for the public to review and comment on the final draft prior to adoption. The design team prepared this final Vision Plan report, an illustrated, guiding document, that outlines the preferred plan options and supported recommendations for the Downtown Mount Airy Vision Plan.

The Vision Plan was approved by the Town of Mount Airy and was recommended for adoption on _____, 2019.

The Vision Plan was adopted through Ordinance #_____ on _____, 2019.

PROJECT GOALS

The following project goals were identified through the development of this Plan:

1. Maximize the commercial viability of the Main Street core;
2. Evaluate re-use or redevelopment of portions of the study area, as a way to reconcile safety and circulation concerns;
3. Maximize the Center Street's potential as the eastern portal into Downtown; and
4. Examine parking opportunities within Downtown.







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2.0 EXISTING CONDITIONS & ANALYSIS

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2.1 OVERVIEW

The Existing Conditions and Analysis section includes a graphic summary of the site reconnaissance, data collection, and key stakeholder interviews conducted during Phase 1 as well as input received throughout the planning process. Site photography and technical information gathered from Geographic Information Systems (GIS), extracted, and synthesized into a series of diagrams that define the physical framework and set the groundwork for the Downtown Mount Airy VISION PLAN recommendations.

The Existing Conditions and Analysis diagrams include:

- Existing Illustrative Plan
- Figure Ground
- Street Network
- Topography
- Natural Features
- Pedestrian and Bicycle Facilities
- Traffic Analysis
- Pedestrian Infrastructure
- Parking Inventory
- Parking Utilization
- Utilities
- Land Use
- Zoning
- Historic District
- Architectural Character



2.2 EXISTING CONDITIONS

EXISTING ILLUSTRATIVE PLAN

The Town of Mount Airy is located across two counties, with Frederick County on the western side and Carroll County on the eastern. The study area boundary is centered primarily along Mount Airy's Main Street, running north-south between Paradise Avenue and Buffalo Road, and extends east-west along Prospect Road and Center Street to MD Route 27.

At the core of the site boundary is Mount Airy's historic downtown. This area of Mount Airy is characterized by small commercial and mixed-use buildings that line and front Main Street. Adjacent to the downtown core are larger, industrial and commercial parcels that front along Prospect Road and Center Street. At the end of Center Street is approximately 35 acres of farmland that remains undeveloped. Single-family blocks surround a majority of the study area, establishing smaller, more walkable blocks and a more connected street framework. Fragments of a remnant railway easement is known as the Rail Trail, a shared-use path that bisects the study area, linking Prospect Park to Watkins Park at the east and west ends of the study area.



2.2 EXISTING CONDITIONS

FIGURE GROUND

The figure ground plan highlights the development patterns that exist within the study area. The historic downtown is characterized by small commercial and mixed-use buildings that line and front Main Street, with a variety of industrial and commercial uses that have developed along Prospect Road and Center Street. Larger, big-box retail is located along MD Route 27 within close proximity to Interstate 70. Suburban, residential development surrounds the historic core primarily west of MD Route 27. Larger parcels of undeveloped, agricultural land exist along the east side of MD Route 27.



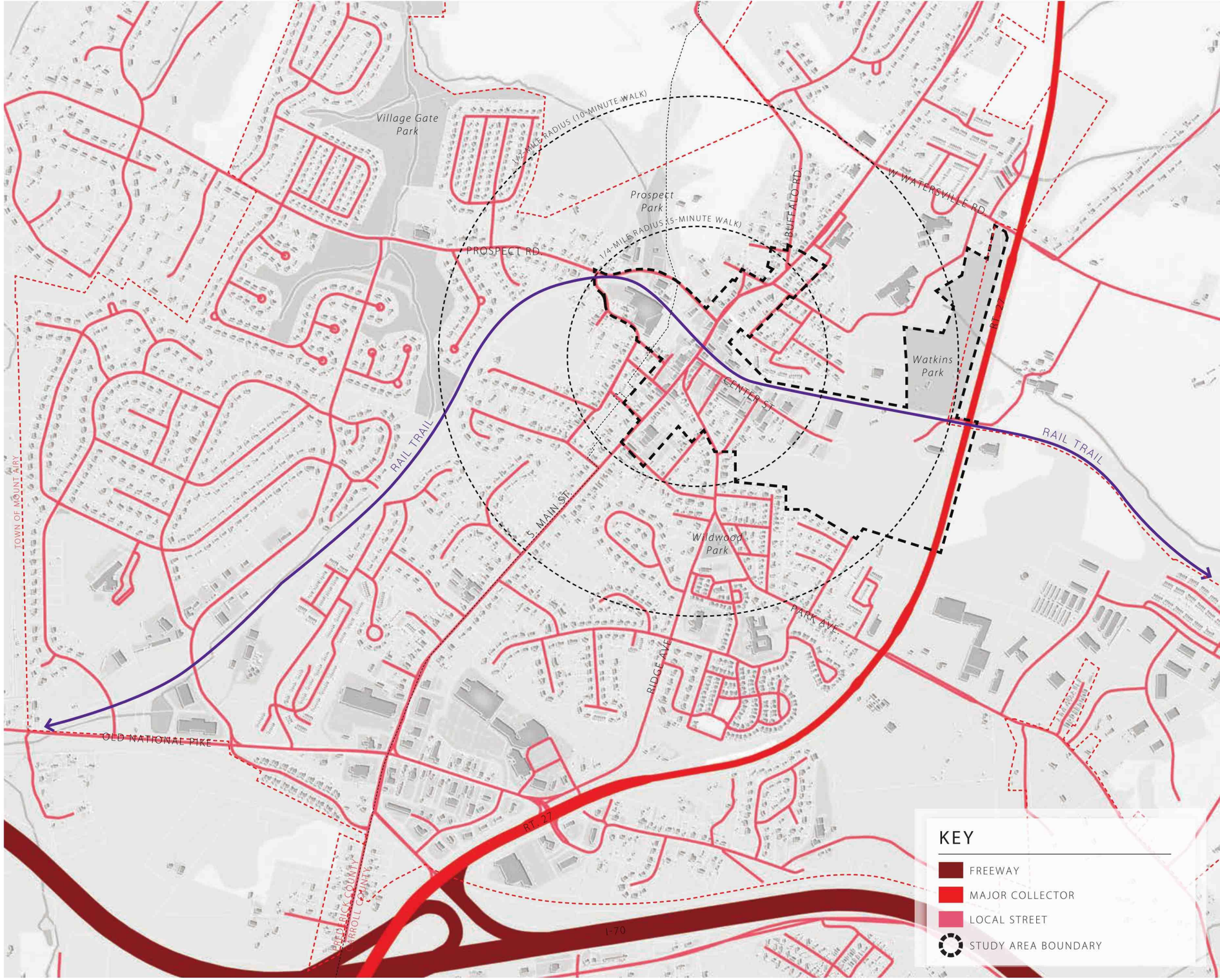
2.2 EXISTING CONDITIONS

STREET NETWORK

Streets are classified using traffic volume, roadway size, and location in this plan diagram.

Interstate 70 is the principal freeway that provides access to MD Route 27, the only major collector that runs north-south adjacent to the study area. All other streets in and around the study area are identified as Local Streets.

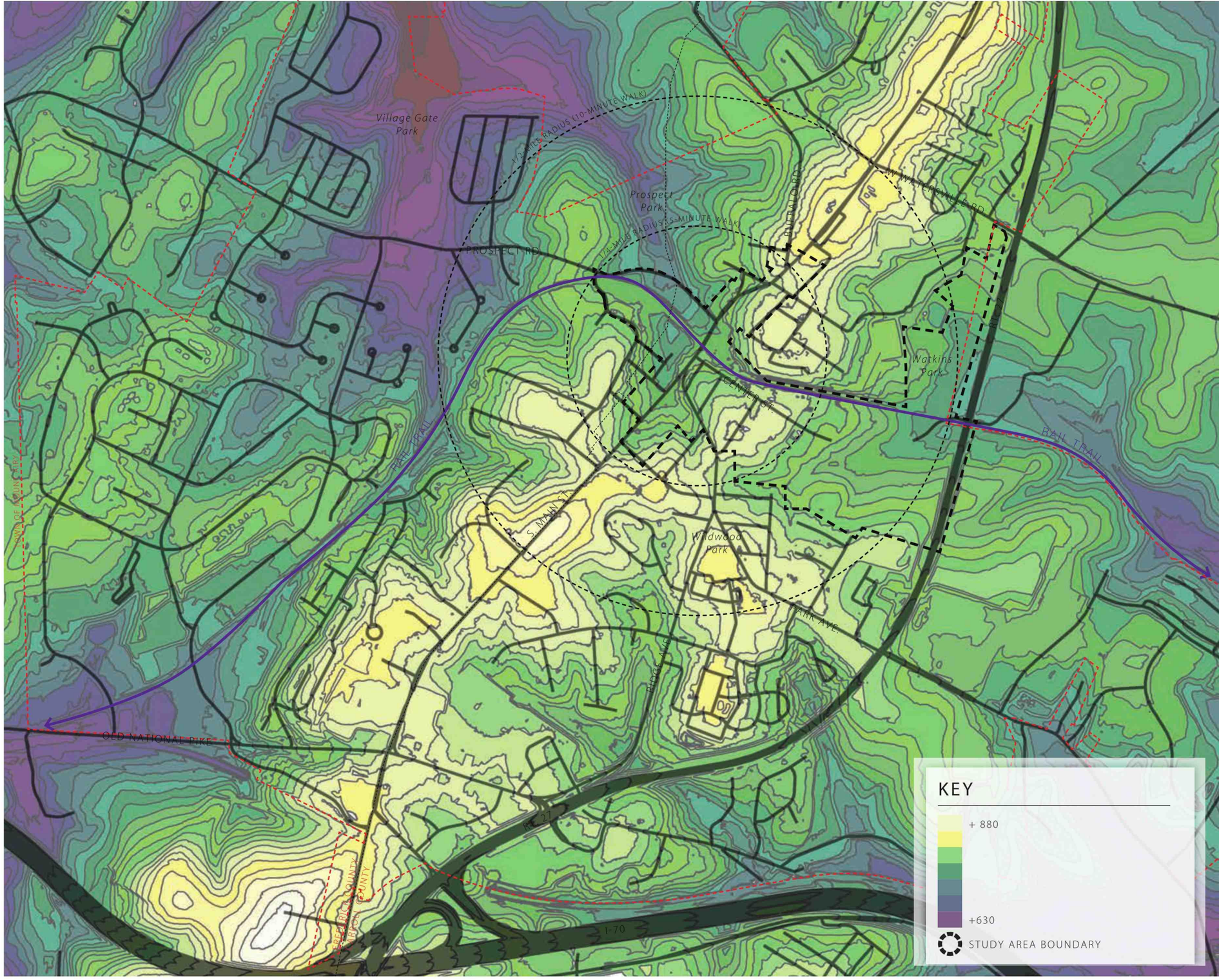
The street network is discontinuous. While Main Street runs parallel to MD Route 27, there are very few east-west connections. The segmented street network has limited access and causes traffic distribution inefficiencies along MD Route 27 and Main Street.



2.2 EXISTING CONDITIONS

TOPOGRAPHY

Mount Airy's Main Street runs along a natural ridge line, with the historic core located at a low point. Various amenities such as Prospect Park, stream corridors, and the Rail Trail are situated in lower lying areas. While Wildwood Park and portions of Watkins Park sit at higher elevations.



2.2 EXISTING CONDITIONS

NATURAL FEATURES

The natural features of Mount Airy and its surroundings are highlighted in this plan diagram, showing the variety of parks in the area as well as the numerous stream corridors that connect these amenities. The Rail Trail acts as a major green link that runs through the heart of Downtown Mount Airy, connecting Prospect Park to Watkins Park.



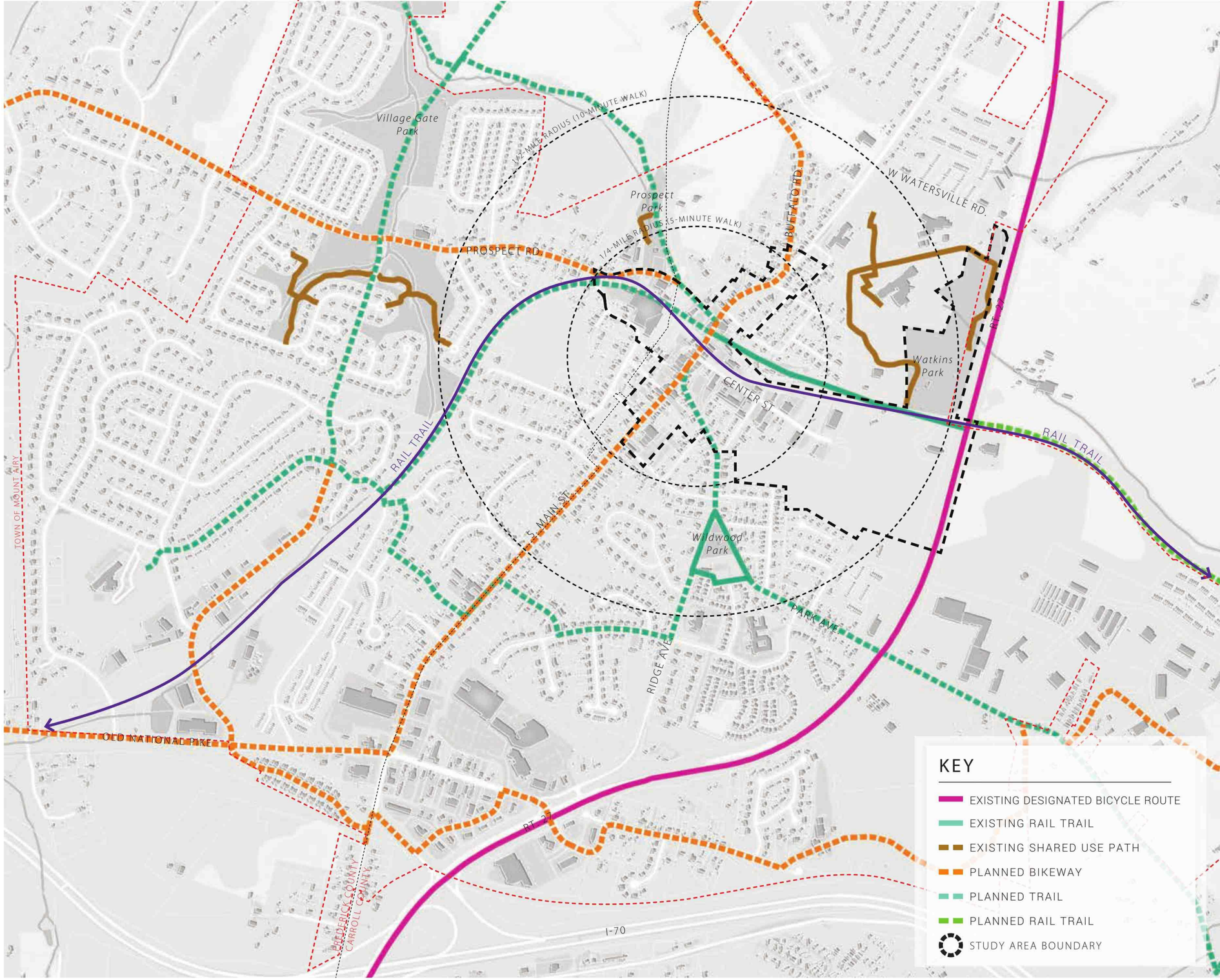
2.2 EXISTING CONDITIONS

PEDESTRIAN AND BICYCLE FACILITIES

The existing and currently proposed pedestrian and bicycle facilities are identified in the adjacent graphic.

Currently, there is a wide shoulder along MD Route 27 that accommodates room for bicyclists. There is also a portion of the Rail Trail that extends from Main Street to MD Route 27 that provides a shared-use path for both pedestrians and bicyclists. Watkins Park, Prospect Park, Wildwood Park, and Village Gate Park also include existing sidewalks and paths for pedestrians.

Mount Airy has begun planning efforts to create a stronger pedestrian and bicycle network throughout the town. To provide additional access, both on- and off-street trail connections have been identified.

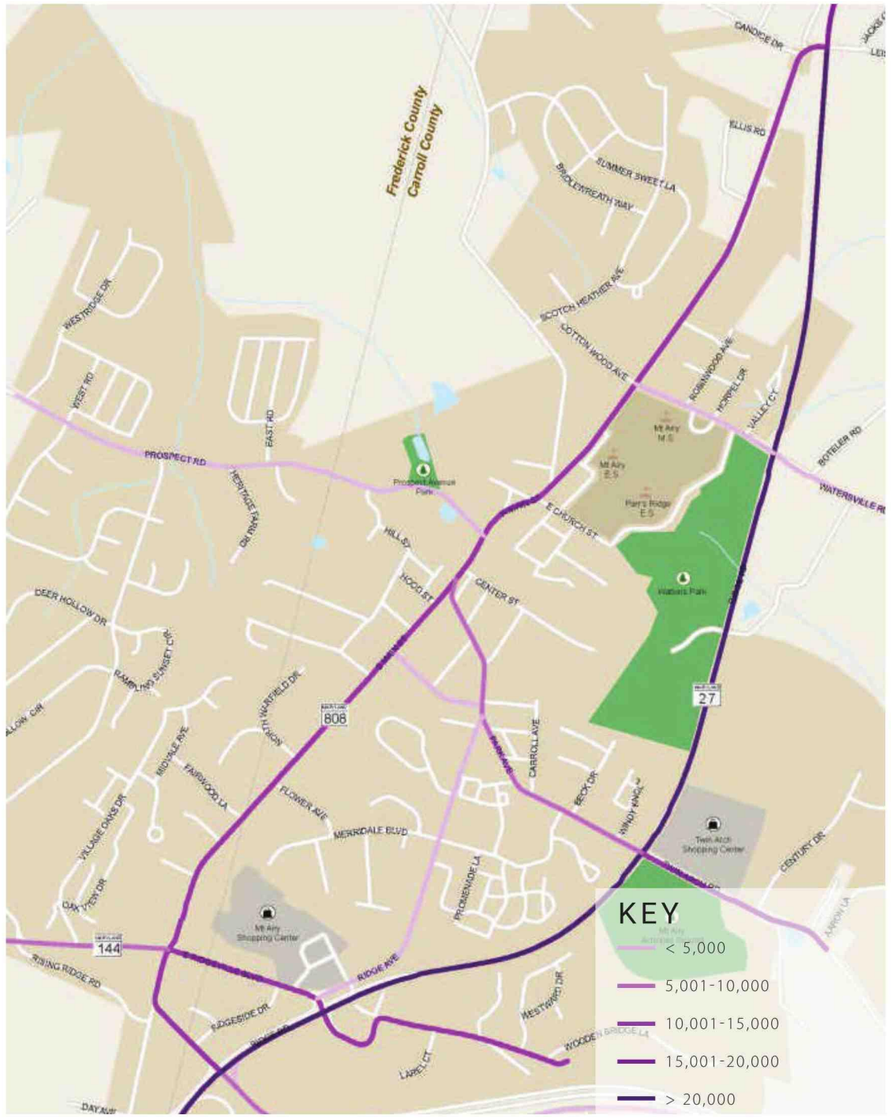


2.2 EXISTING CONDITIONS

TRAFFIC ANALYSIS

The existing traffic conditions assessment was conducted by Sabra & Associates prior to this planning effort and are identified in the following exhibits, for reference. A summary of each plan diagram can be found below each graphic, highlighting the main traffic conditions.

AVERAGE DAILY TRAFFIC



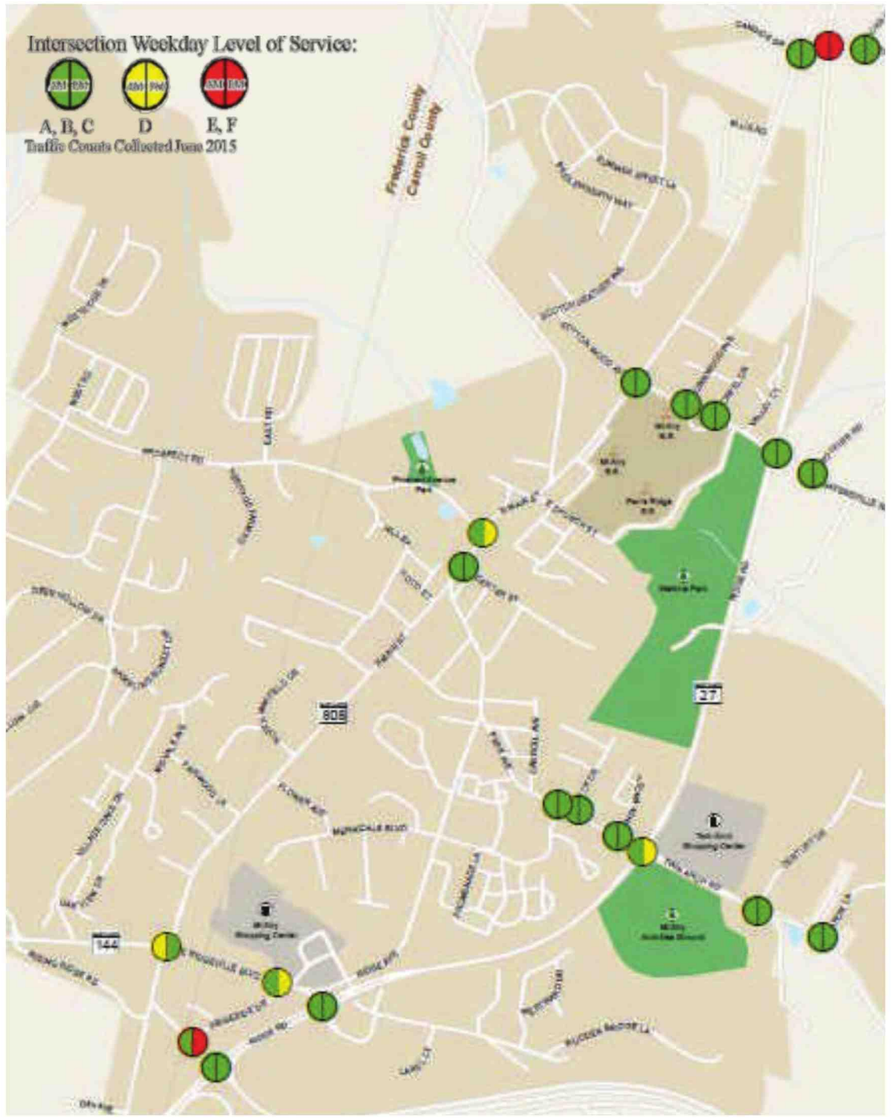
MD Route 27:

- Varies between 24,000 and 18,000 vehicles per day

Other Roadways:

- Main Street: 9,500 vehicles per day
- Park Avenue: 5,000 vehicles per day
- Prospect Road: 3,600 vehicles per day

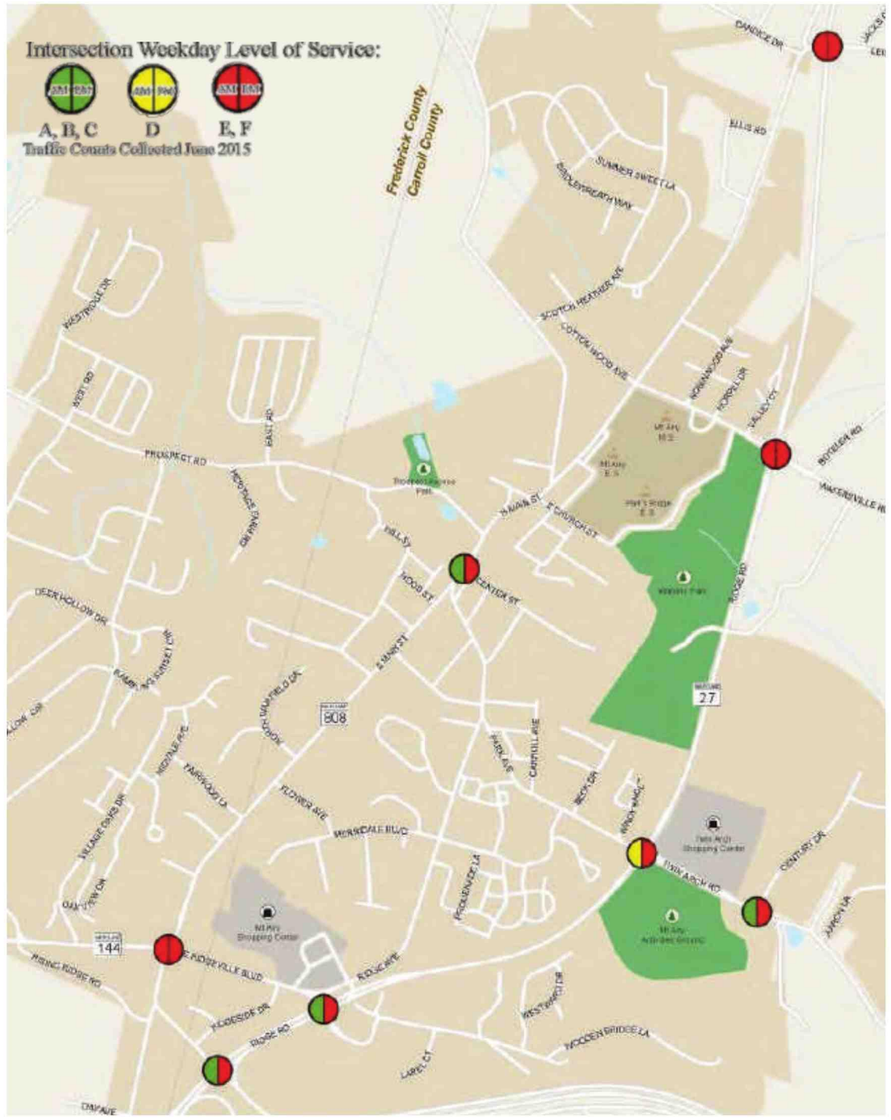
INTERSECTION LEVEL OF SERVICE - EXISTING



All signalized intersections operate with a LOS D or better during both the AM and PM peak hours. Intersections not meeting the Town's mobility standard include:

- MD Route 27 at Park Avenue/Twin Arch Road
- S. Main Street & Ridgeville Boulevard
- Ridgeside Drive at Ridgeville Boulevard
- Ridge Road at Main Street/Leishear Road
- Main Street at Ridgeside Drive
- Main Street at Prospect Road

INTERSECTION LEVEL OF SERVICE - FUTURE NO BUILD



In the future, with no roadway improvements made and (even with) no additional development, many of the signalized intersections operate below a LOS D particularly in the PM peak hour.

Accounts for additional traffic volume due to:

- Regional growth rates
- Future developments

Intersection LOS with no roadway improvements results in:

- 4 Intersections below a D in the AM
- 9 Intersections below a D in the PM

Along MD Route 27, the five consecutive intersection failures in the PM will result in:

- Reduced speeds
- Residual queues
- Increased risk for certain crash types

N

2.2 EXISTING CONDITIONS

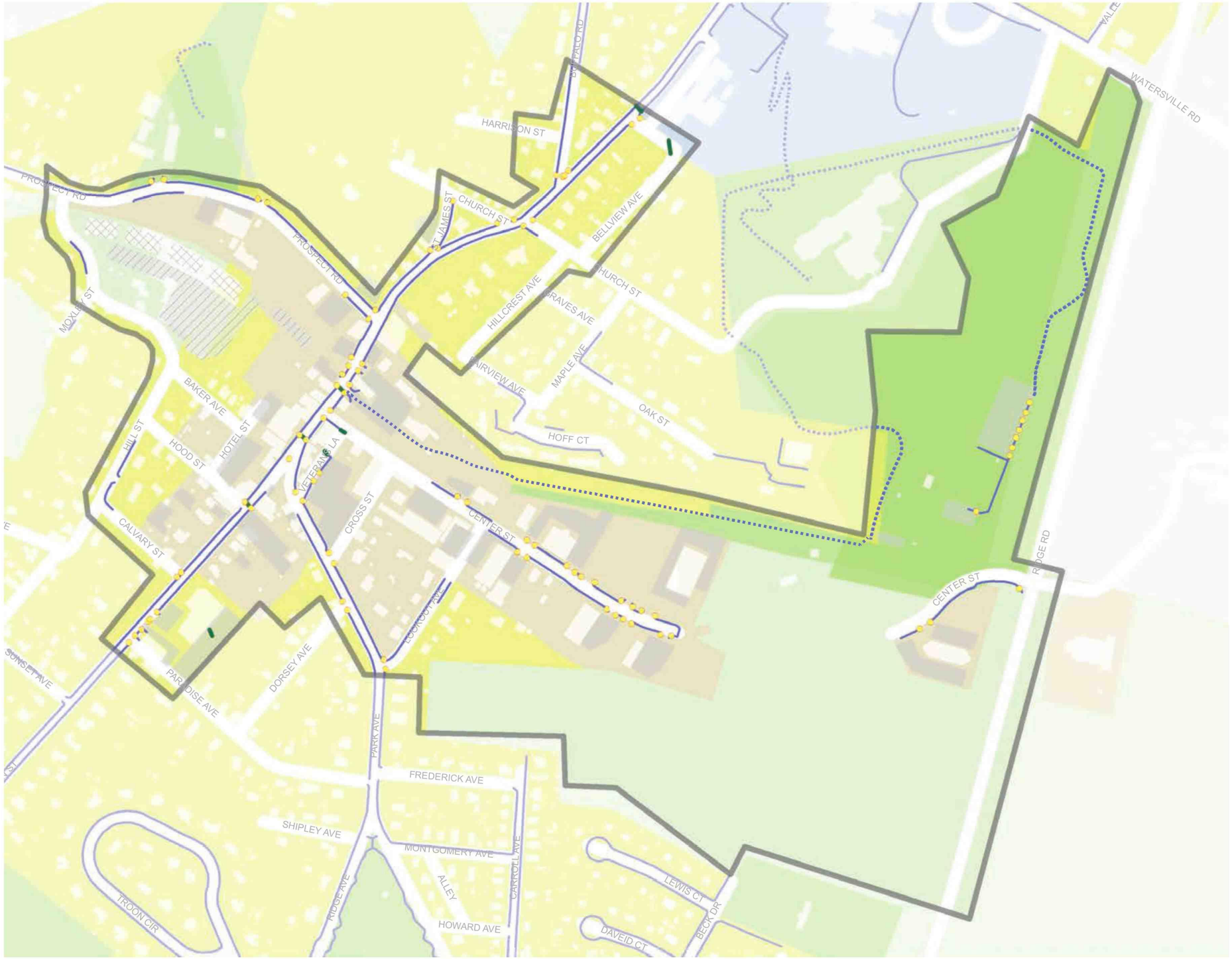
PEDESTRIAN INFRASTRUCTURE

Pedestrian infrastructure data was collected by Sabra & Associates in April 2018. Marked crosswalks, curb-ramps (with and without detectable warning surfaces) and sidewalk features were documented using Google Earth satellite imagery. Road names and shapes data came from the State Highway Administration. Land Use and Building Outline data were sourced on the county level, from both Carroll and Frederick Counties. Future Buildings and Parking Lots are based on drawings for the Prospect Place proposed development.

Pedestrian Infrastructure Metrics:

- 7 marked crosswalks
- 647 linear feet of shared-use path/ trails
- 13,445 linear feet of sidewalks
- 17,881 linear feet of roadway
- 35,762 linear feet of total curbside space

Therefore, within the study area, only 38% of total curbside space is currently being used for sidewalks and there is 22,317 linear feet (62%) available for potential sidewalks.



2.2 EXISTING CONDITIONS

ON-STREET FIELD INVENTORY

On Street Parking Inventory was field performed by Sabra & Associates in April 2018. Curbside parking restrictions were noted and categorized while curbsides were measured. Marked parking means that parking in that area was specifically instructed via signage or painted asphalt. Unmarked parking means that there was potential for parking, but the absence of instruction in the form of signage or painted asphalt. For parallel parking, the number of spaces was calculated by dividing the total measured field length by 20 feet. For perpendicular and angled parking, the number of spaces was determined by the field count. There are approximately 292 spaces, here's the breakdown:

Unrestricted Parking:

- 37 Managed Parallel Spaces
- 52 Managed Perpendicular Spaces
- 171 Unmanaged Parallel Spaces

Restricted Parking:

- 4 Handicapped Spaces
- 16 Time Restricted, Parallel Spaces
- 12 Time Restricted, Angled Spaces





KEY

- HANDICAPPED
- NO PARKING
- PARKING
- PERPENDICULAR PARKING
- TIME RESTRICTED
- TIME RESTRICTED % ANGLED
- UNRESTRICTED
- PARKS
- OFF-STREET PARKING LOT
- STUDY AREA BOUNDARY

N

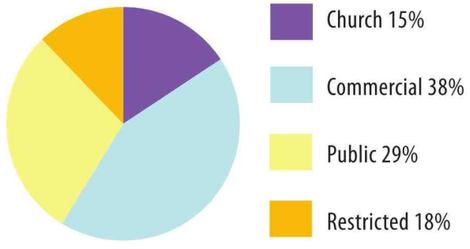
2.2 EXISTING CONDITIONS

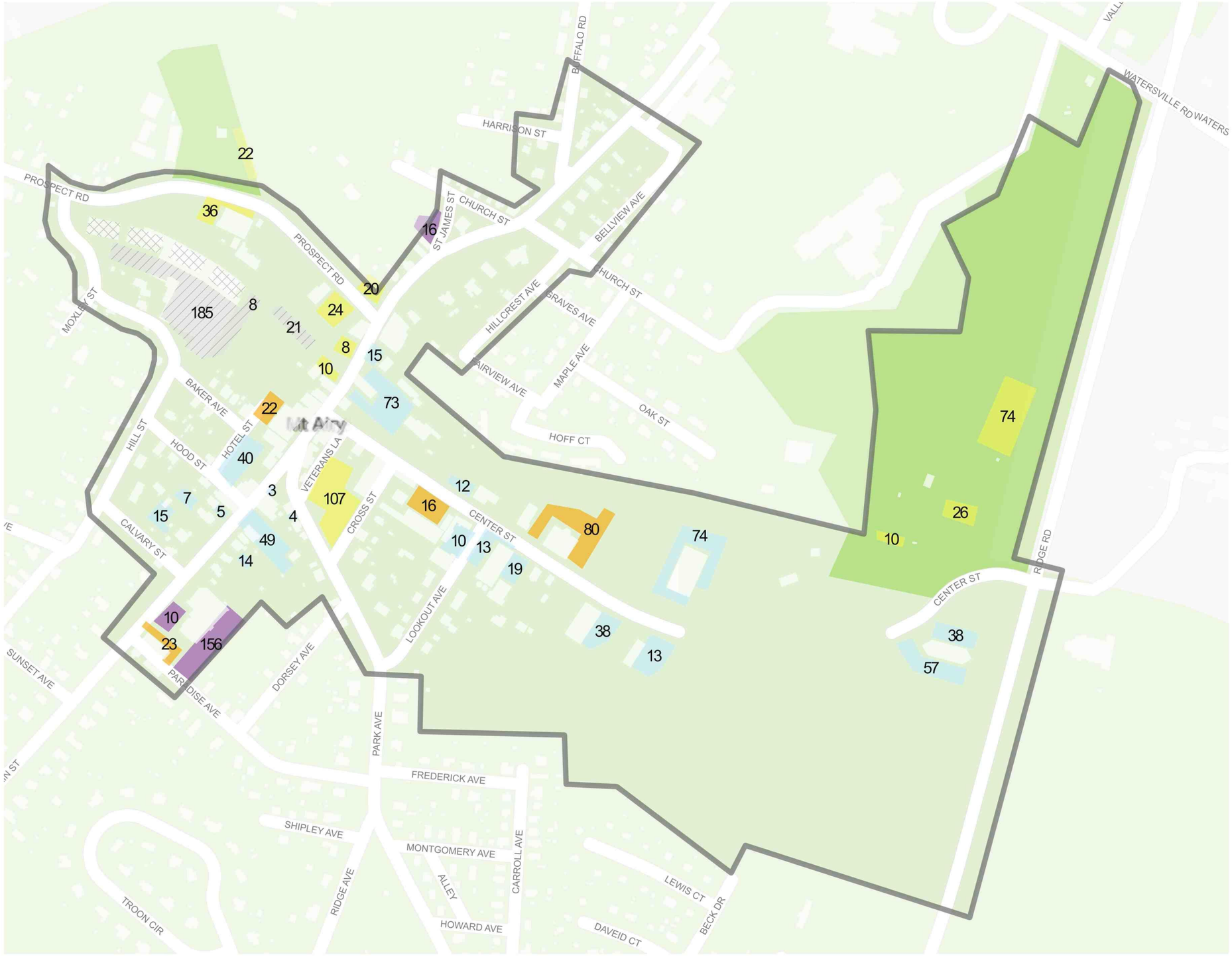
OFF-STREET PARKING INVENTORY

An Off-Street Parking Inventory was field-performed by Sabra & Associates in April 2018. As listed below, "Commercial" lots are lots that are reserved for specific businesses, or are otherwise restricted for use by "customers only." Similarly, Church lots are reserved for church patrons, especially during service times. Public lots are open and unrestricted. Restricted or Private lots are not open to the public. In total, there are approximately 1,181 off-street parking spaces within the study area.

- » Church: 182 Spaces
- » Commercial: 451 Spaces
- » Public: 340 Spaces
- » Restricted/ Private: 208 Spaces

Total Off-Street Spaces: 1,181 Spaces





KEY

- RESTRICTED/ PRIVATE
- PUBLIC
- COMMERCIAL
- CHURCH
- PARKS
- FUTURE BUILDING
- FUTURE PARKING LOT
- STUDY AREA

2.2 EXISTING CONDITIONS

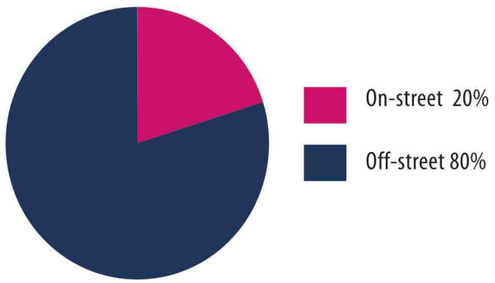
COMBINATION OF ON-STREET AND OFF-STREET PARKING INVENTORIES

On- and Off-Street Parking Facilities were examined in the field by Sabra & Associates in April 2018. Maps 2 and 3 specify distinctions between parking categories, restrictions and quantities.

On-Street vs. Off-Street

- Total On-Street Spaces: 261
- Total Off-Street Spaces: 1,181

Total of All Parking Spaces:1,442





KEY

- RESTRICTED/ PRIVATE
- PUBLIC
- COMMERCIAL
- CHURCH
- PARKS
- FUTURE BUILDINGS
- FUTURE PARKING LOT
- STUDY AREA
- HANDICAPPED
- NO PARKING
- PARKING
- PERPENDICULAR PARKING
- TIME RESTRICTED
- TIME RESTRICTED % ANGLED
- UNRESTRICTED

N

2.2 EXISTING CONDITIONS

PARKING UTILIZATION

The utilization of on-street and off-street parking areas was collected in the spring of 2018 during three, typically active time periods: a weekday mid-day between 12:00 PM and 2:00 PM, a weekday evening between 5:00 PM and 7:00 PM, and a Saturday mid-day between 12:00 PM and 2:00 PM. For any given time period, the parking within Downtown Mount Airy is on average 30% utilized. The weekday mid-day time period sees the highest utilization at 40% of the total spaces (on- and off-street) utilized.

On-Street:

The time-restricted spaces have a three times higher utilization rate than all other on-street parking, and are essentially full during the weekday evening and Saturday mid-day time periods. Conversely, the general on-street parking and unrestricted on-street parking saw higher utilization rates during the weekday mid-day than weekday evening and Saturday mid-day (on average, 35% versus 18%). There are minimal differences in the utilization rates of marked on-street spaces and permitted, but unrestricted spaces.

Off Street:

Commercial lots, those reserved for patrons of Downtown businesses, have the highest utilization rate at an average rate of 40%, followed by public lots at 35%. The lots that have high utilization rates include the alley lot behind St James Thrift shop between Hood Street & Main Street, the small lot next to Main Street Bistro, and the lot next to the B & O train exhibit on Main Street.



Weekday Midday (12:00pm-2:00pm)



Weekday Evening (5:00pm-7:00pm)



Saturday Midday (12:00pm-2:00pm)

KEY

- MARKED ON-STREET
- MARKED OFF-STREET
- NO PARKING
- 0%-25%
- 25%-50%
- 50%-75%
- >75%

- 0%-25%
- 25%-50%
- 50%-75%
- >75%

N

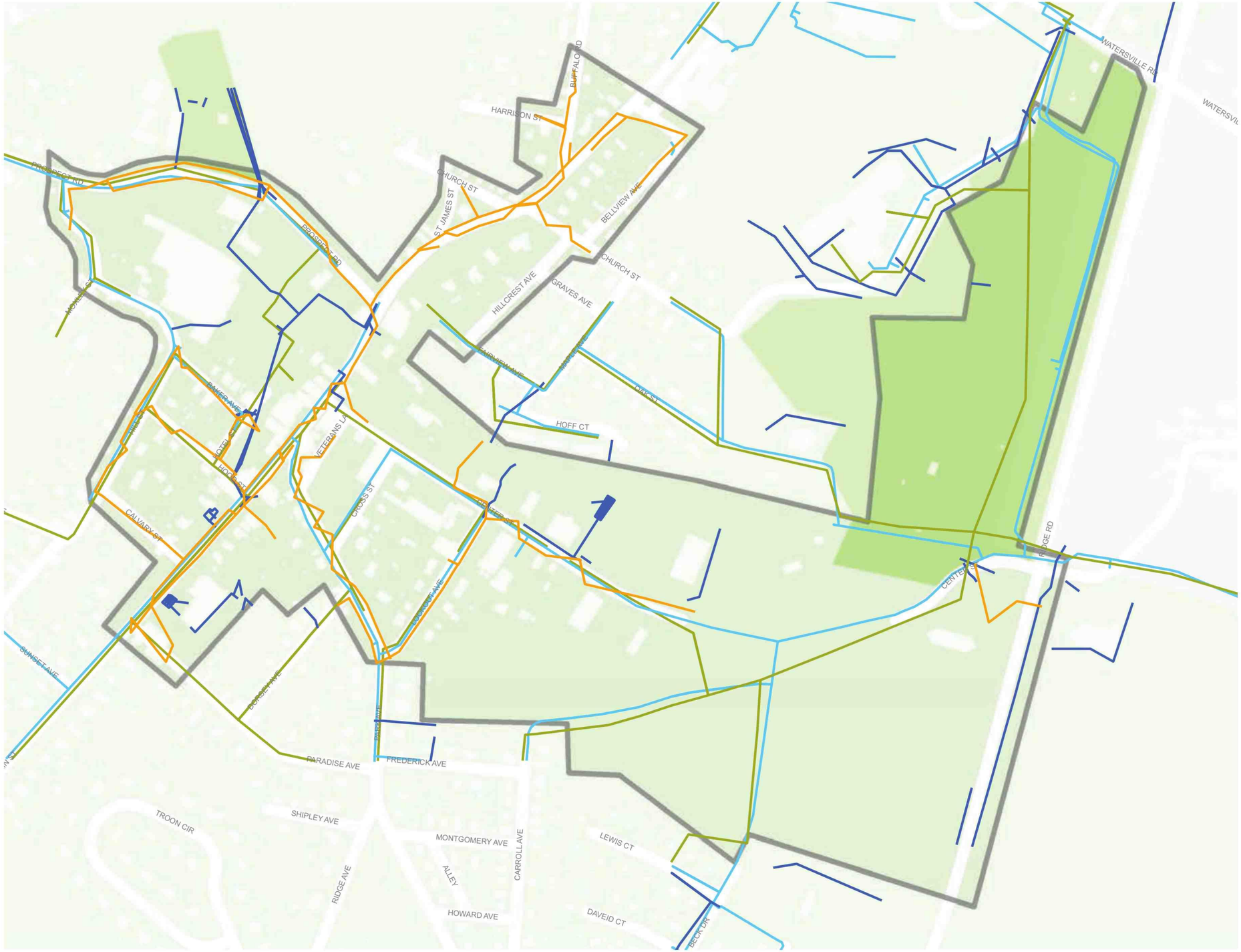
2.2 EXISTING CONDITIONS

UTILITIES

Sabra & Associates identified overhead utilities which would be impacted by the Plan recommendations. Main Street is characterized by densely-spaced overhead distribution, primary, secondary and communication lines. The joint poles along the southbound side carry the high voltage transmission lines as well as the primary and secondary lines. Communication lines are found on both sides of the street. There are a few instances where the primary and secondary lines cross over to the northbound side, however, the northbound side of Main Street primarily carries only the communication lines.

Notably, there are 3 transformers on the southbound joint utility pole approximately 100 feet north of Hood St, from which, higher voltage wires cross onto the northbound side to service the buildings there. Adjacent streets, Park Avenue and Center Street are all traversed by distribution, primary, secondary and communication lines with the wires crossing over from the eastbound and westbound side numerous times. The wires on these adjacent streets are not as densely-spaced as along Main Street.

Municipal underground utilities within the study area include water lines, wastewater lines and storm water facilities. There are over 43,000 feet of underground water lines, 38,000 feet of wastewater lines and over 22,000 feet of stormwater management drainage lines.



KEY

- OVERHEAD WIRELINES
- STORM WATER MANAGEMENT
- WASTE WATER
- WATER

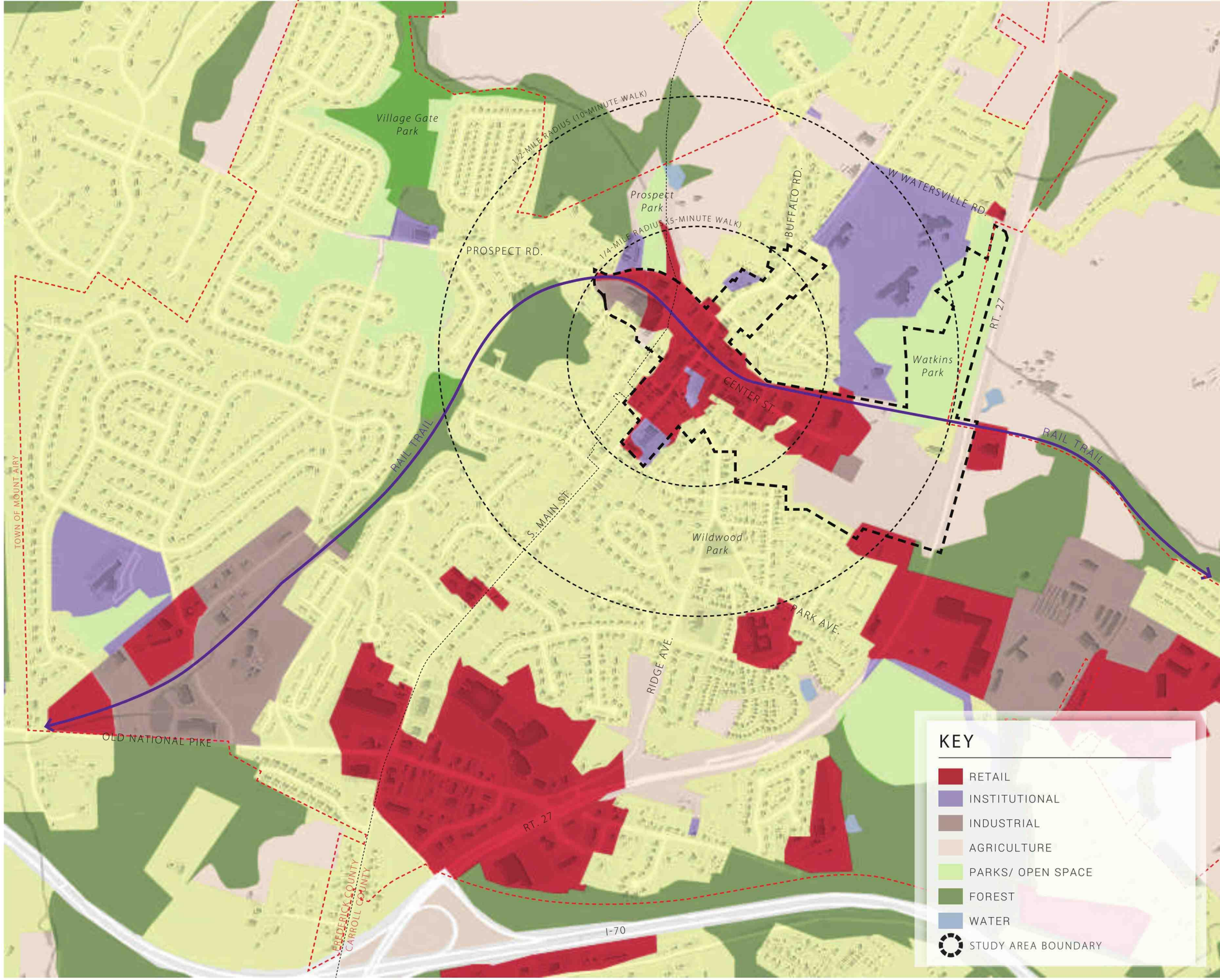
2.2 EXISTING CONDITIONS

LAND USE

This plan diagram shows the actual, current use of each parcel within and around the study area.

A majority of the study area is composed retail, residential, and agriculture land with a few industrial and institutional parcels distributed throughout the study area.

Recommendations for changes to the existing land uses to support the envisioned redevelopment can be found in Section 4 - Framework Plans and Focus Area Plans.



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2.2 EXISTING CONDITIONS

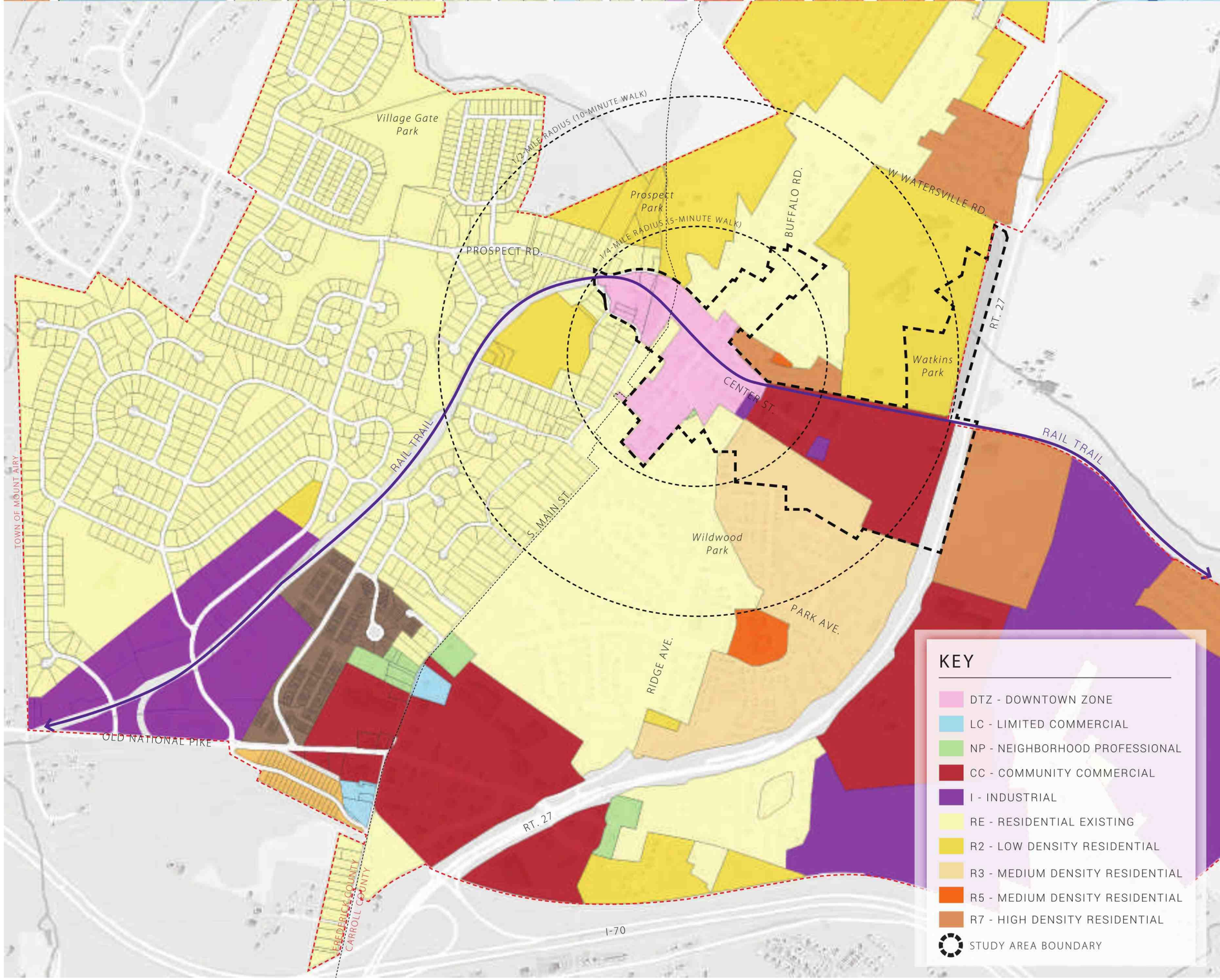
ZONING

This plan diagram indicates the current zoning of each parcel within and around the study area.

The western portion of the study area is centered around the historic downtown and is primarily identified as a Downtown Zone (DTZ), promoting a mix of uses. The eastern half of the study area, which is currently existing farmland, is defined as Community Commercial (CC) in an effort to encourage and promote mixed-use development along MD Route 27. Both the DTZ and CC zoning designations allow for a wide-range of mixed-use development. However, both categories prohibit elderly housing and/or assisted living facilities.

The remaining portions of the study area that are existing single-family homes and parkland fall under the zoning categories of Residential Existing (RE), Low Density Residential (R2), and Medium Density Residential (R3). All of these zoning categories permit single-family detached housing, some elderly housing and professional office by special exception, and prohibit all other uses.

Recommendations for changes to the existing zoning districts to support the envisioned redevelopment can be found in Section 4 - Framework Plans and Focus Area Plans.



KEY

✓ PERMITTED

✗ PROHIBITED

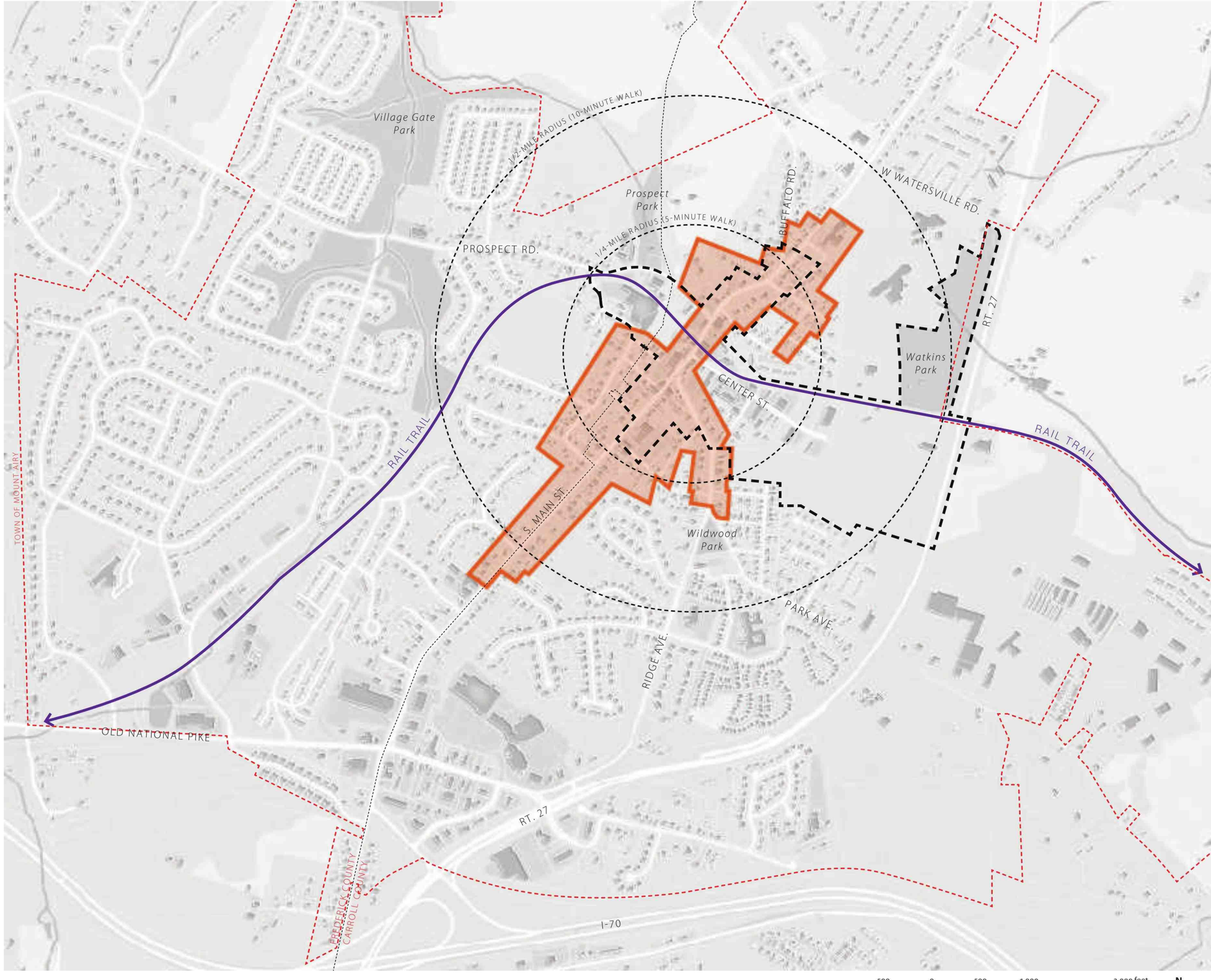
S SPECIAL EXCEPTION

	USES															*NOTES
	SINGLE-FAMILY DETACHED	SINGLE-FAMILY ATTACHED	APARTMENTS	ELDERLY HOUSING (SINGLE-FAMILY)	ELDERLY HOUSING (MULTI-FAMILY)	ASSISTED LIVING HOUSING	HOTEL	COMMERCIAL/ RETAIL	MIXED USE	PROFESSIONAL OFFICE	NONRESIDENT PROFESSIONAL OFFICE	GENERAL OFFICE	SHOPPING CENTER	INDUSTRIAL	
DOWNTOWN ZONE	✗	✓	✓	✗	✗	✗	✓	✓	✓	✓	✗	✓	✗	✗	-----
LIMITED COMMERCIAL	✓	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✗	-----
NEIGHBORHOOD PROFESSIONAL	✓	S*	S*	✗	✗	S	✗	✗	✓	✓	✗	✗	✗	✗	*Residential uses more dense than RE or R-2 zoning are special exception*
COMMUNITY COMMERCIAL	S*	S*	S*	✗	S	✗	✓	✓	S*	✓	✗	✗	S*	✗	*Residential uses, only in conjunction with commercial uses, are special exception; Mixed-Use is special exception in accordance with MXU-CC; Nonresidential uses under MXU-CC may be a maximum of 25,000sf of floor space per single user, or up to a maximum of 65,000sf with Planning Commission's consideration*
INDUSTRIAL	✗	✗	✗	✗	✗	✗	S	✓*	✗	✓	✗	✓	✗	✓	*Retail and commercial uses in excess of 65,000 square feet are permitted*
RESIDENTIAL EXISTING	✓	✗	✗	S	✗	✗	✗	✗	✗	S	S	✗	✗	✗	-----
R2- LOW DENSITY RESIDENTIAL	✓	✗	✗	S	✗	✗	✗	✗	✗	S	S	✗	✗	✗	-----
R3- MEDIUM DENSITY RESIDENTIAL	✓	✗	✗	S	S	✗	✗	✗	✗	S	S	✗	✗	✗	-----
R5- MEDIUM DENSITY RESIDENTIAL	✓	✓	✗	S	S	✗	✗	✗	✗	S	S	✗	✗	✗	-----
R7- HIGH DENSITY RESIDENTIAL	✓	✓	✓	S	S	✗	✗	✗	✗	S	S	✗	✗	✗	-----

2.3 ANALYSIS

HISTORIC DISTRICT

The National Register Boundary for the Mount Airy Historic District runs north-south along Main Street and includes residential and institutional buildings branching off several streets, including Church Street, Park Avenue, and Hill Street. Several notable buildings within the historic downtown are identified under the National Register of Historic Places, including the B&O Railroad Station and the F&M Bank.

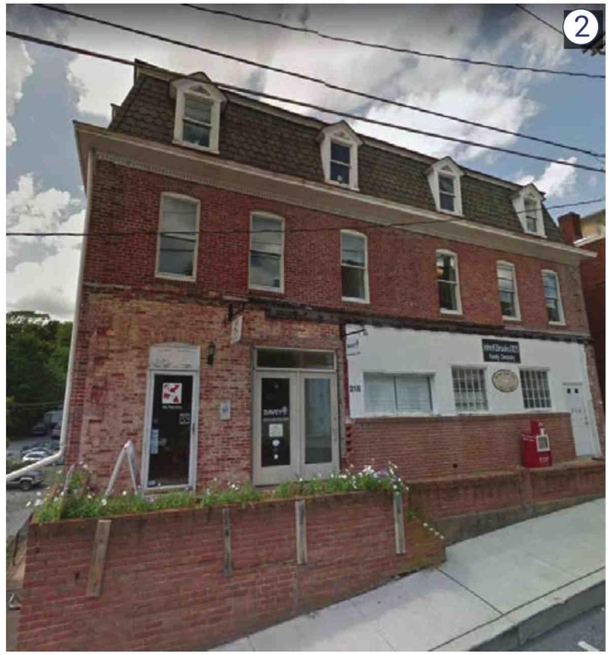


2.3 ANALYSIS

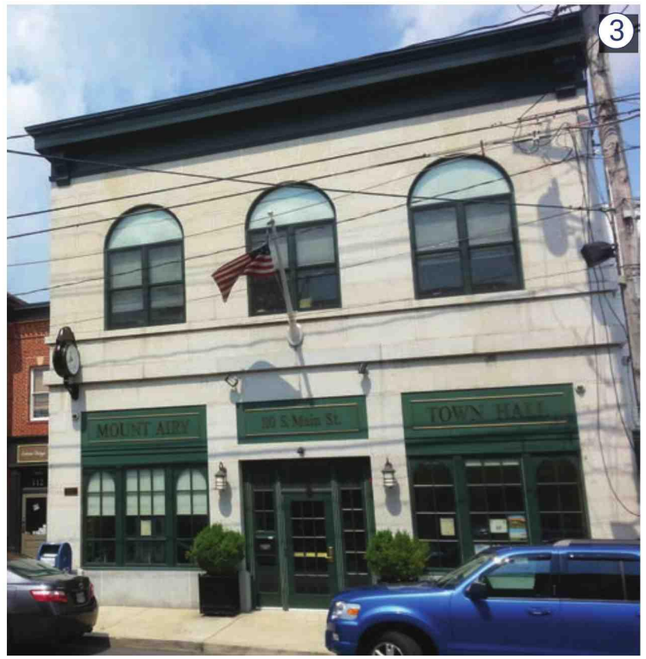
ARCHITECTURAL CHARACTER



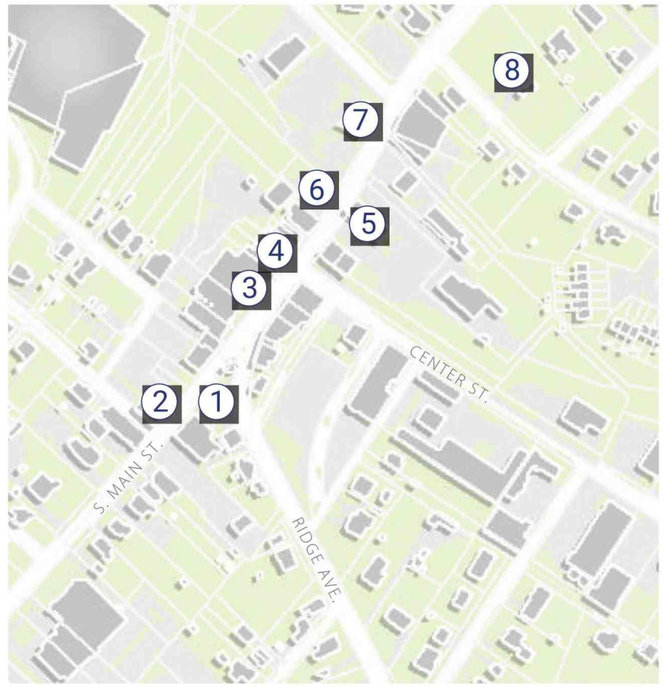
Flat Iron Building

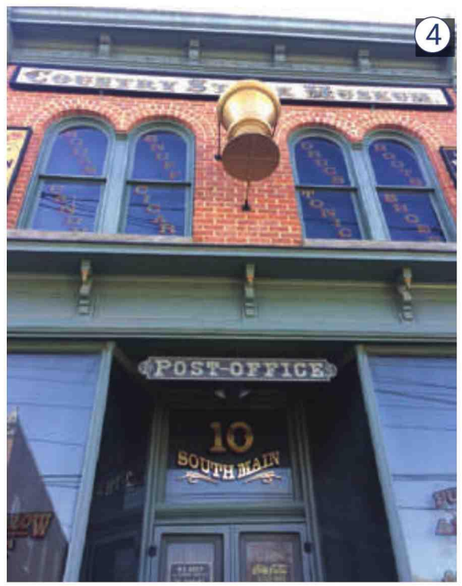


Notable building that served as lodging for railroad passengers and is identified in the National Register of Historic Places



Mount Airy's Town Hall





Example of a typical storefront reconstructed following a series of fires in 1903.



B&O Railroad Station, built in 1882, is identified in the National Register of Historic Places





The Classic Revival F&M Bank is identified in the National Register of Historic Places



One of the four large estate houses noted in the National Register of Historic Places for its Queen Anne architecture

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3.0 MARKET ANALYSIS

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3.1 MARKET ANALYSIS

OVERVIEW

An important component of any land use planning, zoning, public investment priority, or design effort is understanding the underlying market dynamics that shape the future potential of an area. A market study helps determine what types of development can be supported, the supportable density, the land uses that are market-driven, what assistance the public can provide to entice businesses to an area, and how to implement a vision for the future. The market study provides a quantitatively-sound approach for setting zoning and implementation policies for an area. The focus is on ensuring the public process and design principles focus on scenarios that are realistic and implementable.

A comprehensive assessment of the area's economic development potential was conducted by Duggal Real Estate Advisors at the start of the Downtown Mount Airy Vision Plan process, in Phase 1. The Market Study results, summarized in this section, outline the demand and feasibility for retail, restaurant, office, civic and cultural, and residential. The information indicates opportunities and projected program by use.

The full *Downtown Mount Airy Vision Plan Market Study* is available as a separate document, on file with the Town.



3.1 MARKET ANALYSIS

DEMOGRAPHIC AND ECONOMIC SUMMARY

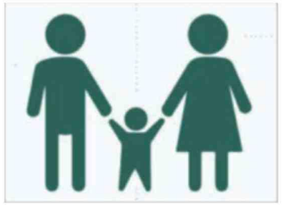
Mount Airy is located in Carroll and Frederick Counties and is at the intersection of four counties: Carroll, Frederick, Howard, and Montgomery. Compared to surrounding counties, Mount Airy's population is majority White, not Hispanic with approximately 50% of residents over the age of 25 having received either a Bachelor's or Graduate Degree. Another 25% of the town's population has attained some college experience. As for population by age, Mount Airy has the highest percentage of individuals under the age of 17 and the lowest percentage of people over the age of 65. This suggests that the Town of Mount Airy is attractive for younger households and families with children, with approximately 60% of current households making over $100,000 annual salary.

As for employment, Mount Airy consists of approximately 4,400 jobs. The three highest job categories in Mount Airy include Retail Trade (24%), Construction (19%), and Health Care and Social Services (16%). Overall, the four county area is anticipated to grow by approximately 10,000 jobs per year. Most of projected jobs are in Montgomery County closer to the I-270 corridor and inside the Beltway, and Howard County closer to Columbia, US 29, and the I-95 corridor.

Currently, Mount Airy consists of 3,000 households. Similar to employment and employment growth, the four county area is expected to grow in the next 15 years with approximately 7,800 new households annually. These projections create a significant demand for future housing.

With growth in employment (150,000 new jobs) and households (120,000 new households) until 2030, there is a strong indicator and justification for a development demand of multiple land uses.

	Employment 2015	2015-2030 Growth	Households 2015	2015-2030 Growth
Carroll County	73,063	7,825	61,325	8,675
Annual Growth	435	522	310	578
Frederick County	111,800	16,800	89,775	24,875
Annual Growth	2,621	1,120	995	1,658
Howard County	196,381	45,000	112,850	24,425
Annual Growth	3,000	3,000	1,620	1,628
Montgomery County	520,200	84,300	377,950	58,950
Annual Growth	1,985	5,620	4,175	3,930
Total Emp./Households	901,444	153,925	641,900	116,925
Total Annual Growth	8,040	10,262	7,100	7,795



50% of Mount Airy HH have kids



60% of Mount Airy HH make over $100,000 per year



88% of Mount Airy HH own their home

9% of HH moved last year



50% of Mount Airy HH have a Bachelors degree or higher

3.1 MARKET ANALYSIS

STUDY AREA ASSESSMENT

In addition to analyzing the existing demographic and economic trends, an assessment was conducted of Mount Airy's defining characteristics. The matrix to the right highlights the strengths and challenges that came out of this study. The following summary lists the primary outcomes:

- Mount Airy has a strong regional location, located along I-70 between Frederick and Baltimore. It also has relatively good access to the District of Columbia via MD-27 (Ridge Road) and I-270.
- Downtown Mount Airy is attractive, with well-kept buildings. The historic nature of the Town makes it unique and authentic.
- The topography presents some challenges, but for the most part, is a strength for the Downtown as it presents interesting views and visual interest.
- The main challenges associated with the Downtown area from a market perspective is the lack of visibility and low traffic counts. These items make it very difficult for retail to succeed.

Characteristic	Strengths	Challenges
Access to Jobs	• Relatively strong regional access to jobs along I-70, primarily in Frederick and Baltimore.	• Not a significant amount of local jobs. Households in the area need to commute to work.
Transit Proximity/Quality	• None	• Not located near any transit lines.
In "Path of Growth"	• Located along I-70, somewhat in the path of growth outside of Frederick.	• Mount Airy is still outside of the areas of growth for Frederick and Carroll Counties.
Retail – Convenience & Services	• Close to retail located along Ridge Road (Route 27), Old National Pike, and South Main Street.	• The downtown area is not walkable to the main concentrations of retail in Mount Airy.
Retail - Restaurants	• There are a number of restaurants in downtown Mount Airy, as well as many restaurants closer to I-70.	• Due to the location, it may be challenging for restaurants to succeed in the downtown.
Walkability	• Downtown is walkable, historic, and charming.	• Somewhat hilly for people with mobility problems. Walk Score of 52.
Open Space/ Recreation	• Within walking distance of Prospect Avenue Park, Watkins Park, Wildwood Park, and Mount Airy Dog Park.	• None.
Visibility	• None.	• Not located along a major road. Hard to get to from I-70.
Aesthetic Quality of Land Uses	• Very attractive buildings and street.	• Some of the properties area vacant.
Perception of Area	• Strong perception of downtown Mount Airy as a historic town.	• Perception that parking is bad.
Schools	• Excellent schools in both Carroll and Frederick Counties.	• None.
Safety	• Perceived as safe. Mount Airy is safer than 76% of U.S. cities. The violent crime rate per 1,000 residents is 0.75 compared to 4.72 in Maryland.	• None.

3.1 MARKET ANALYSIS

DOWNTOWN CORE ASSESSMENT BY LAND USE

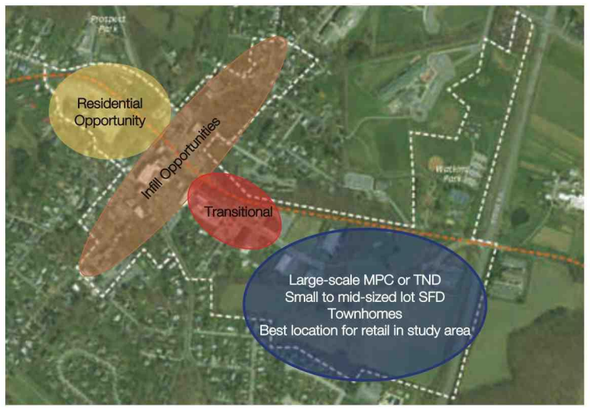
Defining characteristics specific to the Downtown core of Mount Airy (in contrast to the portion of the study area closer to MD-27) were also assessed. The following matrix organizes the primary strengths, challenges, opportunities, and threats by land use to determine opportunities for the historic core.

Land Use	Strengths	Challenges	Opportunities	Threats
Office	• The historic downtown would be a good location for small, professional services firms, service providers, and other small firms.	• Not close to a major employment center. • Poor visibility and access. • Not located along a major road.	• Niche opportunities for small firms.	• Limited job growth in Mount Airy produces limited demand for office. • Other locations along I-70 are more desirable for office than downtown Mount Airy.
Retail	• The historic buildings are attractive to certain types of retailers (such as antiques, restaurants, services, etc.). • The existing retail businesses, for the most part, seem to be doing well. Many of the businesses do not rely on drive-by traffic to succeed.	• Retail tends to like to locate in areas with high visibility and traffic counts. Downtown Mount Airy has neither one. • Other areas in Mount Airy are far more attractive to retail tenants than downtown due to location.	• Build on the current brand. • Re-engage the downtown business community. • Enourage other non-traditional land uses (day care, karate, pottery making, civic, etc.). • Focus on area along Ridge Road.	• New product being built outside of the downtown core could further erode the downtown retail.
For-Sale Residential	• Historic downtown lends authenticity and charm to for-sale residential product. • For-sale residential is less dependent upon location than other types of land uses. • Great schools.	• Not walkable to retail for daily needs (grocery, services, dry cleaners, etc.)	• Create a walkable, mixed-use community along Ridge Road. • Provide additional users for the retail and downtown champions.	• Rumors of school closings could impact the demand for for-sale housing.
For-Rent Residential	• Historic downtown lends authenticity and charm to for-rent residential product. • Great schools.	• Not close to employment centers. • Not a location young professionals (typically a large renter population) typically choose.	• Very limited new supply in Carroll County. With good timing, could capture pent up demand.	• Very small demand pool. • If another apartment project is constructed in the area, it would take the demand that might located in the downtown area.

3.1 MARKET ANALYSIS

STUDY AREA OPPORTUNITIES BY LAND USE

Existing demographic and economic trends were analyzed in combination with Mount Airy's defining characteristics to determine development opportunities for residential, retail, and office uses throughout the study area. The following matrix outlines the market potential and level of opportunity for each of these land uses.



	For-Sale Residential	For-Rent Residential	Retail	Office
Overall Market Strength	Strong – local communities experiencing strong sales, likely to continue to improve	Moderately Strong – Significant new construction with strong demand. Potential for oversupply	Moderately Strong – While fundamentals are strong, future for retail is uncertain	Improving – Still a high vacancy rate, and overbuilding in suburban locations
Downtown Suitability	XXXX	XXXX	XXXX	Large office: X Locally serving office: XXX
Location within Downtown	SFD – Near Ridge Road TH – Anywhere Condo – Main Street area	Main Street area or as part of a project near Ridge Road	Main Street: Small, local shops and restaurants Ridge Road: Neighborhood shopping	Main Street: small offices (accountants, consultants) Ridge Road: Same, some health care
Target Market Audience	SFD – Families TH – Singles, Couples, Families Condo – Singles, Couples	Young and old singles and couples. Families in transition (moving, divorce, etc.)	Main Street: Locals and tourists Ridge Road: Locals	Household-based services (medical, insurance, real estate) and locally growing firms
Product	Small to mid-lot SFD Townhomes Condo as second story use	Garden-style	Main Street: Infill existing Ridge Road: Neighborhood center in town center format	Main Street: Infill existing Ridge Road: Office integrated into retail center
Opportunities	Help bring additional people downtown with residential	Very little rental product in Mount Airy or surrounding area	Continue to meet needs of growing resident based. Potentially stop some leakage and take demand from older properties	Continue to meet needs of growing resident based. Potentially attract non-household driven users
Level of Opportunity	SFD: XXXX TH: XXXX Condo: X	XX	Main Street: X Ridge Road: XXX	Large office: X Locally serving office: XX

KEY

XXXX HIGH LEVEL OF OPPORTUNITY

XXX MID-HIGH LEVEL OF OPPORTUNITY

XX LOW-MID LEVEL OF OPPORTUNITY

X LOW LEVEL OF OPPORTUNITY

3.1 MARKET ANALYSIS

PROJECTED OPPORTUNITY SUMMARY

The market assessment results outlined the impacts, needs, and feasibility for retail, restaurant, office, civic and cultural, and residential growth in Mount Airy. The Land Use Opportunity Matrix summarizes the development potential for each of these uses within the downtown core and along MD-27. The market demand for each land use is discussed in greater detail on the following pages and guided the planning and implementation strategies that are identified in *Section 4.0 - Recommendations*.

LAND USE OPPORTUNITY MATRIX (Annual Absorption Rate*)

USE	ANNUAL ABSORPTION RATE (DOWNTOWN)	ANNUAL ABSORPTION RATE* (MD-27)
RETAIL	**11,400 Additional SF** Estimated current square footage is 52,000 SF; Total market capture is approximately 63,400 SF	**90,000 SF*** **(Projected over a 5-year period)**
RESTAURANT	**11,500 Additional SF** Estimated current square footage is 11,500 SF; Total market capture is approximately 23,000 SF	
OFFICE	**-22,900 Additional SF** Estimated current square footage is 42,500 SF; Total market capture is approximately 19,600 SF	**3,000 - 4,000 SF per year**
CIVIC + CULTURAL	**0 Additional SF** Estimated current square footage is 9,200 SF; Total market capture is approximately 9,200 SF	
RESIDENTIAL	**For-Sale Residential: 24-36 Single-Family Detached** **7-26 Single-Family Attached** **For-Rent Residential: Up to 60 units**	

**The projected absorption rate for retail and restaurant along MD-27 is assumed over a 5-year period; Not based on annual absorption*

3.1 MARKET ANALYSIS

MD-27 - COMMERCIAL OPPORTUNITY

Development along MD-27 has the opportunity to support a mix of uses, with commercial uses that are different and unique from the tenants along Mount Airy's Main Street. The demand along MD-27 has the potential to attract more national or regional tenants, creating a distinct market that should not compete with Downtown Mount Airy, but rather complements and serves a larger population from the surrounding area.

RETAIL

There is approximately 90,000 square feet of retail demand in this location for the next five years. Of the 90,000 square feet of retail, utilizing a typical demand model, approximately 40,000 square feet would be for a grocery store. Given the high number of grocery stores in the area, the grocery store is primarily based upon household growth within a 10 mile ring of the property.

OFFICE

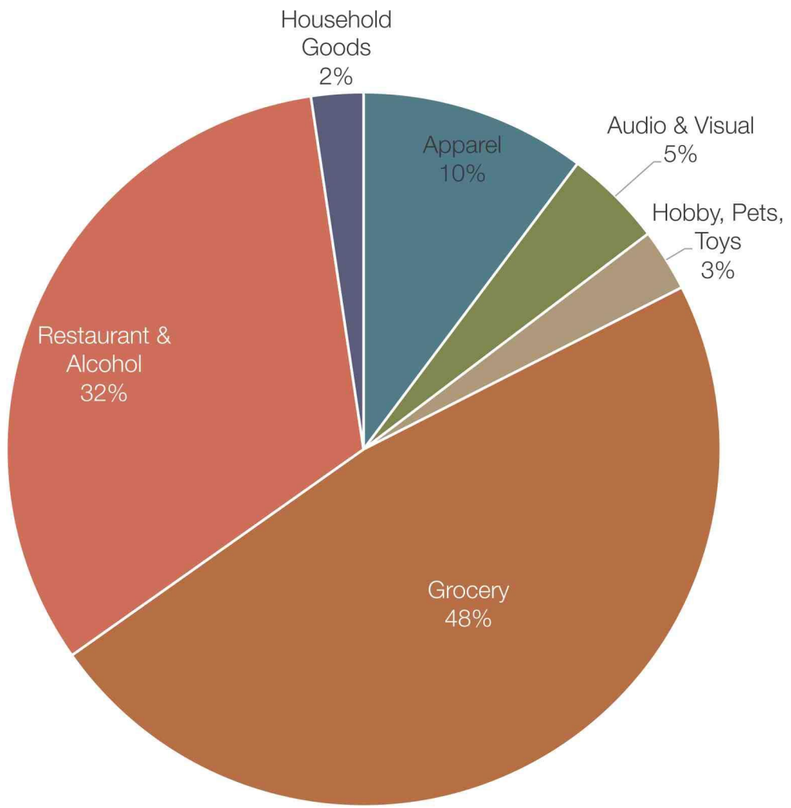
The market for office in Mount Airy has primarily been driven by locally-serving office users such as insurance agents, real estate agents, medical, and tradespeople (plumbers, electricians, etc.). This is unlikely to change. Many of the office users in Mount Airy occupy retail space. This is an appropriate way to keep occupancy high in retail centers, but not the best way to create a "sense of place" since these types of users do not create a lot of walk-in traffic.

The demand for future space is likely to be between 3,000 and 4,000 square feet per year, but developed in phases (as buildings are constructed).

Specific retail and office opportunities were identified (shown in the charts to the right) as part of the market analysis to determine sectors that may be attractive to future development along MD-27.

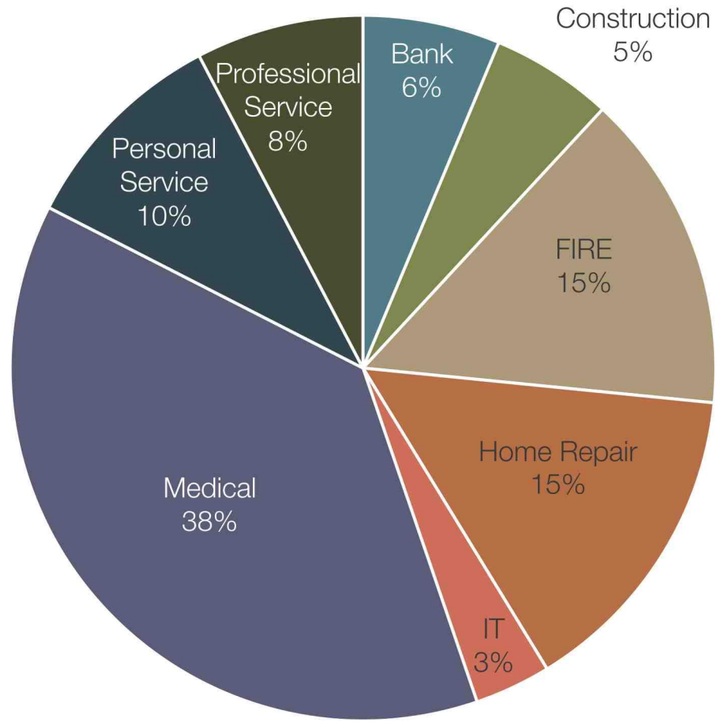
RETAIL OPPORTUNITIES

Potential Store Types Based upon Demand



OFFICE OPPORTUNITIES

Current Office User Business Breakdown in Mount Airy



FIRE = Fire, Insurance and Real Estate

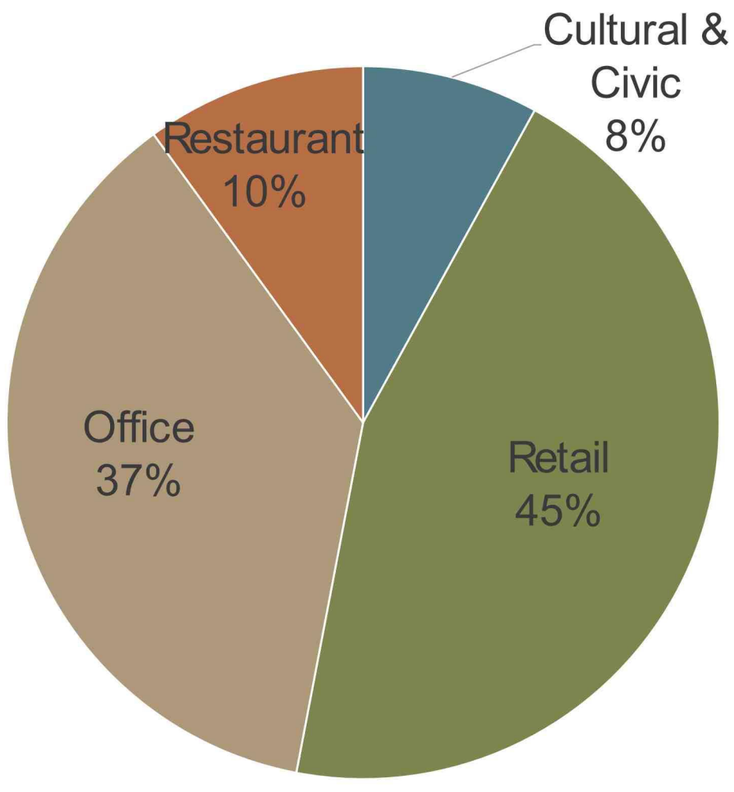
3.1 MARKET ANALYSIS

DOWNTOWN CORE - COMMERCIAL OPPORTUNITY + RECOMMENDATIONS

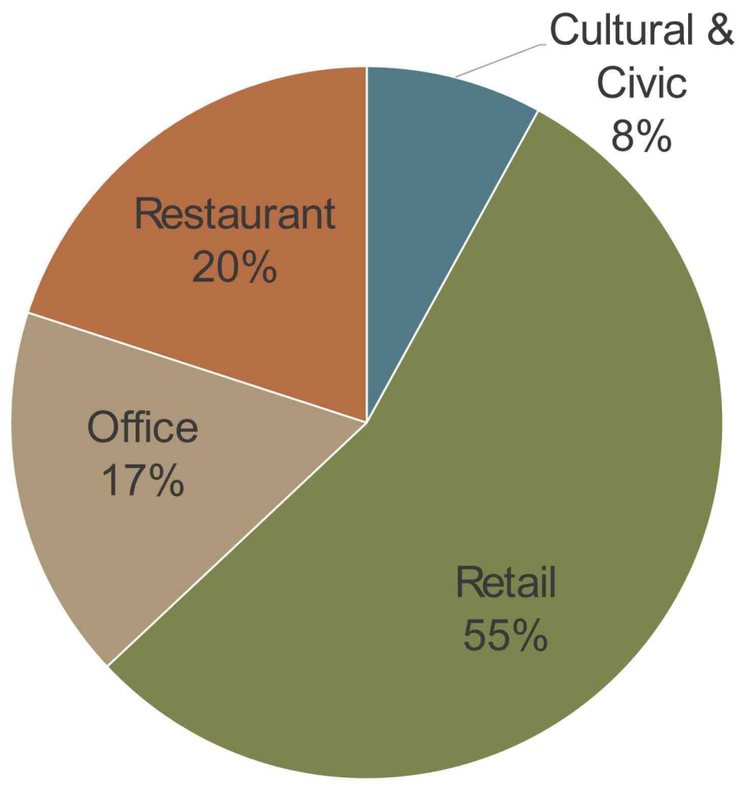
In Downtown Mount Airy, 45% of the storefronts (i.e., ground-floor commercial space) are "Non-Active", with office, service, or civic uses occupying the available space (as shown in the chart to the left below). Only 55% are "Active" storefronts, with retail and restaurant uses occupying the available space. For a dynamic, engaging main street experience, ideally, 75% should be "Active" storefronts, with less than 10% as Office (however, this reduction in Office may not be achievable).

A realistic recommendation for Downtown Mount Airy is a redistribution of uses (as shown in the chart to the right below) to increase Retail to 55% and Restaurant to 20%, with the Office reduced by about half. Cultural and Civic uses should remain at 8%.

DOWNTOWN CURRENT USE



DOWNTOWN VISION USE



3.1 MARKET ANALYSIS

DOWNTOWN CORE - RESIDENTIAL NEEDED TO SUPPORT DOWNTOWN COMMERCIAL

Additional retail uses throughout the Mount Airy study area would require more residential households and workers to support it, or, a higher capture of existing household and worker expenditures.

Each household in Mount Airy supports roughly 60 square feet of retail and 15 square feet of restaurants. Most of that square footage is not in Downtown.

The following chart shows the current distribution of uses in Downtown, the recommended ("Vision") distribution of uses, and the approximate number of new households required to support the increase in retail and restaurant square footage.

	Estimate Current SF	Vision SF	Difference	Est. Current SF/HH Spent in DT	New HH "Needed"	Recommendations
Retail	52,000	63,400	11,400	15	760	• 2,300 is unrealistic • Work on increasing the amount of $ existing households spend in DT • Continue to draw from a larger area • More restaurants & retail help increase capture • Combination of new households & increase capture • Encourage non-traditional retail (karate, pottery making, fitness, pet grooming, etc.)
Restaurant	11,500	23,000	11,500	5	2,300	
Office	42,500	19,600	-22,900	n/a	n/a	
Civic & Cultural	9,200	9,200	0	n/a	n/a	

3.1 MARKET ANALYSIS

RESIDENTIAL: FOR-SALE OPPORTUNITY

The study area is well-suited for for-sale residential development. Mount Airy has a good amount of for-sale product, some of which is new. Generally, areas that are attractive for for-sale housing are those that are close to other residential areas, have tree cover or other natural features, are large enough to accommodate a residential development of scale, and are near services and amenities. The study area meets many of these features. Therefore, there is an opportunity to provide smaller single-family detached product.

However, there is not a strong opportunity for a large or medium-sized for-sale condominium project in the study area. This is due to the very small number of condominium units sold in the two-county area, the affordability of other product, and the lack of an urban character. There could be an opportunity to provide a few for-sale condominiums along Main Street over retail or potentially in a development along MD-27.

The evaluation of pricing for the study area was based upon product currently selling in the market. New product selling in Mount Airy appears appropriately priced for the area, and therefore, future product in the study area would be similar.

The price ranges, sizes, and absorptions provided are of a general nature, and any specific site could do better or worse than the projected average.

Land Use	Annual Absorption Potential	Potential Size Range (SF)	Potential Price Range	$/SF Range	$/SF Avg.
Single-Family Detached	24-36	1,500-3,500	$425,000-$525,000	$150-$210	$200
Townhomes	7-26	1,300-2,500	$275,000-$350,000	$140-$211	$176

3.1 MARKET ANALYSIS

RESIDENTIAL: FOR-RENT OPPORTUNITY

There is a moderate opportunity to provide rental apartments in the study area. The demand is fairly small and Mount Airy does not the have the type of employment or entertainment area that attracts market-rate apartment dwellers.

However, there have been no new apartments delivered in Carroll County since 2001. The only new apartments that have been developed since then have been concentrated near the City of Frederick or Urbana. Mount Airy does not currently compete with these two cities for renters.

If new apartments are provided within the study area in the near term, they should be integrated into a mixed-use project or within the Downtown core fabric to create a strong sense of place. Undeveloped land along MD-27 creates the opportunity for future investment and employment generation. As a result, there could be a potential demand for additional stand-alone, market-rate apartments.

The pricing provided for future apartments in the study area is generally below new apartment projects in Frederick, and above older, close-by product. Since there is no specific project planned or location chosen within the study area, a range of potential rents have been provided. Rents at a new rental project in Mount Airy would likely fall within this range.

Land Use	Annual Absorption Potential	Potential Size Range (SF)	Potential Rent Range	$/SF Range	$/SF Avg.
Apartments	Up to 60	750-1,300	$1,200-$1,600 (Low) $1,300-$1,750 (High)	$1.23-$1.60 $1.35-$1.80	$1.42 $1.57

4.0 RECOMMENDATIONS

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4.1 OVERVIEW

The recommendations are organized into three components: *Guiding Principles, Framework Plans,* and *Focus Area Plans*. The material in this section takes into consideration the Phase 1 analysis and the public input received throughout the project.

The Guiding Principles identify overarching, best practices for achieving a more successful and sustainable built environment. These principles have been targeted as essential strategies for improving Mount Airy. They should be used to guide zoning modifications, streetscape and transportation improvements, and new development throughout the area.

The Framework Plans encompass the entire study area and aim to keep the larger scale of the Town and its surrounding context in mind. The Framework Plans help to create an interconnected and coordinated approach for the recommendations and inform the design of the Focus Area Plans.

The Focus Area Plans then detail several portions of the study area that are well-positioned for growth or redevelopment based on the location, current use, and surrounding development. For each, detailed development scenarios are shown, accompanied by recommendations that support the vision for a more vibrant, cohesive community.

The Focus Areas are:

- Focus Area 1: Downtown Main Street
- Focus Area 2: Flat Iron Building Site
- Focus Area 3: Center Street and Rail Yard
- Focus Area 4: Beck Property

In addition to the noted Focus Areas, parking strategies and streetscape recommendations for Downtown Mount Airy can also be found on the following pages.

A specific action matrix for each of the recommendations can be found in *Section 5.0 - Implementation*.

DISCLAIMER: This Vision Plan is meant to provide conceptual ideas for the development of properties, in order to set forth a general vision only. It is not intended to depict every requirement under the Town Code or other applicable standards for any development. Every development plan must follow standard design reviews by the Town/County and meet the applicable requirements, including but not limited to parking, stormwater management, open space, or forest conservation requirements, even if not described or depicted in this Vision Plan.



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

4.2 GUIDING PRINCIPLES

The Downtown Mount Airy Vision Plan Guiding Principles establish appropriate criteria to influence future development. These principles incorporate strategies for creating a thriving, cohesive community that better serves its residents and visitors. The Guiding Principles for Mount Airy include:

1. Announce Identity
2. Create Walkable Centers
3. Integrate a Mix of Uses
4. Strengthen Building Frontage
5. Establish Open Space Amenities
6. Promote Complete Streets

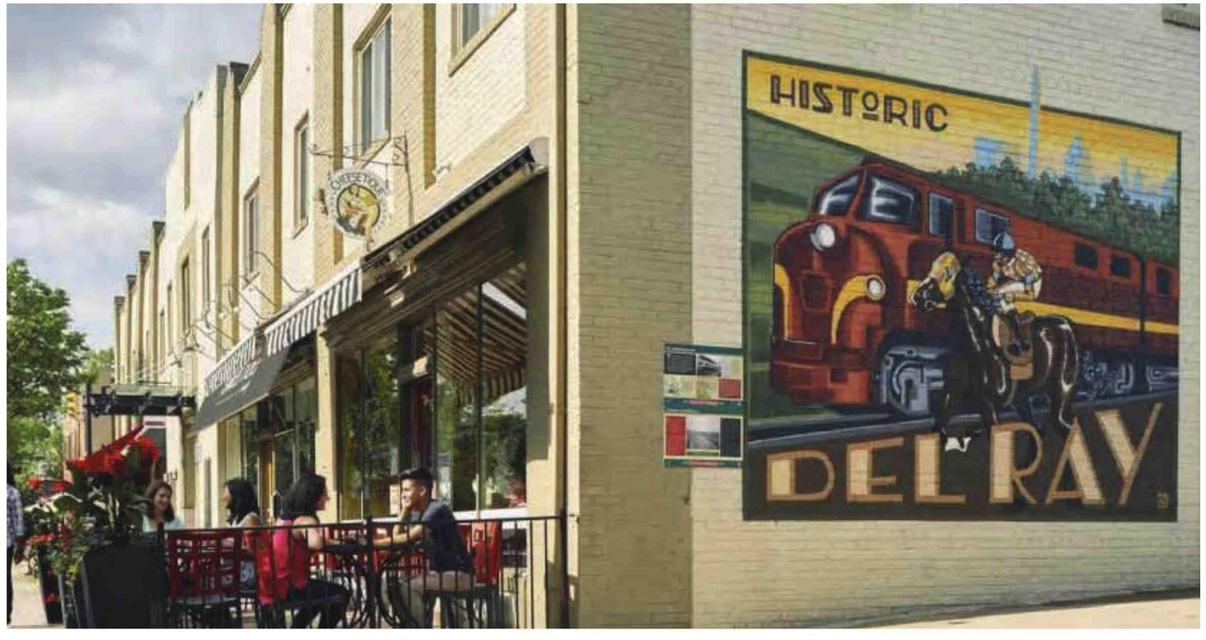
1. ANNOUNCE IDENTITY

- Establish and celebrate an authentic identity and welcome visitors, building on Mount Airy's history and culture
- Establish gateway markers to announce arrival at key perimeter locations (i.e., at primary entry points into Downtown)
- Can be organized as a series of elements with a hierarchy of scales to address vehicular, bicycle, and pedestrian arrivals. Elements may include archways spanning over Main Street or gateway monument signage; banners on street lights; pedestrian directories; and murals. While elements may vary, a consistent aesthetic is critical.









Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

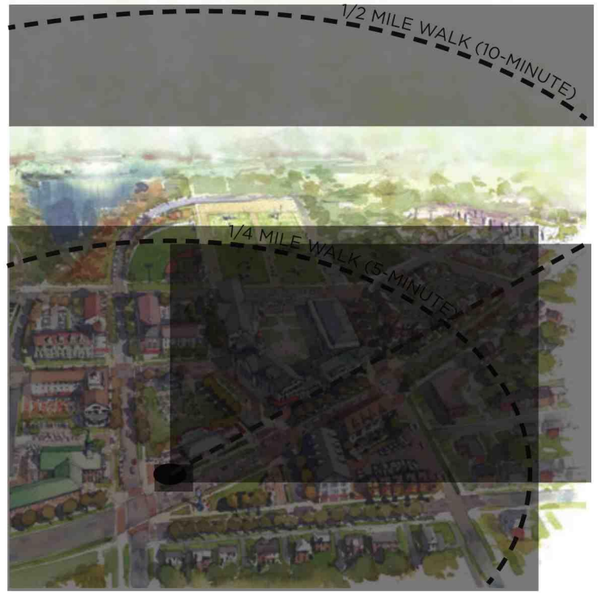
4.2 GUIDING PRINCIPLES

2. CREATE WALKABLE CENTERS

» Provide a mix of uses within a walkable area
  - 1/4 - Mile Walking Radius = 5-Minute Walk
  - 1/2 - Mile Walking Radius = 10-Minute Walk

» Create distinct and complementary centers at Main Street and MD Route 27

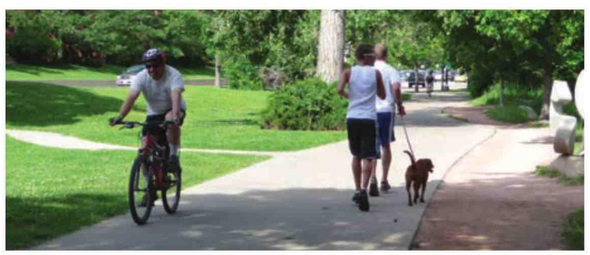




3. INTEGRATE A MIX OF USES

» Provide for a wide-range of uses and amenities that benefit and attract the broader community
» Encourage more compact, high-quality development within walking distance to homes, workplaces, services, and other destinations
» Promote walkability and bicycling
» Promote accessibility and allow for aging in place
» Concentrate active, mixed uses within the Downtown core and near MD Route 27, in the two distinct and complementary centers









Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

4.2 GUIDING PRINCIPLES

4. STRENGTHEN BUILDING FRONTAGE

- » Encourage infill development that respects the existing frontage patterns within the Downtown core
- » Screen parking from primary streets and public spaces
- » Locate building entrances along primary streets and provide easy access and wayfinding for all users
- » Require new development (near MD Route 27 and in other areas) to have active streetscapes with buildings fronting primary streets

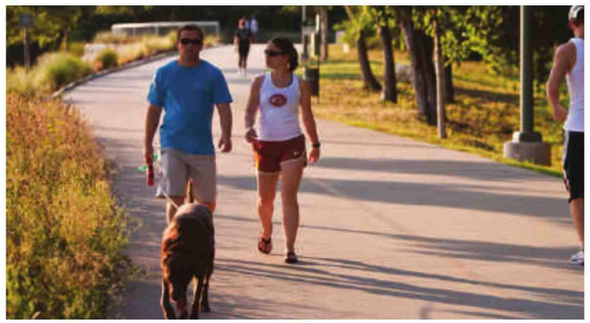






5. ESTABLISH OPEN SPACE AMENITIES

- » Incorporate a spectrum of passive and active open spaces to serve a broad base of users
- » Promote an active lifestyle at all stages, by providing family-friendly outdoor activities and integrated accessible features and facilities
- » Distribute open spaces to encourage daily use and access by walking and bicycling
- » Require new development to provide a variety of appropriately-scaled open spaces and provide connections to the trail network. For proper town-scaled development, open space should equate to approximately 5-8% of the developable land area and generally be in the form of squares (1/2-2 acres; 100' wide min.), greens (1/4-2 acres; 30' wide min.), pocket parks (1/16-1/8 acre; 20' wide min.), plazas (1/8-1 acre), mews (30' wide min.), and pedestrian passages (12' wide min.).











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4.2 GUIDING PRINCIPLES

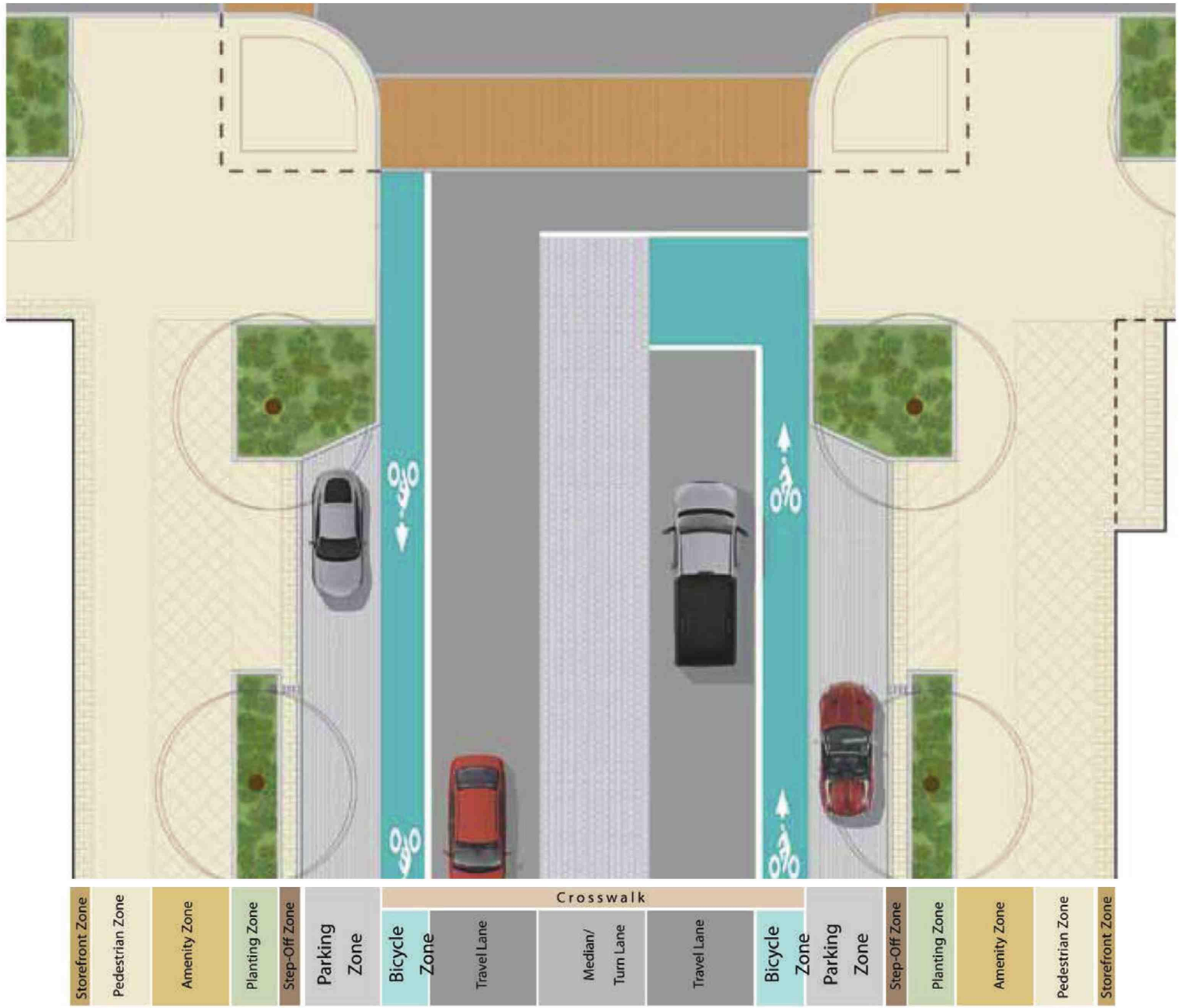
6. PROMOTE COMPLETE STREETS

Complete Streets are streets that provide safe and convenient accommodation to all potential users, including pedestrians, cyclists, and drivers alike. Complete Streets recognize that crossing the street, walking to shops, and cycling to work or for recreation are equally important to driving. A network of Complete Streets, together with necessary physical, design, and visual elements, will enable Downtown to be safer, more livable, and welcoming to everyone. Sustainable design elements including stormwater management, native planting, sustainable materials, and efficient lighting contribute to the overall comfort, safety, and natural resource benefits that are part of Complete Street design.

- » Incorporate bicycle and pedestrian facilities (e.g., accessible, passable sidewalks, curb ramps, bike racks, lighting, etc.)
- » Integrate stormwater management
- » Improve the existing streetscape in the Downtown core to promote safe, comfortable, and convenient access for all users
- » Require new development (near MD Route 27 and in other areas) to design new streets to meet the Complete Streets principles and enhance and expand the pedestrian, bicycle, and vehicular networks



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4.3 FRAMEWORK PLANS

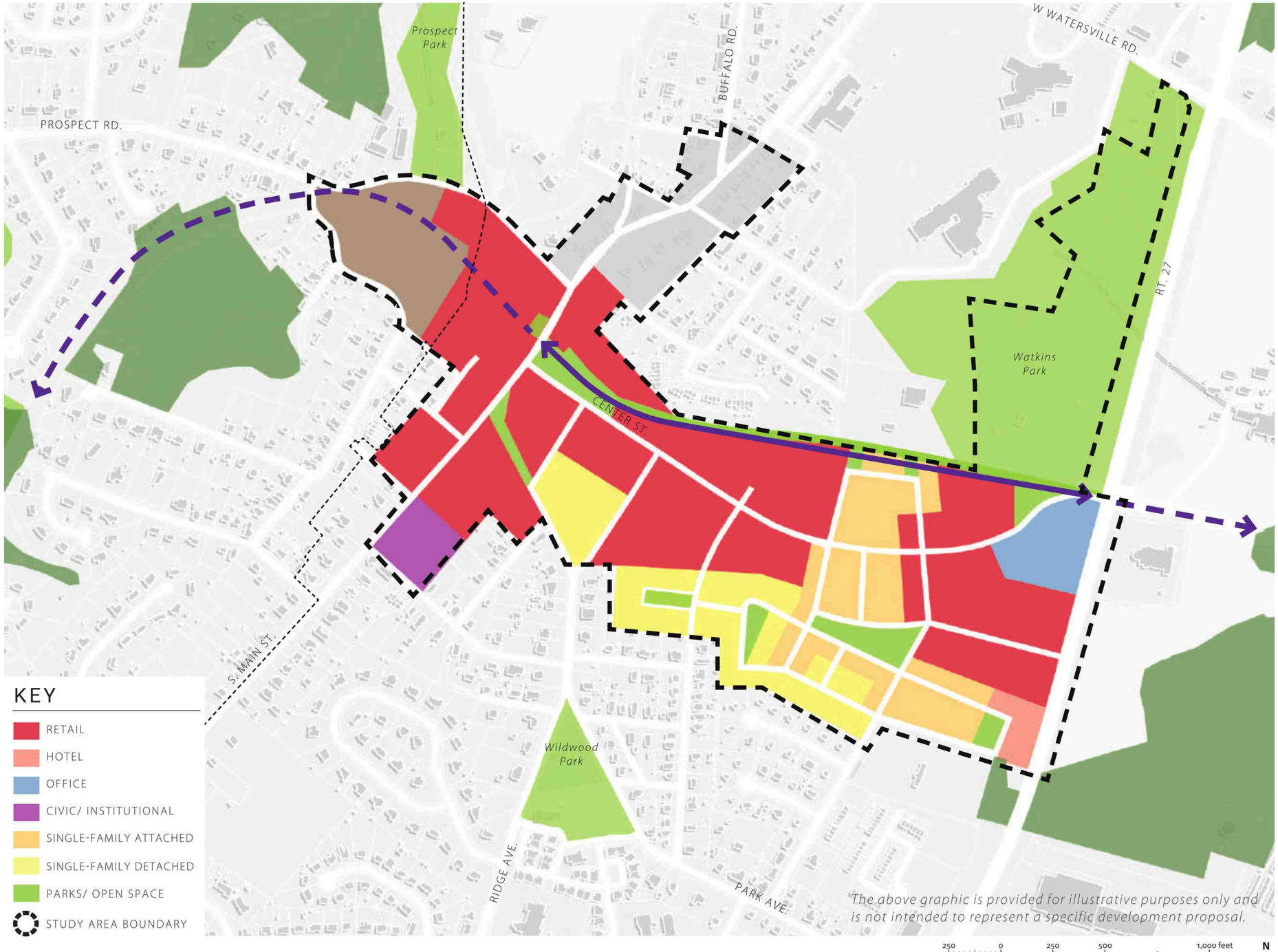
LAND USE

A majority of the study area consists of existing commercial within Downtown Mount Airy to the west and undeveloped agriculture land associated with the Beck property to the east along MD Route 27.

Infill development within the Downtown core and complimentary development on the Beck property near MD Route 27 are recommended. All new development should establish or enhance the mix of uses, activities, and services to meet the needs of residents, employees, and visitors. Low to medium-density development is encouraged within walking distance or a quarter-mile of the Downtown core and MD Route 27. While it is important to optimize density, new development along the edges of these two target areas should transition appropriately to adjacent development patterns. Surface parking should be regulated and to the rear or sides of buildings. Structured parking is encouraged where and if feasible to maximize the potential of available land for development.

The proposed land use recommendations for the study area include:

- Concentrate mixed-use development within Downtown Mount Airy and adjacent to MD Route 27 to create vibrant and active development centers that attract residents and visitors
- Provide a mix of housing options; Locate multi-family residential adjacent to retail cores; Incorporate townhouses and single-family dwellings to transition from new, multi-family residential to the existing, surrounding single-family lots
- Explore and allow for office and hotel redevelopment opportunities along MD Route 27
- Maximize land for redevelopment by consolidating surface parking into structured parking garages where and if feasible
- See Section 5.2 Action Matrix, page 88 for revisions to existing Zoning



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4.3 FRAMEWORK PLANS

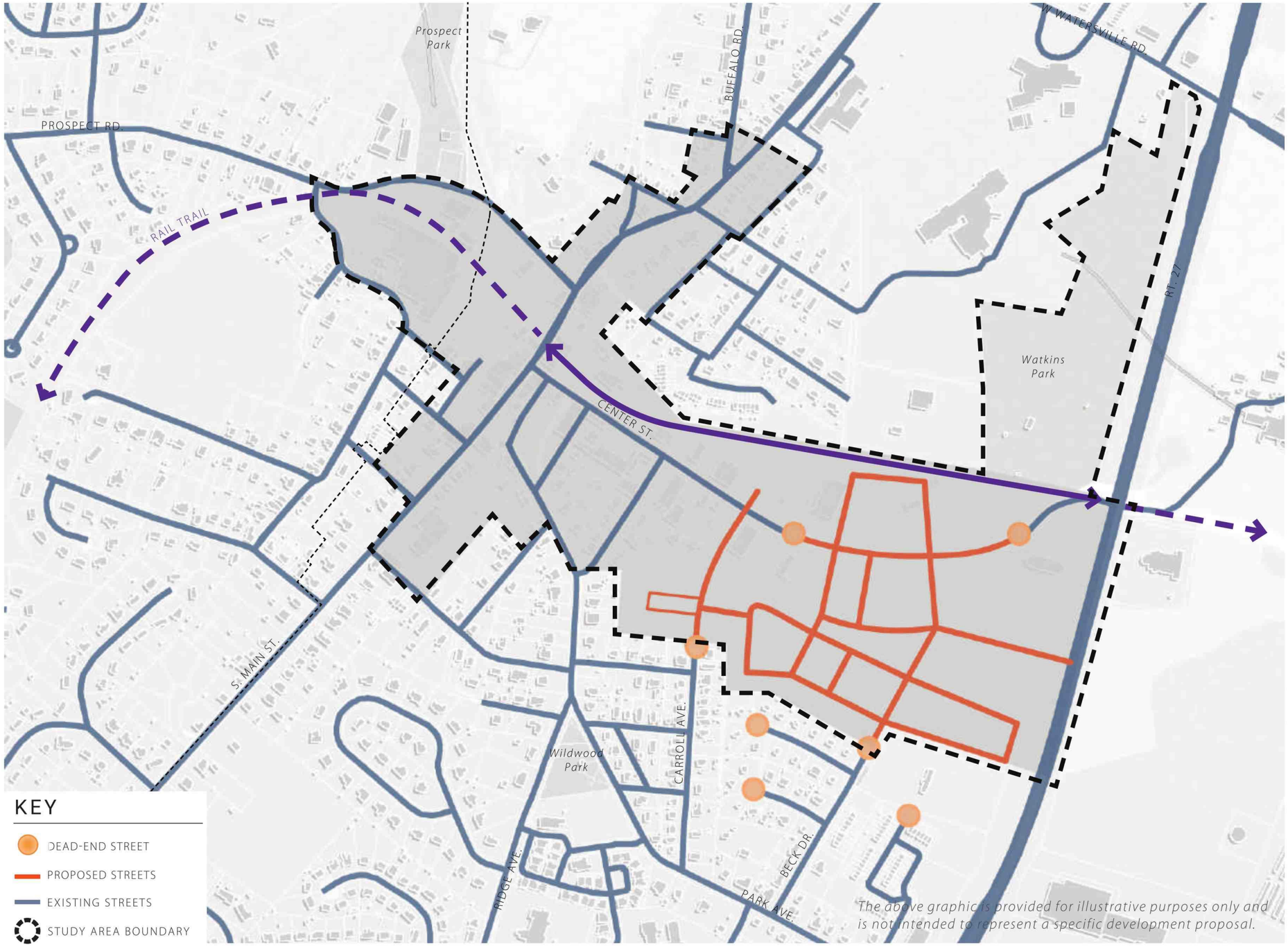
COMPLETE STREETS AND CONNECTIVITY

Access to Downtown Mount Airy and movement throughout the study area is challenged by a lack of connected streets, pedestrian accessibility, and wayfinding. A connected street network is proposed to provide greater access via more direct routes and increase overall network efficiency. The proposed street framework seeks to improve the current street/block pattern by scaling blocks for mixed-use development, eliminating dead-end street conditions, and adding streets to support walkable environments that are positioned to service growth.

New streets should be planned, designed, and constructed as "Complete Streets" to enable safe access for all users (see Section 4.2, page 55 for more information). Streetscape components should include on-street parking, comfortable sidewalks buffered from traffic, a planting zone for shade trees and stormwater management, and pedestrian amenities such as benches and lighting. Signage should be prominent throughout the study area to orient, inform, and direct visitors. Sustainable design elements such as stormwater planters, native plantings, sustainable materials, and the use of energy efficient lighting should also be considered and incorporated.

The proposed street recommendations include:

- Terminate Park Avenue at Veterans Way and re-route Downtown inbound traffic onto Cross Street, to alleviate the conflict point on Main Street (see Section 4.4, page 72 for more information)
- Improve Cross Street as well as Center Street between Cross and Main Streets to accommodate Downtown inbound traffic and fire truck turning movements and enhance the streetscape (see Section 4.4, page 78 for more information)
- Connect Center Street to MD Route 27 to provide increased east-west street options for residents, workers, and visitors and create stronger access to Downtown Mount Airy and to relieve traffic issues along MD Route 27 and Main Street
- Connect Carroll Avenue and Beck Drive to the extension of Center Street



4.3 FRAMEWORK PLANS

PARKS AND OPEN SPACES

The existing parks and open spaces are partially linked by the Rail Trail, a central green spine that runs through the heart of the study area from Watkins Park to the Rail Yard and is planned to connect to Prospect Park. The trail provides a unique opportunity to connect the wide-range of parks, open spaces, and natural amenities, with its planned extension. The current open space network could benefit from stronger connections that tie the Rail Trail to the surrounding residential neighborhoods and additional open space provided with new development.

A successful green network should consist of an interconnected network of streets, open spaces, and building frontages that will enhance a community's appeal; promote a healthy, walkable pedestrian environment; and positively influence its economic growth. Public spaces should be proportional to their use and function, visible and accessible from all sides (where possible), and activated by ground-floor building uses. The spaces should be designed and programmed to accommodate a wide-range of users in a safe and comfortable environment. Sustainable design elements should also be incorporated. Stormwater management, native plantings, and sustainable materials contribute to the sustainability and success of these spaces and surrounding development.

The proposed open space recommendations include:

- Expand the Rail Trail east and west, as planned
- Provide connections that tie the Rail Trail to the surrounding residential neighborhoods, increasing the opportunity for users to directly connect to Downtown Mount Airy, the Beck property redevelopment, and nearby parks
- Provide tree-lined streetscapes as part of a complete network of open spaces
- Incorporate stormwater management facilities, native plantings, and sustainable materials



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

4.3 FRAMEWORK PLANS

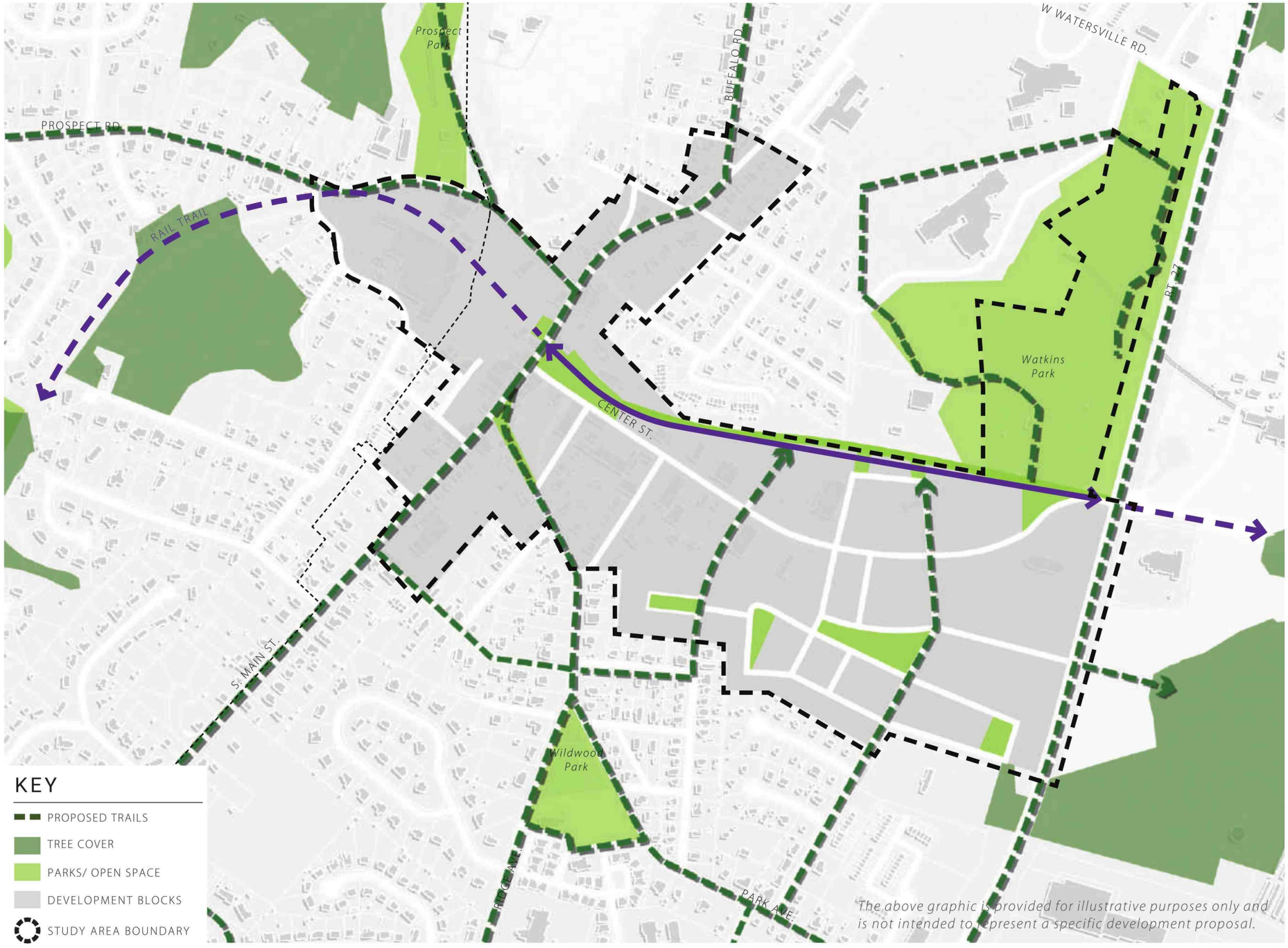
PEDESTRIAN CONNECTIVITY

Based on previous planning efforts and the proposed parks and open space network, a series of on- and off-street pedestrian and bicycle facilities are identified to improve connectivity and access throughout the study area.

The proposed pedestrian connections are located along existing primary streets, new proposed streets, and within existing park spaces to create a stronger green infrastructure that builds off of the existing parks and Rail Trail alignment. Each connection is strategically located to better link the surrounding neighborhoods to Downtown Mount Airy, the envisioned mixed-use development on the Beck property, and other amenities and conveniences throughout the Town.

Recommended pedestrian connections include:

- Expand the Rail Trail to accommodate pedestrian and bicycle facilities to the east beyond MD-27 and to the west beyond Main Street
- Incorporate pedestrian and bicycle facilities (as a combination of on- and off-street conditions) along primary streets and within existing parks and new proposed open spaces to create a stronger network that better connects Mount Airy neighborhoods and amenities to the Rail Trail and Downtown core.

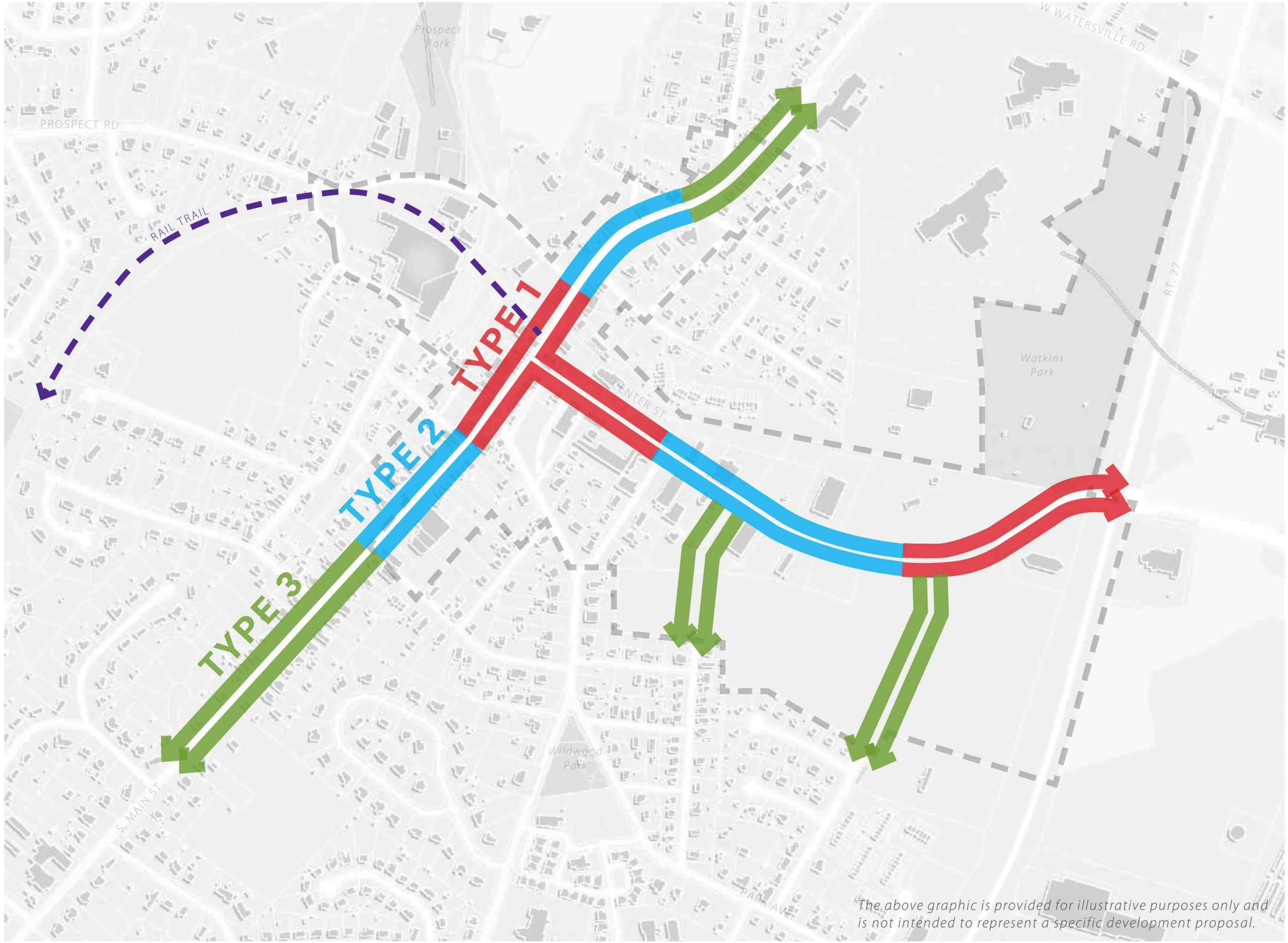


4.3 FRAMEWORK PLANS

STREETSCAPE TYPES

The streetscapes along Mount Airy's Main Street and Center Street are critical to the continued transformation of Downtown into a more attractive, walkable, live-work-shop-play environment. The public realm, including streetscapes and public spaces; the character of building frontages and their uses along the sidewalk; and the thoughtful architectural design of buildings will play an important role in maintaining and creating a successful Downtown a sit evolves in the future.

Three proposed Streetscape Types have been identified to guide and influence future streetscape improvements within Mount Airy. Each type reinforces a unique character recommended for the density and uses that front along it. The Streetscape Types section outlines suggested design characteristics for on-street parking, street trees and plantings, street lights, outdoor dining/ seating areas, clear pedestrian walking zone, and the building frontage zone. The design of each Streetscape Type, including its materials, patterns, and colors, shall be consistent and each type shall be compatible with the other types, to create a unified and cohesive aesthetic throughout the study area.



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.



KEY CHARACTERISTICS:

» **Planting Zone:**
Minimum 5' wide; Planters or Tree Pits; Should accommodate permanent features such as street lights, street signage, benches, bike racks, and similar

» **Pedestrian Zone:**
Minimum 5' clear path, At grade with building frontage

» **Building Frontage Zone:**
Paved; Depth to accommodate outdoor seating where space permits; may be used for tenant signage, furniture and fixtures, stoops, projecting bays, and/or door swings



KEY CHARACTERISTICS:

» **Planting Zone:**
Minimum 5' wide; Longer Planters or Continuous Planting Strip; Should accommodate permanent features such as street lights, street signage, benches, bike racks, etc.

» **Pedestrian Zone:**
Minimum 5' clear path

» **Building Frontage Zone:**
Paved or Intermittent Planters; Depth to accommodate outdoor seating where space permits; May be used for tenant signage, furniture and fixtures, stoops, projecting bays, and/or door swings



KEY CHARACTERISTICS:

» **Planting Zone:**
Minimum 5' wide; Continuous Planting Strip; Should accommodate permanent features such as street lights, street signage, benches, bike racks, etc.

» **Pedestrian Zone:**
Minimum 5' clear path

» **Building Frontage Zone:**
Planted; Depth to accommodate front yard for residential uses

Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

While the Proposed Framework Plans include overarching recommendations for the study area, the Focus Area Plans zoom in on four portions of the study area that are well-positioned for growth or redevelopment based on the location, current use, and surrounding development. For each, detailed development scenarios are shown, accompanied by recommendations, that support the vision for Mount Airy. It is important to note that the scenarios and accompanying graphics shown are for illustrative purposes and do not represent specific development proposals; they do, however, help depict the envisioned character and provide a basis from which the Town will evaluate development proposals for compliance with the Downtown Mount Airy Vision Plan vision.

The Focus Areas are:

- Focus Area 1: Downtown Main Street
- Focus Area 2: Flat Iron Building Site
- Focus Area 3: Center Street and Rail Yard
- Focus Area 4: Beck Property

In addition to the noted Focus Areas, Streetscape Types and parking strategies for Downtown Mount Airy are provided and included as part of the recommendations for redevelopment.

DISCLAIMER: This Vision Plan is meant to provide conceptual ideas for the development of properties, in order to set forth a general vision only. It is not intended to depict every requirement under the Town Code or other applicable standards for any development. Every development plan must follow standard design reviews by the Town/County and meet the applicable requirements, including but not limited to parking, stormwater management, open space, or forest conservation requirements, even if not described or depicted in this Vision Plan.



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

4.4 FOCUS AREA PLANS

1 FOCUS AREA 1: DOWNTOWN MAIN STREET



See Section 4.4, pages 64-71 for more information on Focus Area 1.

2 FOCUS AREA 2: FLAT IRON BUILDING SITE



See Section 4.4, pages 72-73 for more information on Focus Area 2.

3 FOCUS AREA 3: CENTER STREET + RAIL YARD



See Section 4.4, pages 74-79 for more information on Focus Area 3.

4 FOCUS AREA 4: BECK PROPERTY REDEVELOPMENT



See Section 4.4, pages 80-83 for more information on Focus Area 4.

The above graphics are provided for illustrative purposes only and are not intended to represent a specific development proposal.

4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

Mount Airy's Downtown Main Street has tremendous potential and the opportunity to transform over the years with the strategic investment. In an effort to create catalytic change, streetscape improvements, an infill development strategy, rehabilitation of existing buildings, and a parking strategy are necessary.

The streetscape improvements should consider the mobility and safety of all users. The vision calls for a "Complete Street" design approach that accommodates the needs of pedestrians (including those with mobility or other impairments), bicyclists, and drivers; addresses sustainability; and conveys a unique identity that speaks to the character of Mount Airy (see Section 4.2, page 52 for more information). Signage and gateway elements should be incorporated to inform, direct, and orient the public in a thoughtful and meaningful way while positively impacting the aesthetic qualities of the entire Main Street.

Infill development should be encouraged where possible to create strong frontage along Main Street. Redevelopment of the Flat Iron Building, vacant parcels adjacent to the Bank Building, and the Rail Yard present opportunities for infill development and public amenity space that attract both residents and visitors to the Downtown core.

The adaptive reuse of the Bank Building is a tremendous opportunity to anchor the northern end of Mount Airy's Main Street with an iconic element that supports retail, offers additional outdoor amenity space, and ties into the redevelopment of the adjacent parcel and Rail Yard.

To support short- and long-term growth within the Downtown core, a district-wide parking strategy should be considered (see Section 4.4, pages 69-71 for more information).

Detailed information regarding each of these recommendations can be found on the following pages.



Detailed Illustrative Plan - Proposed Main Street Improvements



Rendering of Main Street (Looking South) showing recommended Improvements

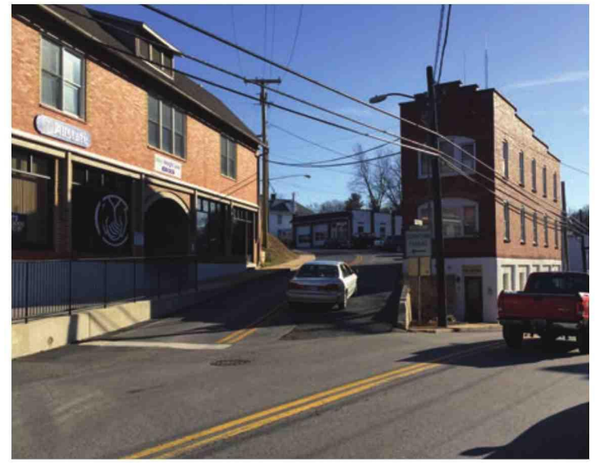


Photo of Existing Conditions on Main Street (Looking South)

RECOMMENDATIONS FOR MAIN STREET NEAR THE FLAT IRON BUILDING SITE INCLUDE:

- Remove the existing Flat Iron Building and replace with a new, larger building with taller floor-to-floor heights, elevator, ground-floor retail to activate the streetscape, and office and/or community space on the upper floors
- The new building should be shifted approximately 20' East and 20' South of the current location, to allow for parallel parking on Main Street; functional and gracious sidewalk widths; and additional plaza space with outdoor seating (see Section 4.4, pages 72-73 for more information).

4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

STREETSCAPE

Streetscape improvements are critical to creating a vibrant, mixed-use Main Street that attracts commercial tenants, residents, and visitors to Downtown Mount Airy. In general, Main Street suffers from sidewalks that are inefficient for commercial uses and sometimes impassable, a lack of crosswalks, poor and/or inconsistent signage and lighting, and unsightly overhead utilities. The existing streetscape is constrained in areas by narrow building-to-building distances (most notably at the Flat Iron Building), 10' travel lanes, and shallow sidewalks, requiring some inventive strategies for the recommended improvements.

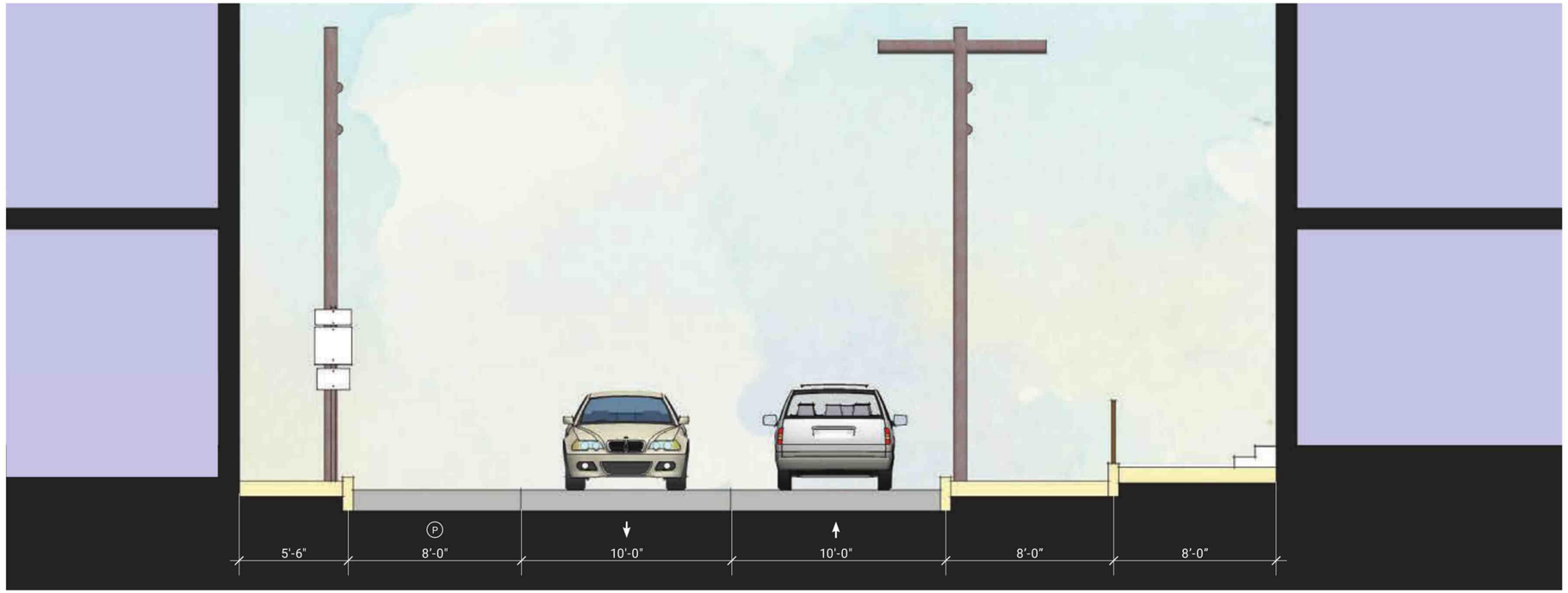
Where lacking, new sidewalks, curb extensions, curb ramps, and pedestrian crossings with high-visibility crosswalks are recommended along Main Street from Hood Street to Prospect Road.

A consistent, coordinated palette of street lights, furniture, and signage should be provided throughout. Where existing Town specifications exist (e.g., for benches), the standards should be followed. Where specifications do not exist (e.g., for signage), a design or specification should be studied and established.

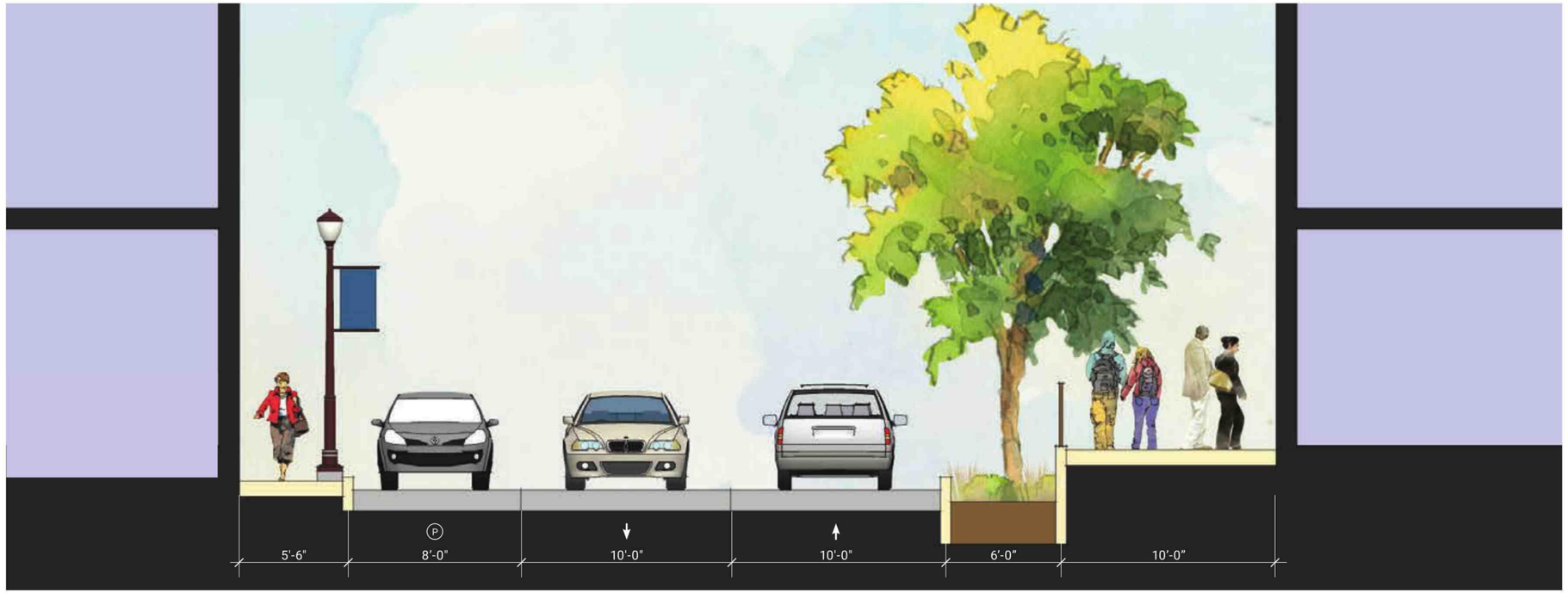
Sidewalk surface materials, patterns, and colors should be consistently applied along the length of the Streetscape Type (see Section 4.3, pages 60-61 for more information) to create a unified and complementary streetscape, with restrained variation in materials, patterns, and colors to denote the different sidewalk zones.

A planted Tree Zone should be provided and innovative (ESD) stormwater management facilities should be incorporated where feasible.

Gateway signage should be incorporated at Hood Street, Prospect Road, and Center Street at the intersection of Cross Street to establish a sense of arrival to the Downtown core.



Existing Street Section - Main Street (Looking North)



Proposed Street Section - Main Street (Looking North)

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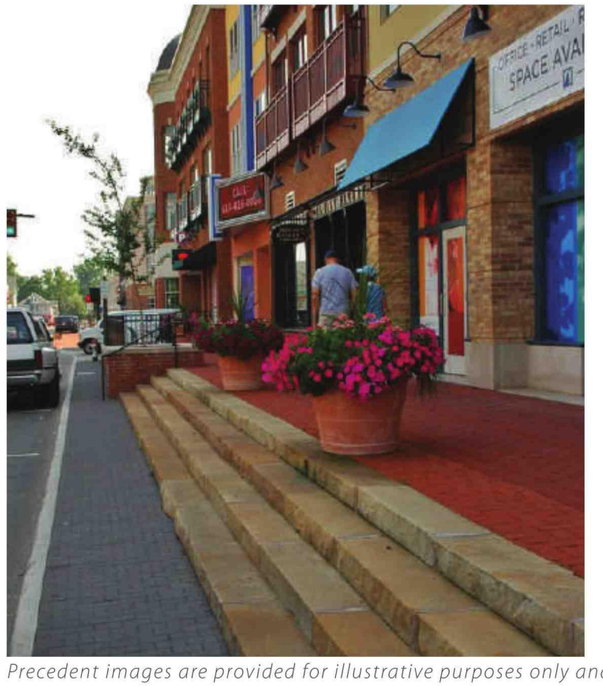
4.4 FOCUS AREA PLANS

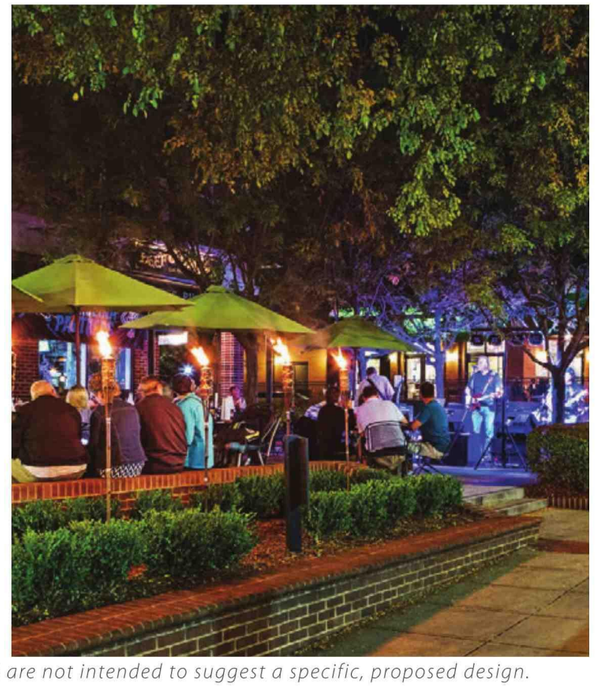
PRECEDENT IMAGERY











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4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

UTILITIES

Poles on both sides of Main Street carry overhead utilities including primary voltage lines, feeder lines, and numerous telecommunication cables. As part of the streetscape recommendations for Main Street, the existing overhead utilities are proposed to be relocated. Relocating the poles and overhead wires will clear space to be used in the Complete Street design, enhance aesthetics, potentially reduce maintenance, and, combined with the streetscape improvements, provide a more favorable setting for economic development. There are two options for relocating the overhead utilities: removing and resetting the utility poles or undergrounding all associated utilities.

There is potential to relocate the overhead services to the rear of the buildings along Main Street to keep the utility poles on public ROW. The cost for moving utility poles varies largely depending on pole height, wire arrangement, and type of utilities carried, as well as the associated equipment on the poles, such as switches or transformers. Undergrounding the utilities is a costlier option, and would require disruption of traffic to dig up streets and properties. It is not typical for utility companies to pay for undergrounding, however, they will install facilities underground if paid for by another party. Either option would require installation of new streetlighting as part of the streetscape project.

No additional impacts to utility services are anticipated as a result of the recommendations. However a connection to the now vacant Bank Building would be implemented by the Town of Mount Airy as an incentive to develop the property.

For more information regarding utility relocation and connection costs, see Section 5.2, page 91 for more information.



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4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

PARKING STRATEGY

Currently, there is sufficient parking within Downtown Mount Airy for the current uses. However, as Mount Airy experiences redevelopment and growth, a phased, district-wide parking strategy is recommended. Parking strategies should be balanced to support all modes of transportation, consider shared parking arrangements, and value a high-quality public realm. The strategy should allocate the appropriate amount of on-street and off-street parking to meet projected development needs; too much parking can result in underutilized lots, while not enough parking can negatively impact the vitality of the area.

ON-STREET PARKING

The Town of Mount Airy can implement a common sense approach to manage parking through a variety of small changes aimed at maximizing the utility of existing parking supply. In the short-term, installation of wayfinding signage that reflects typical traffic patterns would improve the impression of insufficient and inaccessible parking. A program with a consistent set of signage that helps to establish an identity or brand for the Downtown area could serve the public by not only focusing on providing direction to parking facilities, but also could point out significant landmarks or points of interest.

Revising curbside parking regulations and meter technology is also a simple and cost-effective method to improve parking experience and increase parking supply. Pay stations along a single block allow for multiple payment options including coins, bills, and credit/debit card which facilitate ease of use for patrons to utilize curbside parking, can increase compliance and provide revenue. Pay stations can also increase the number of vehicles parked curbside by an estimated 10% to 15% over individual parking meters and allow for flexible use of public realm by providing more space for streetscape.

Defining loading zone times is an efficient management of valuable curb space reserving space when it is needed for loading, and restrictions can be lifted when it is not. For example, designating two to four spaces for restricted loading-only parking can be in effect when businesses more frequently receive their shipments, such as between 5:00 AM - 11:00 AM and/or 2:00 PM - 4:00 PM.

Encouraging trip sharing reduces parking demand. If trip sharing services are or become available in Town, designating two to four spaces for ride share (e.g., Uber and Lyft) and car share (e.g., Zipcar and Car2Go) along Main Street may encourage visitors to utilize these services.

OFF-STREET PARKING

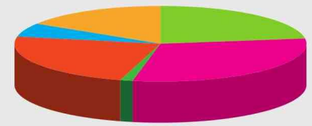
While parking supply is currently adequate, additional parking supply will be needed, particularly in the Downtown core, to accommodate new retail and restaurant space.

Shared leasing agreements can make the most use of existing parking supply by connecting parking needs of distinct generators that have peak demands at different times during the day. For example, allowing use of bank and general office parking lots after 5:00 PM for restaurant patrons can help to alleviate parking pressures during evening hours as the Downtown area grows. Church lots are another opportunity to lease parking when not utilized for services and events. The Town can facilitate agreements between entities.

In the interim scenario, additional parking can also be achieved through reconfiguration of the public lot adjacent to Park Avenue to accommodate an additional 52 parking spaces. Some current off-street parking in the Downtown core would be impacted by implementation of the focus area recommendations; therefore, it is recommended that the Town explore the potential to reconfigure some of the private surface lots. In the interim scenario, this would result would result in a net gain of 69 new parking spaces. Utilization of any of the private lots identified in the adjacent table and map would require agreements with the property owners.

In the full-build out scenario, structured parking was test-fitted at the sites of the private lots located (Lots 1 and 6 in the accompanying maps), for a net gain of 211 spaces of off-street surface and structured parking. Incentives such as a Private Public Partnership (P3) may be explored to construct and operate the structured parking facilities. Benefits to implementing a P3 agreement include transferring certain risks onto the private sector by making it a partner with the Town, reduced financing and construction costs and the ability to accelerate overall project delivery. Potential drawbacks of P3 delivery methods include long lease terms with potentially unattractive buyout provisions and increased parking rates or fees. These and other drawbacks can be mitigated by engaging a professional parking consultant to serve as an owner's agent throughout the P3 process.

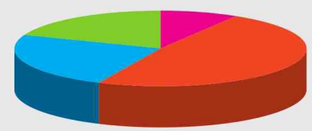
Downtown Existing Land Use Existing Number of Spaces	
220	Commercial
256	Private
202	Public
92	Restricted
117	On Street (Handicap 3, Parking 61, Time Restricted 28, Unrestricted 25)
166	Church
727	Total



Downtown Interim Required Number of Spaces	
384	Community Goods & Services
256	Food & Beverage
46	Office
92	Civic & Cultural
778	Total



Downtown Full Build-Out Required Number of Spaces	
514	Community Goods & Services
256	Food & Beverage
202	Office
92	Civic & Cultural
1064	Total



4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

PARKING STRATEGY EXHIBIT



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

50 0 50 100 200 feet N

Interim Scenario

ID	# OF SPACES PROVIDED	# OF SPACES LOST OR GAINED	PARKING TYPE	PARCEL OWNERSHIP
1	79	+30	Surface Parking	Private
2	48	+8	Surface Parking	Private
3	159	+52	Surface Parking	Public
4	43	-30	Surface Parking	Private
5	0	-8	Surface Parking	Private
6	52	+28	Surface Parking	Private
7	23	+3	Surface Parking	Private
TOTAL ADDITIONAL PARKING PROVIDED		+69		

Full Build-Out Scenario

ID	# OF SPACES PROVIDED	# OF SPACES LOST OR GAINED	PARKING TYPE	PARCEL OWNERSHIP
1	169	+120	Structured Parking	Private
2	48	+8	Surface Parking	Private
3	159	+52	Surface Parking	Public
4	43	-30	Surface Parking	Private
5	0	-8	Surface Parking	Private
6	104	+80	Structured Parking	Private
7	23	+3	Surface Parking	Private
TOTAL ADDITIONAL PARKING PROVIDED		+211		

4.4 FOCUS AREA PLANS

FOCUS AREA 2: Flat Iron Building Site

The Flat Iron Building has been an iconic fixture of Mount Airy's Main Street since the early 1900s, when the existing building replaced a harness shop that was destroyed by fire.

Over the years, the current building has experienced a lack of investment, deferred maintenance, and vacancy and would now require extensive rebuilding and repairs to remedy the structural integrity and habitability of the building (see the 2012 *Structural Assessment* and the 2017 *Flat Iron Improvements* presentation for additional information).

The Vision Plan effort reviewed the assessments and studied an array of options for the building and site, including renovating in place, lifting and shifting the building, leaving the building as-is, demolishing, and rebuilding.

Throughout the course of the community engagement process, residents of Mount Airy voiced their concerns regarding the future of the Flat Iron Building. A majority felt the building's location, configuration, and unkempt condition lent itself to demolition and rebuilding. Additionally, some past options were ruled out (e.g., it is no longer an option to leave the building as-is, as it is structurally unstable and poses a health risk).

The potential redevelopment of the Flat Iron Building site, combined with closing the adjacent segment of Park Avenue from Veterans Way to Main Street, provides an opportunity to create a larger building that can accommodate a range of viable commercial uses via a public-private partnership; integrate vertical access from the municipal parking lot to the Main Street; provide a wider sidewalk, additional parallel parking spaces, and improved streetscape on Main Street; and create additional outdoor amenity space. The redevelopment plan also aims to respect Mount Airy's historic architectural character and reproduce specific design elements of the former Flat Iron Building.



Detailed Illustrative Plan - Proposed Flat Iron Building Site Redevelopment



Rendering of Main Street (Looking North) showing recommended Improvements and the Flat Iron Building Redevelopment



Photo of Existing Conditions on Main Street (Looking North)

EVALUATION:

- Flat Iron Building is currently 2,250sf on 3 floors, with low floor-to-floor heights
- It is structurally unstable with a failing foundation and framing deficiencies
- The previous 2017 study looked at 6 options
- It is not an option to remain as-is (given the structural instability), to renovate in place, or to lift and shift the existing building, as all of these options cost more than (a same sf) replacement and do not solve the Main Street sidewalk, Park Avenue conflict, or vertical circulation issues (see the 2012 *Structural Assessment* and the 2017 *Flat Iron Improvements* presentation for additional information).

RECOMMENDATIONS INCLUDE:

- Remove the existing Flat Iron Building and replace with a new, larger building which is architecturally reminiscent of the current Flat Iron Building but has taller floor-to-floor heights, elevator, ground-floor retail to activate the streetscape, and office and/ or community space on the upper floors
- The new building would be shifted approximately 20' East and 20' South, to allow for parallel parking on Main Street, appropriate/ gracious sidewalk widths, and additional plaza space with outdoor seating
- Redevelopment should occur via public-private partnership to achieve the desired and economically-sustainable results

4.4 FOCUS AREA PLANS

FOCUS AREA 3: CENTER STREET + RAIL YARD

The proposed Rail Yard Plaza will be Mount Airy's defining Downtown amenity and open space, anchoring the northern end of Main Street. The space will serve as the social hub for those who live, work, and visit the Town. Featured within the Plaza are an open flexible lawn, seating, shade trees, native plantings, and a terraced embankment that will provide definition of the space to the south as well as opportunities for integrated stormwater management. Buildings around the Plaza, including the existing Train Station Building will help to define and activate the space, creating a strong, formal presence along Main Street and a gateway into Mount Airy. The proposed pavilion at the south end of the lawn will provide summer shade and, together with the open lawn, can serve as a performance venue offering opportunities for a wide-range of events, including the farmers market, small concerts, and outdoor movies, drawing visitors to Downtown.

Unique to the space is the integration of old rail lines and industrial elements to celebrate the heritage of Mount Airy and create visual interest. The continuation of the Rail Trail will also be incorporated to run through the Rail Yard Plaza and potentially extend across Main street to the west, connecting the Plaza to a larger open space network and promoting opportunities for active recreation and healthy living.



Detailed Illustrative Plan - Proposed Center Street and Rail Yard Improvements



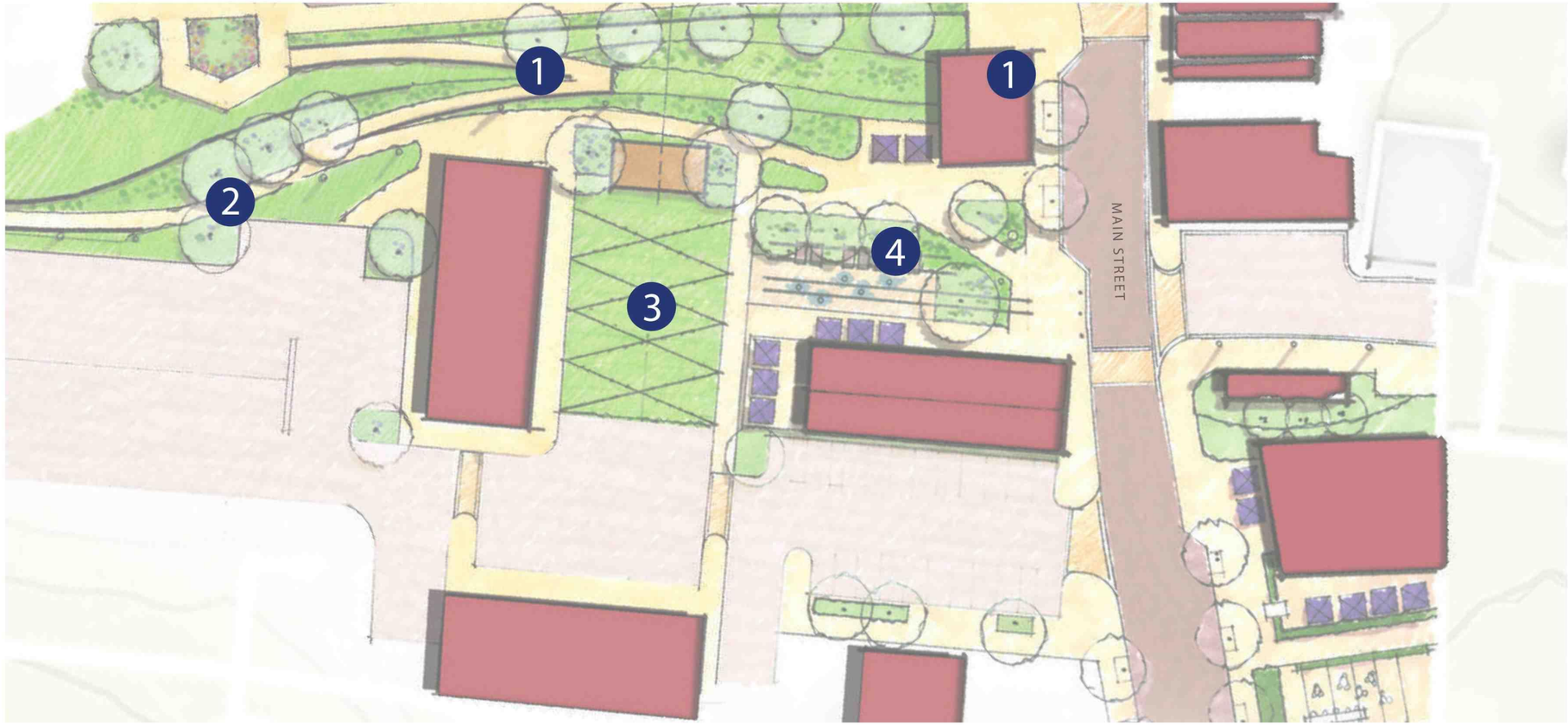
Aerial Rendering - Proposed Center Street and Rail Yard Improvements

The above graphics are provided for illustrative purposes only and are not intended to represent a specific development proposal.

4.4 FOCUS AREA PLANS

FOCUS AREA 3: CENTER STREET + RAIL YARD

The design principles below were established to guide redevelopment of the Rail Yard, promote a range of programmatic elements, and create a unique identity and public amenity space for the Town of Mount Airy.



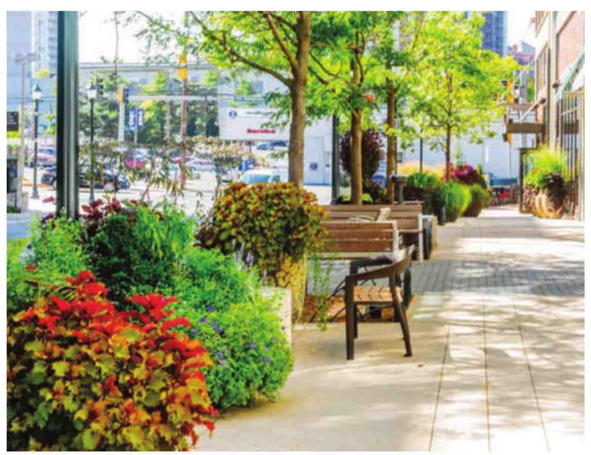
Detailed Illustrative Plan - Proposed Rail Yard Improvements

1 ACCESS + VISIBILITY

Provide strong access and visibility to Mount Airy's Downtown core

- » Create a recognizable hub and gateway for Downtown Mount Airy through architecture and signage
- » Improve and enhance public frontage
- » Reclaim the Center Street embankment creating an iconic element within Downtown Mount Airy and capitalizing on view sheds





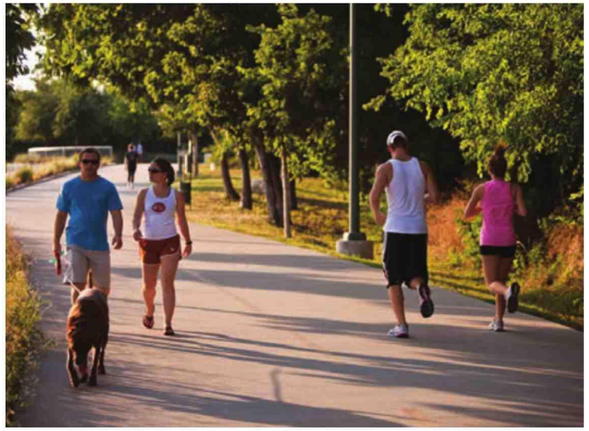


4.4 FOCUS AREA PLANS

❷ RECREATION + HEALTHY LIVING

Promote an environment that encourages recreation, healthy living, and sustainability

- » Directly link the Rail Trail to the Rail Yard and Main Street to provide access to surrounding recreational amenities and the greater regional trail system
- » Provide open space opportunities for passive and activity recreation
- » Advance sustainability through the integration of native plantings, innovative stormwater management strategies, and educational signage







❸ PLACEMAKING + PROGRAMMING

Provide a wide-range of spaces for programming and social interaction, including for activities such as:

- » Outdoor movies
- » Farmers market
- » Outdoor yoga
- » Food, art, music, and other festivals











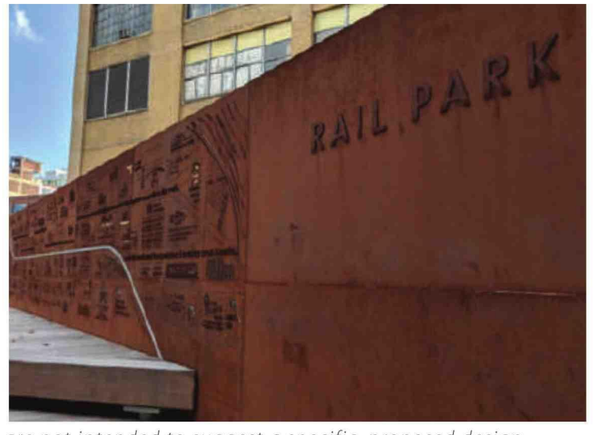
❹ HISTORY + CULTURE

Integrate history, culture, landscape, and architecture to celebrate the site's industrial heritage

- » Incorporate industrial elements into the landscape and architecture to create visual interest and preserve and celebrate Mount Airy's rail history
- » Reuse salvaged materials to create opportunities for public art
- » Celebrate historic features through signage and lighting







Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

4.4 FOCUS AREA PLANS

FOCUS AREA 3: CENTER STREET + RAIL YARD

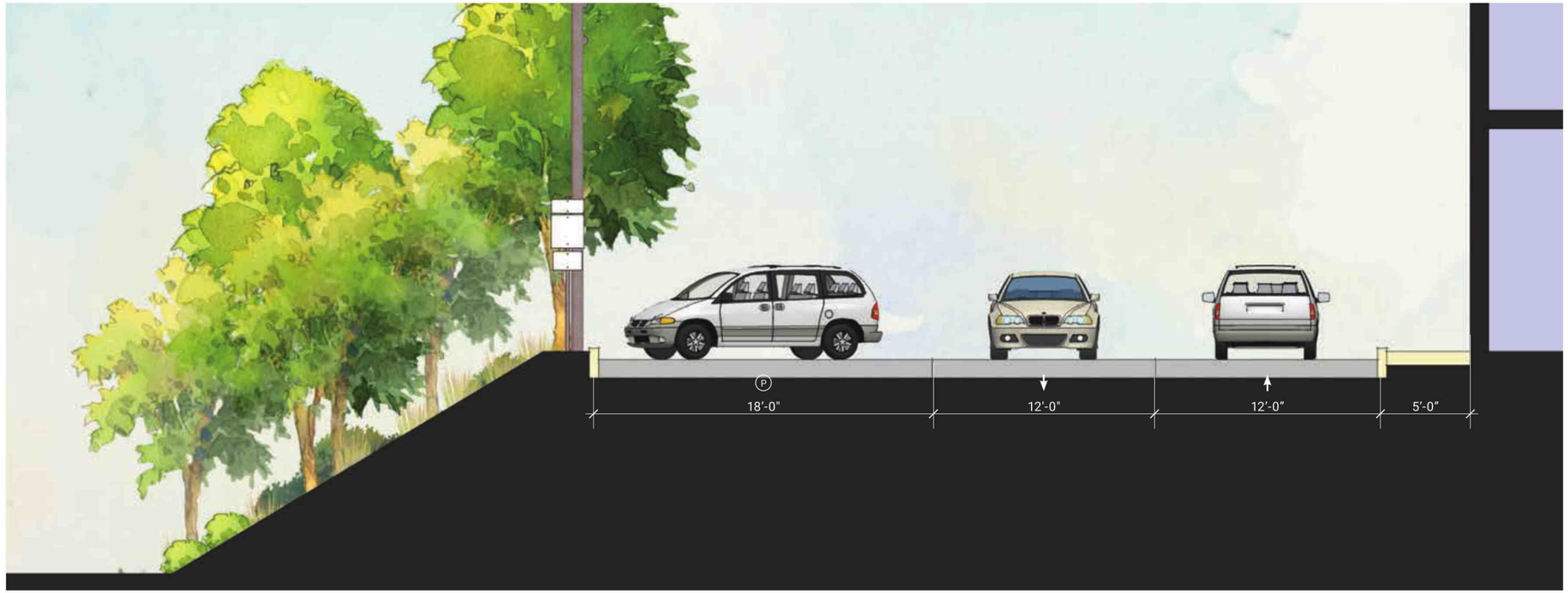
To create a stronger connection between Center Street and the proposed Rail Yard Plaza, as well as to accommodate additional vehicles shifted from the closure of the west end of Park Avenue and the extension of Center Street to Route 27, Center Street should be modified to be a Complete Street and the adjoining embankment should be enhanced.

Center Street should be designed to accommodate pedestrian, bicycle, and vehicular circulation by installing new sidewalks, curb ramps, pedestrian crossings with high-visibility crosswalks, and street lights, along with an additional turn lane onto Main Street. On-street parking should be provided on the south side where feasible. Signage and a planted Tree Zone should be provided where appropriate and feasible.

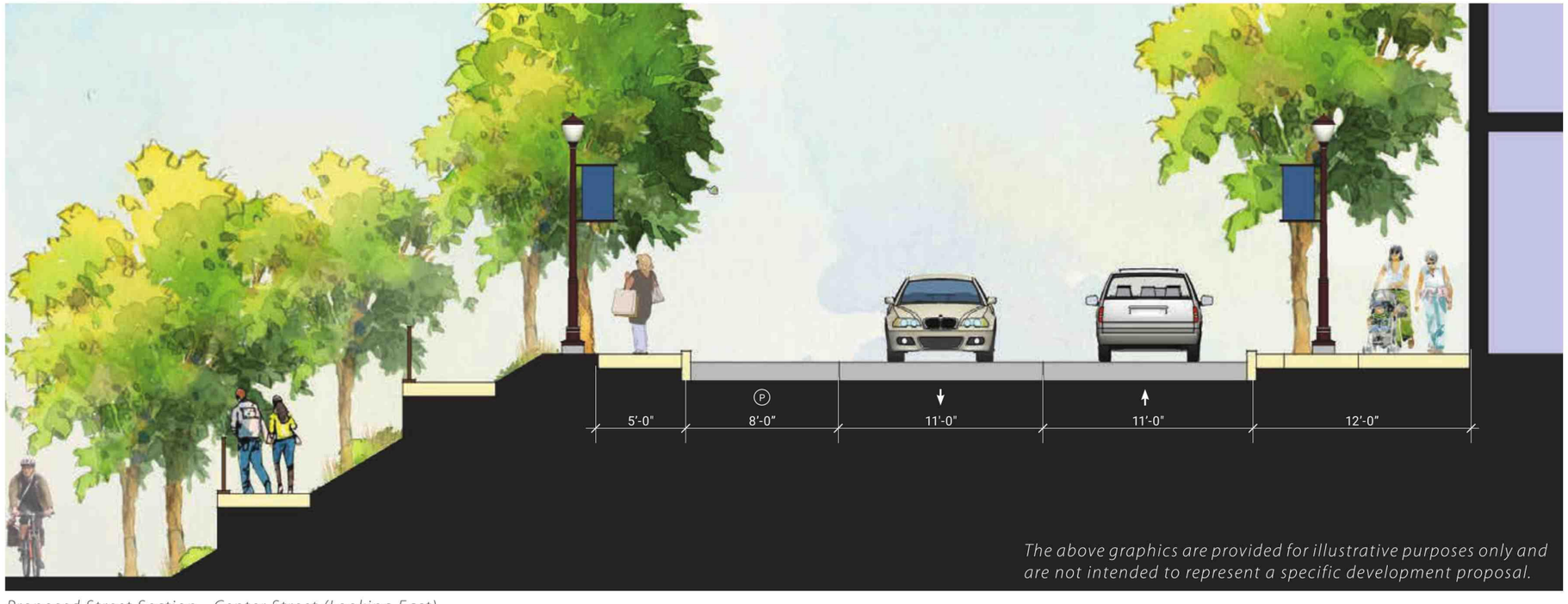
The currently overgrown embankment along the north side of Center Street will be transformed into the Overlook and a series of terraces, to become a defining element of the Town's identity and experience. It will help to mediate the significant grades within the Downtown core and connect, both visually and physically, uphill uses along Center Street to the Rail Yard Plaza below. Through a series of stepped and planted terraces, crisscrossed by sloping ramps, the terraced embankment will engage the Rail Yard Plaza and provide additional space for seating, supporting a range of events hosted within the Plaza space as well as passive recreation. The Overlook and embankment will also incorporate a "learning landscape" of native plantings and innovative stormwater management techniques where ecology, educational opportunities, and public amenities co-exist.



Proposed Section Cut



Existing Street Section - Center Street (Looking East)

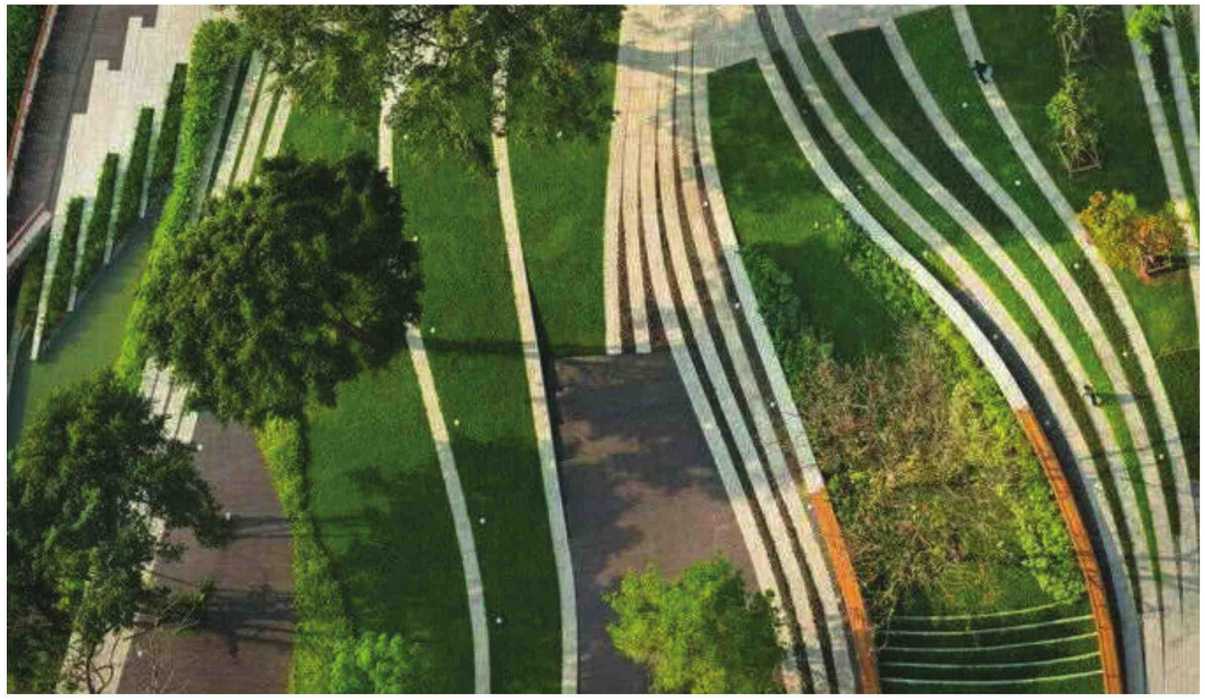


Proposed Street Section - Center Street (Looking East)

4.4 FOCUS AREA PLANS

PRECEDENT IMAGES





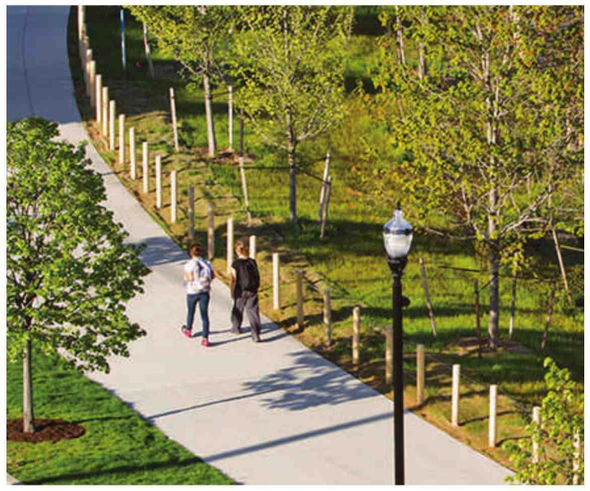












Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

4.4 FOCUS AREA PLANS

FOCUS AREA 4: BECK PROPERTY REDEVELOPMENT

The existing Beck property consists of 35.7 acres of farmland currently being considered for mixed-use development. As a large, undeveloped site situated adjacent to Mount Airy's Downtown core, the Beck property presents an opportunity to create a presence along MD-27, through the extension of Center Street. With this new, direct connection to Main Street, Mount Airy would have the unique opportunity to establish its identity and announce events at this new entry point into Town.

The Beck Property can become a mixed-use, walkable center, distinct from, but respectful of Downtown, providing a location for larger commercial uses that cannot be accommodated within the smaller area of the Downtown core and require higher visibility to more vehicles.

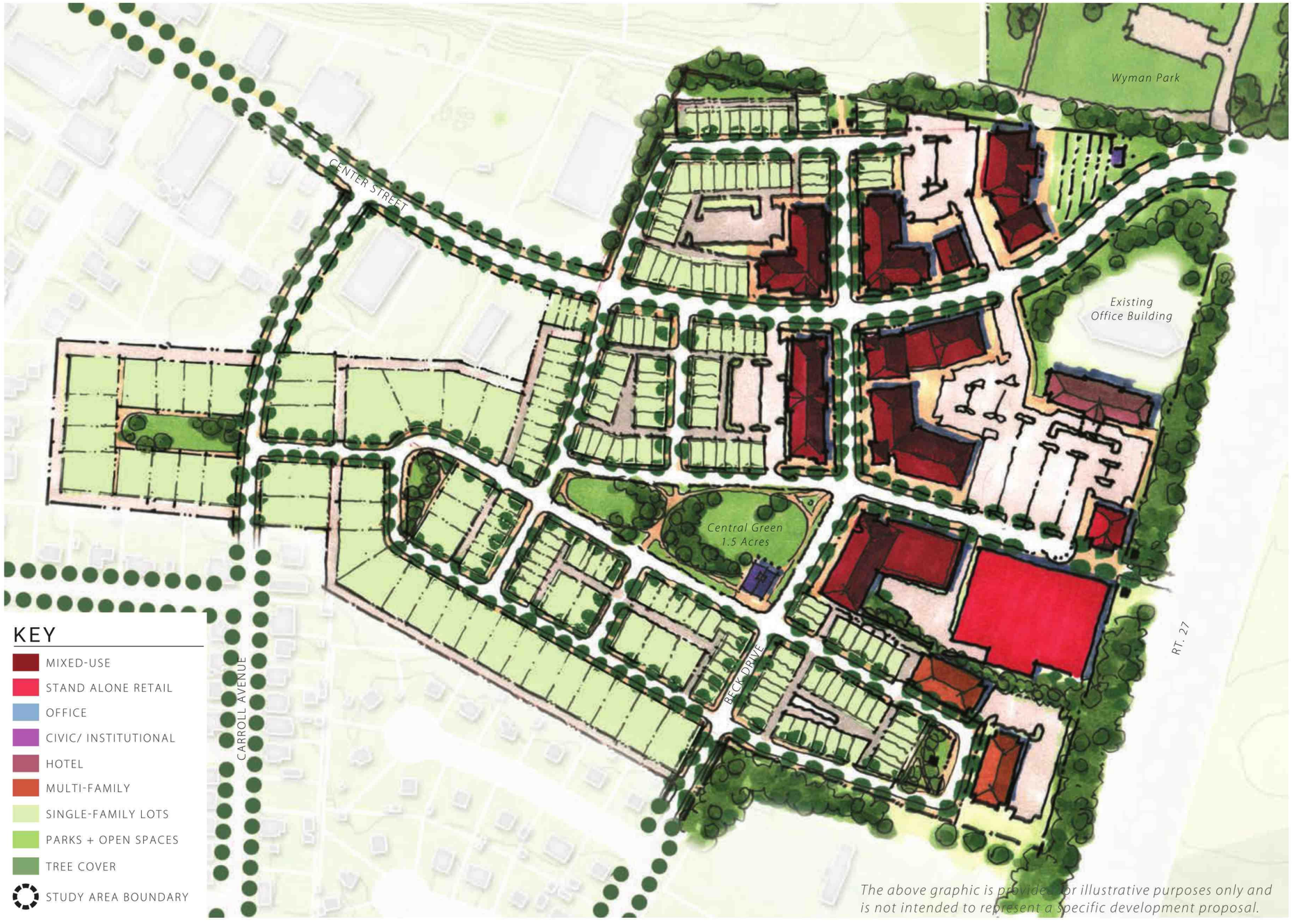
The development site also presents the opportunity to expand the residential offerings of Mount Airy, providing a variety of residential types and better supporting, through additional households, the existing and proposed commercial uses throughout the study area.

Additional, appropriately-scaled open spaces are proposed throughout the plan to serve current and future residents, while expanding the opportunity to connect to the Rail Trail and the larger trail network (see Section 4.2, page 54 for more information).

The proposed illustrative plan takes into consideration the market study and suggests the following uses and programmatic ranges:

- Single-Family Detached: 40 - 50 du
- Single-Family Attached: 100 -150 du
- Multi-Family: 150 - 200 du

  Residential Total: 190 - 400 du
- Retail/Office: 80,000 -100,000 sf
- Grocery: 40,000 - 65ww,000 sf
- Civic: 6,000 - 10,000 sf
- Hotel: 80 - 150 keys



Detailed Illustrative Plan - Proposed Beck Property Redevelopment

100 0 100 200 400 feet N

4.4 FOCUS AREA PLANS



Existing Aerial (Looking West) - Beck Property

Proposed Aerial Rendering (Looking West) - Proposed Beck Property Redevelopment

The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

4.4 FOCUS AREA PLANS

FOCUS AREA 4: BECK PROPERTY REDEVELOPMENT

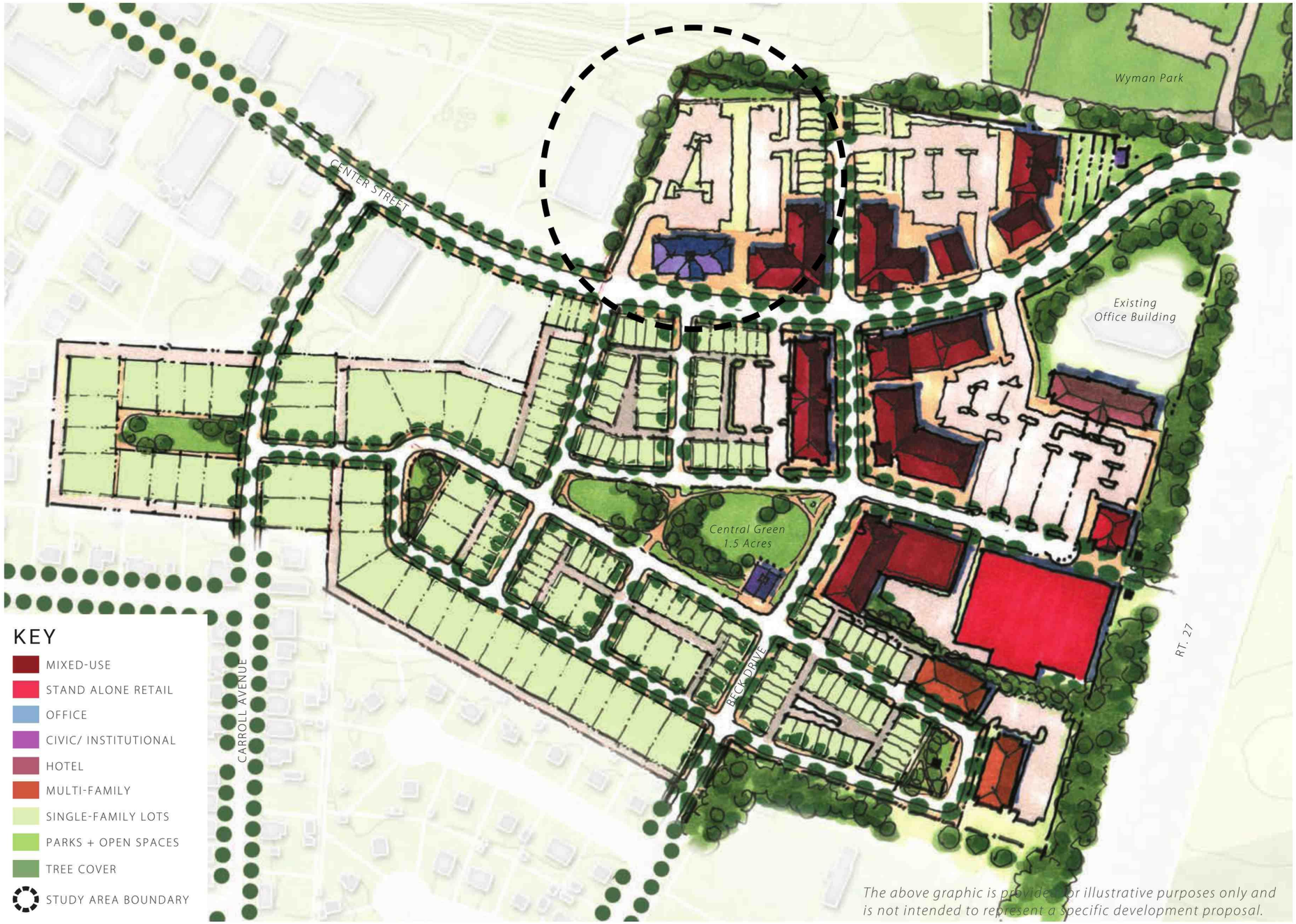
Police Station Relocation

The Mount Airy Police Department is currently located along Center Street in a new office building that provides 3,600 square feet of leased space. Long-term, the facility is not large enough to support the department's needs and growth. As a result, options were studied for relocation.

The redevelopment of the Beck property provides the opportunity to strategically locate the police department near Mount Airy's Downtown and the flexibility to design the site and building to meet the needs of the department and Town. Primary site and building requirements include:

- A central and highly-visible location with ready access to service areas, major streets, and trails
- A 1-2 acre site to accommodate a 6,000-10,000sf building and parking, to be based on a needs assessment for a 15-25 year occupancy
- On-lot staff and visitor parking as well as a secured impound area
- Separate public and detainee entries
- A training room available for community functions

The illustrative plan indicates a potential location for the Police Station as part of the Beck property redevelopment. Opportunities for the Police Station parcel to fulfill some of the Open Space requirements should be investigated. Located along Center Avenue with convenient access to Downtown Mount Airy, MD-27, and recreational amenities such as Wyman Park and the Rail Trail, the new Police Station location is well positioned to serve the Town.



Detailed Illustrative Plan - Proposed Beck Property Redevelopment and Potential Police Station Relocation



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Precedent Rendering - Perryville Police Station



© Thurmont Police Department

Police Station Precedents

Two precedents were studied for the new Mount Airy Police Station, the Thurmont Police Station and the Perryville Police Station. Both are comparable in size (relative to projected growth) and offer a range of program elements that the Mount Airy Police Department needs analysis should consider.



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Precedent Aerial Rendering - Perryville Police Station

© 2013 Cecil Daily - Courtesy of Manns Woodward Studios

Precedent Plan - Perryville Police Station

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5.0 IMPLEMENTATION

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5.1 IMPLEMENTATION MAP

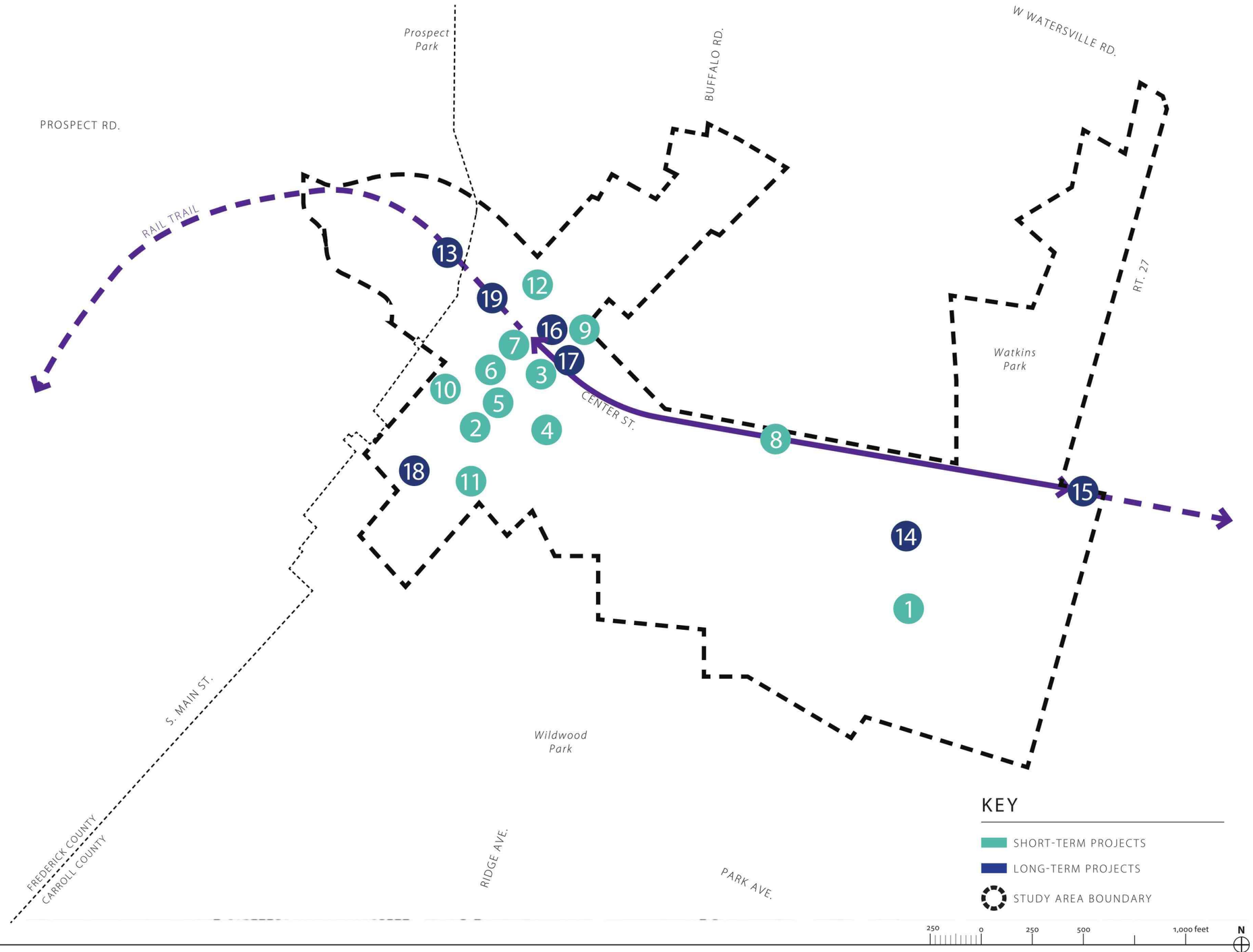
The Implementation Plan describes a strategic approach to realizing the long-term vision for the Downtown Mount Airy Vision Plan, as described in this plan document. The Implementation Map locates specific areas of focus and coordinates with the Action Matrix on the following pages.

The Action Matrix that follows identifies prioritized actions for the Town.

Improvements will be made as resources become available. Generally, Short-Term actions are targeted for a 0-5 year timeframe and Long-Term actions are targeted beyond 5 years.

The recommendations in this plan and the projects that follow directly support the primary goals of the Downtown Mount Airy Vision Plan:

1. Maximize the commercial viability of the Main Street core;
2. Evaluate re-use or redevelopment of portions of the study area, as a way to reconcile safety and circulation concerns;
3. Maximize Center Street's potential as the eastern portal into Downtown; and
4. Examine parking opportunities within Downtown.



SHORT-TERM PROJECTS (To Be Completed Within 0-5 Years)

ACTION NO. (See Implementation Map)	ACTION	DESCRIPTION	REFERENCE
1	**Revisions to Existing Zoning**	Revise existing zoning districts to support the envisioned future land uses identified. Consider the following changes to the existing zoning code: **(1) Downtown Zone (DTZ):** The Downtown Zone is intended to promote preservation and appreciation of the historic town center, to strengthen the local economy and to enhance and preserve an atmosphere of small-town charm while combining business and residential uses. The Downtown Zone is intended to allow for a mix of uses compatible in a walkable, urban setting. Elderly Housing (Multi-Family) is currently prohibited under the existing zoning. Elderly Housing (Multi-Family) should be permitted in an effort to maximize residential development opportunity within the Downtown core and provide convenient access to a wide-range of amenities and services for aging populations. Additionally, the Downtown Zone should allow for Non-Resident Professional Office to expand the opportunities for businesses in the Downtown core. **(2) Community Commercial (CC):** The CC District is intended to provide areas for shopping, service, office, and entertainment establishments to service the needs of the entire community and the surrounding area. As currently defined, the uses permitted in this District should be of such character as to provide for comparative shopping needs, service and repair needs, specialized commercial activities and those establishments which cater primarily to the motoring public. The location of such areas should be such that stores and commercial activities can be grouped together in an attractive and convenient manner at locations that will not infringe on residential areas. It is also essential that areas for this District have excellent vehicular access to major thoroughfares that service the community and surrounding area. Mixed-Use, Apartments, and Elderly Housing (Multi-Family) are currently allowed by Special Exception only and should be Permitted to promote the envisioned mixed-use development and residential housing options within Community Commercial District and remove the concern that proposals will not be approved as Special Exceptions. Non-Resident Professional Office and General Office are Prohibited and should be Permitted to create a wide-range of uses and services and expand opportunities for businesses within the Community Commercial District. **(3) Medium Density Residential (R3):** The minimum lot size should be revised to 5,000sf. To note, this recommendation affects only the southern portion of the Beck property. Alternatively, consider rezoning the Medium Density Residential (R3) to Medium Density Residential (R5) to accommodate smaller single-family detached and/or single-family attached (townhouse) lots. **(4) Open Space Alternative Compliance:** Consider allowing alternative compliance to meet the open space requirement within development projects that include a mix of uses (e.g., Developer to provide a site for a new police station in lieu of providing a portion of the open space requirement). For proper town-scaled development, open space should equate to approximately 5-8% of the developable land area and provide a variety of appropriately-scaled open spaces.	See Section 2.2 Existing Conditions, page 32-33 for existing zoning information See Section 4.3 Framework Plans, page 49 for proposed land use recommendations See Section 4.2 Guiding Principles, page 47
2	**Developer Request for Proposals - Flat Iron Building**	Draft and release a Request for Proposal (RFP) to redevelop the Flat Iron Building site as a new, mixed-use building. The RFP should include the Town of Mount Airy's agreement to provide investment for demolition, vertical circulation, and S. Main Street streetscape improvements. The Town should explore whether the RFP should include the donation, sale, or long-term lease of the property from the Town to the Developer as well as other conditions (e.g, length of ownership; minimum SF, etc.).	See Section 4.4 Focus Area Plans, pages 72-73
3	**Center Street Streetscape Improvements (Main Street to Cross Street)**	Install new sidewalks, curb ramps, and pedestrian crossings with high-visibility crosswalks along Center Street between Main Street and Cross Street. Include street lights, signage, and a planted Tree Zone where appropriate. On-street parallel parking should be located on either side where feasible (removing the diagonal parking adjacent to the Rail Yard). At the intersection of Center and Main, on the westbound side, include both a right-turn and left-turn lane. Coordinate with property owners for any portions of these improvements that occur on private property.	See Section 4.4 Focus Area Plans, pages 74-79

SHORT-TERM PROJECTS Continued (To Be Completed Within 0-5 Years)

ACTION NO. (See Implementation Map)	ACTION	DESCRIPTION	REFERENCE
4	**Reroute Park Avenue to Cross Street and Provide Improvements**	Install new sidewalks, curb ramps, and pedestrian crossings with high-visibility crosswalks along Cross Street between Park Avenue and Center Street. Include street lights, signage, and a planted Tree Zone where feasible. On-street parking should be maintained on the south-bound lane and striped along the north-bound lane. All curb radii and grading at Cross Street and Center Street should accommodate fire truck turning movements.	See Section 4.4 Focus Area Plans, pages 72-73
5	**Disconnect Park Avenue to Main Street (Veterans Way to Main Street)**	Disconnect Park Avenue to Main Street, from Veterans Way to Main Street, and dedicate the land to the redevelopment of the Flat Iron Building (see Action Item 2). Maintain Park Avenue as a public right-of-way to Veterans Way to provide continued access to businesses and residences.	See Section 4.4 Focus Area Plans, pages 72-73
6	**Main Street Streetscape Improvements (Between Hood Street and Prospect Road)**	Along Main Street, between Hood Street and Prospect Road, improve the streetscape by adding new sidewalks, curb extensions, curb ramps, and pedestrian crossings with high-visibility crosswalks, where they are lacking. Include street lights, signage, and a planted Tree Zone where appropriate. Gateway signage should be incorporated at Hood Street, Prospect Road, and at the intersection of Center Street and Park Avenue to establish a sense of arrival to the historic core.	See Section 4.4 Focus Area Plans, pages 64-71
7	**Main Street Utilities Improvements (Between Hood Street and Prospect Road)**	Prior to implementing the streetscape improvements for Main Street between Hood Street and Prospect Road, revisit studies investigating relocating (behind Main Street buildings) or burying the above-grade utility lines on Main Street in collaboration with Maryland State Highway Administration. If deemed feasible, coordinate the streetscape and utility improvements to limit the duration of impact on Main Street businesses. Phase improvements to allow alternative access via Center Street throughout construction. Prioritize first phase of construction from Hood Street to Center Street.	See Section 4.4 Focus Area Plans, page 68; See Section 5.2 Utility Relocation and Connection Costs, page 91
8	**Trail Enhancements**	Establish a graphic identity for the Rail Trail in an effort to brand the amenity both locally and regionally. Create a logo and color palette to be incorporated into signage at key entrances and along the trail. Signage should include identification markers, information kiosks, and rules and etiquette signs located at primary entrances. Directional signage identifying key trail destinations should be located along the trail. Directional signage identifying Town amenities should be located at major street crossings or other appropriate points. Special feature signage should be provided to identify scenic and historic sites of interest along the trail. Mile markers should also be incorporated. Require future Mixed-Use developments (e.g. the Beck Property) to provide ped/bike access to the trail. Coordinate efforts with the Mount Airy Rails to Trails non-profit.	See Section 4.3 Framework Plans, page 59
9	**Rail Yard Parking Improvements**	Upgrade the surface parking located along the southern side of the Train Station with additional amenity space. Reorganize the existing parking to incorporate a turn-around and additional head-in parking for retail tenants. Upgrades should be coordinated with planning of the Rail Trail to create a strong and viable connection through the Rail Yard Plaza.	See Section 4.4 Focus Area Plans, pages 69-71; See Section 4.4 Focus Area Plans, pages 74-79
10	**Consolidate and Maximize Surface Parking**	Consolidate and maximize surface parking throughout the Downtown core. Town of Mount Airy should work with private property owners, targeting locations such as the surface parking lot that exists at Hood Street and Main Street, the surface parking along Hotel Street between Hood Street and Baker Street, and the surface parking lots that flank Prospect Road at the intersection of Main Street. Explore mutually beneficial arrangements such as potentially offer repaving and striping with the requirement that parking access to the lot is not restricted (for a certain number of years).	See Section 4.4 Focus Area Plans, pages 69-71
11	**Incentivize Structured Parking**	While structured parking may not be cost effective in the short (or long) term, incentivize structured parking throughout the historic core behind Main Street buildings by removing barriers. Encourage shared parking agreements and reduce or remove minimum parking requirements to allow owners of private lots, who often serve customers within a specific timeframe, to open their parking to the public. Explore creating a TIF District to help finance structured parking garages.	See Section 4.4 Focus Area Plans, pages 74-79
12	**Provide Gas Line to Bank Building**	Provide a gas line connection to the Bank Building to maximize opportunity for commercial and retail tenants and adaptive reuse of this contributing Main Street building.	See Section 4.4 Focus Area Plans, page 68; See Section 5.2 Utility Relocation and Connection Costs, page 91

LONG-TERM PROJECTS (To Be Completed in 5+ Years)

ACTION NO. (See Implementation Map)	ACTION	DESCRIPTION	REFERENCE
13	**Trail Extension (West)**	Upgrade the Rail Trail west of Main Street along the Cold Storage Redevelopment site to Hill Street. Upgrades and standards should be coordinated with planning and construction of the Rail Trail segment that extends from Main Street to Watkins Park. Consider signage at the primary entrances to and along the trail.	See Section 4.3 Framework Plans, page 59 and Action Item 8 above
14	**Connect Center Street to MD-27**	Concurrent with and via development of the Beck Property, extend Center Street from its current terminus, east through the Beck Property, to MD-27. Coordinate the street section with the improvements to Center Street between Main and Cross streets. Install new sidewalks, curb ramps, and pedestrian crossings with high-visibility crosswalks along Center Street. Include street lights, signage, and a planted Tree Zone where appropriate. On-street parking should be provided along both sides of the street, where feasible. For the portion of Center Street between Cross Street and the western boundary of the Beck Property, the Town should undertake coordinated streetscape improvements (as noted above) concurrent with the extension of Center street to MD-27, so as to complete the streetscape for the full length of Center Street.	See Section 4.3 Framework Plans, pages 80-83 and Action Item 3 above
15	**Incorporate an Intersection and Traffic Signal at Center Street and MD-27**	As warranted by a traffic study (concurrent with and via development of the Beck Property), incorporate a four-way intersection and traffic signal at Center Street and MD-27. Provide a dedicated left-turn lane, north and south-bound along MD-27 and east and west-bound along Center Street. Install new sidewalks and curb ramps at the western corners of the intersection. Provide pedestrian crossings with high-visibility crosswalks along all four sides and time signals appropriately to allow adequate pedestrian crossing time.	See Section 4.3 Framework Plans, pages 80-83
16	**Rail Yard Plaza**	Rail Yard Plaza will be the primary hub and gateway for the Town of Mount Airy, activated by various retail, restaurant, and shop frontage and providing opportunities for residents and visitors to congregate. Raised planters, seating, decorative paving, sculptural elements, and a flexible event lawn should be designed and integrated to add interest and identity to this space.	See Section 4.4 Focus Area Plans, pages 74-79
17	**Enhance Center Street Embankment**	Concurrent with Action Item 13 above, remove the overgrown landscape along the northern side of Center Street and provide ADA compliant access from Center Street to the Rail Yard. The creation of the Center Street Terrace on the enhanced embankment will be a defining element of the Town's identity and experience, mediating significant grades within the Downtown core and connecting uphill amenities along Center Street to the heart of Mount Airy. Through a series of stepped and landscaped terraces, ramps, and steps, the Center Street Terrace will incorporate a "learning landscape" of native plantings and stormwater management techniques where ecology, educational opportunities, and public amenity co-exist.	See Section 4.4 Focus Area Plans, pages 78-79
18	**Consider Converting Main Street from State Highway to Town Control**	Work with the State Highway Administration to explore advantages and disadvantages associated with the Town owning and maintaining Main Street.	See Section 4.4 Focus Area Plans, page 68

LONG-TERM PROJECTS Continued (To Be Completed Within 5-20 Years)

ACTION NO. (See Implementation Map)	ACTION	DESCRIPTION	REFERENCE
19	**Consider Street Connection to Cold Storage Site from Main Street to Hill Street**	Consider a new street connection to the Cold Storage site from Main Street to Hill Street.	See Section 4.4 Focus Area Plans, pages 74-79

UTILITY RELOCATION AND CONNECTIONS COSTS

MAIN STREET OVERHEAD UTILITY RELOCATION (See Implementation Map for Location)	NEW GAS LINE CONNECTION TO BANK BUILDING (See Implementation Map for Location)
Prior to implementing the recommended streetscape improvements for Main Street between Hood Street and Prospect Road, overhead voltage lines, feeder lines and communication lines should be relocated behind Main Street buildings or buried along Main Street in collaboration with Maryland Department of Transportation State Highway Administration. • Utility relocation costs = $426/ft. Estimated $1.20 million • Utility undergrounding costs = $426/ft. Estimated $2.71 million + cost to connect each property to underground conduit: $500-$2,000 per building	Additionally, The Town of Mount Airy would provide a gas line connection to the Bank Building on Main Street to maximize opportunity for commercial and retail tenants and adaptive reuse of the building at a cost of approximately $2,000.



Downtown Columbia Design Guidelines

Downtown-Wide

Downtown Columbia
Design Guidelines

Downtown—wide

November 2010



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01 INTRODUCTION AND OVERVIEW

01 INTRODUCTION AND OVERVIEW

PURPOSE OF THE GUIDELINES

The Downtown-wide Design Guidelines will be used as a measure against which specific Neighborhood Design Guidelines will be developed for each of the neighborhoods (Warfield, Symphony Overlook, The Lakefront and Lakefront Core, The Mall, Merriweather-Symphony Woods and The Crescent). The Neighborhood Design Guidelines will then be used to evaluate the design elements of specific projects downtown.

The Downtown-wide Design Guidelines and Neighborhood Design Guidelines will ensure that what is built in the Downtown will be attractive, aesthetically coherent, practical and of beauty and value. Specifically, the Guidelines will show how buildings and landscapes support and reinforce the physical, three-dimensional intentions of the Plan and create places containing pleasing proportions, scale and character that people will want to inhabit. The Guidelines also lay out the framework for developing a community's sense of place and its identity and connection to the region.

These Guidelines establish criteria for development within Downtown Columbia in order to:

1. Ensure that new development contributes to the vision of Downtown Columbia as a sustainable pedestrian-oriented environment with a desirable urban character through the design and placement of new buildings, streets and public amenity spaces.

2. Create high quality streetscapes with buildings and landscape that form pleasant, convenient and safe environments designed for both pedestrians and motorists.

3. Reduce car travel demand by focusing mixed-use growth in appropriate locations and providing connections to destinations through a network of local streets.

4. Provide a measure of predictability to property owners and stakeholders on what may be built on their land or adjacent property, while allowing for flexibility so that the mixture of land uses and design may evolve in response to market factors.

5. Define desirable physical and visual characteristics of development in Downtown and the design criteria and methods that will help create a vibrant, walkable, ecologically sensitive, mixed-use urban center. The Design Guidelines also serve to articulate opportunities for integrating sustainability practices to improve the environmental quality of the development.

ORGANIZATION — HOW TO USE THE DESIGN GUIDELINES

The Guidelines consist of 8 integrated parts, including text and illustrations:

1. Introduction and Overview
2. The History of the Downtown Columbia Plan
3. The Vision
4. The Neighborhoods
5. Street and Sidewalk Design Guidelines
6. Amenity Space Guidelines
7. Architecture Guidelines
8. Sustainability Guidelines
9. Definitions

A. Appendices

The Design Guidelines include general provisions for all neighborhoods such as building heights, setbacks and other design objectives. Boundaries of the six neighborhoods are illustrated in the Neighborhood Framework Diagram and the characterization envisioned for each is described in these Guidelines. Within the neighborhoods, the Design Guidelines vary to distinguish the character of each. These variations enable a variety in use, density, building type and height between neighborhoods and development parcels while assuring an interconnected and seamlessly integrated development.

The Street and Sidewalk Design Guidelines used in conjunction with the Howard County Design Manual and project specific traffic studies will identify desirable characteristics of public and private streets, including street widths, medians, bicycle lanes, number of travel lanes, on-street parking and sidewalks. The intention is to provide safe, efficient and coordinated complete streets. The Street Framework Diagram illustrates a potential network of connected roads to serve vehicles and pedestrians. The Amenity Space Guidelines provide design criteria and illustrative examples of each type of Amenity Space. The Amenity Space Framework Diagram suggests locations for urban amenity areas, including Parks, Plazas, Promenades, Squares, Greens, Mews, special sites and natural areas within Downtown.

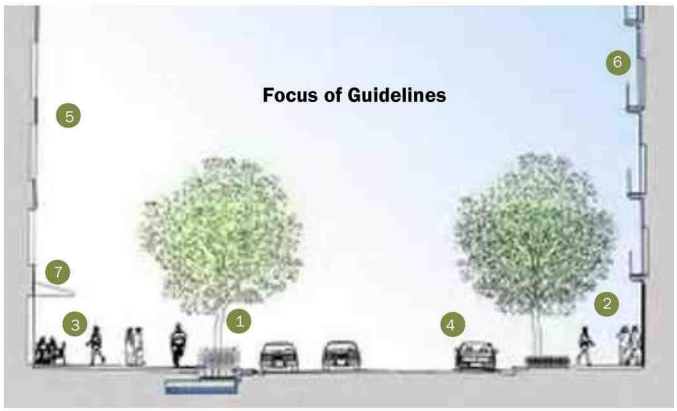
The Architecture Guidelines do not prescribe an architectural style, but rather a design approach to create a high quality, pedestrian-oriented environment that is reinforced by buildings.

Submitted concurrently with these Downtown-wide Design Guidelines an amendment to Howard County Sign Code at Title 3, Subtitle 5, includes Downtown Columbia specific signage regulations to provide guidance and opportunities in Downtown Columbia and help create the vibrant and dynamic urban center envisioned by the Downtown Columbia Plan while providing improved way finding for those who live, work and visit Downtown.

The Definition Section contains a list of key words and phrases important to understanding the Design Guidelines and are specific to the Design Guidelines. The Design Guidelines shall be interpreted and applied as aspirational goals and shall be applied in a manner deemed most appropriate to the application under review.

Focus of Guidelines

1 Streetscape Improvement
2 Sidewalks and Setbacks
3 Ground Floor Treatment
4 Parking and Access
5 Massing and Street Wall
6 Architectural Detail
7 Signage



The Design Guidelines provide flexibility to approve designs that vary from the guidance set forth herein under certain circumstances, provided the proposed design conforms to the vision of Downtown Columbia as a sustainable pedestrian-oriented community with a distinctly urban character. In all events, development must comply with applicable governmental approvals, permits and requirements.

DESIGN PRINCIPLES FOR CREATING A LIVABLE DOWNTOWN

• Employment Opportunities. Maintain and enhance the concentration of jobs, in both the public and private sectors that provides the foundation of a sustainable Downtown.

• Housing Choices. Provide a range of housing types and price levels that offer a full range of choices, including home ownership, and bring people of diverse ages, ethnicities, household sizes and incomes into daily interaction.

• Transportation Choices. Enable people to move around easily on foot, by bicycle, transit and auto. Accommodate cars but also
strive to allow people to live easily without one.

• Shops and Services within Walking Distance. Provide shops and services for everyday needs, including food/grocery stores, day care, cafes and restaurants, banks and drug stores, within an easy walk from home.

• Safe, Shared Streets. Design streets not just for vehicles, but as complete streets with usable outdoor space for walking, bicycling and visual enjoyment.

• Gathering Places. Provide places for people to socialize, including parks, sidewalks, courtyards and plazas, that are combined with shops and services. Program places for events and gatherings.

• Amenity Areas. Provide adequate public recreational amenity spaces, including joint use open space, within walking distance of residents.

• A Rich Cultural Environment. Integrate public art and contribute to the civic and cultural life of Downtown Columbia.

Components of a livable downtown at the neighborhood scale.



Building Design

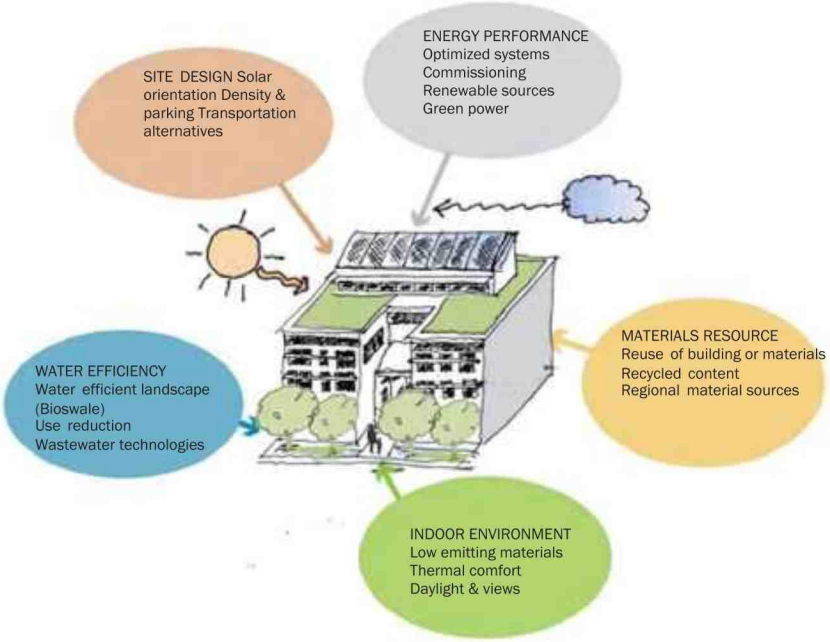
• Recognize individual projects are the “building blocks” of great streets and neighborhoods. This requires particular attention to the way the building meets the sidewalk, providing a transition to pedestrian scale and elements that activate the street.

• Respect adjacent buildings, including massing and scale, and neighborhood context, while at the same time, encouraging innovative architectural design that expresses the identity of a contemporary Downtown Columbia.

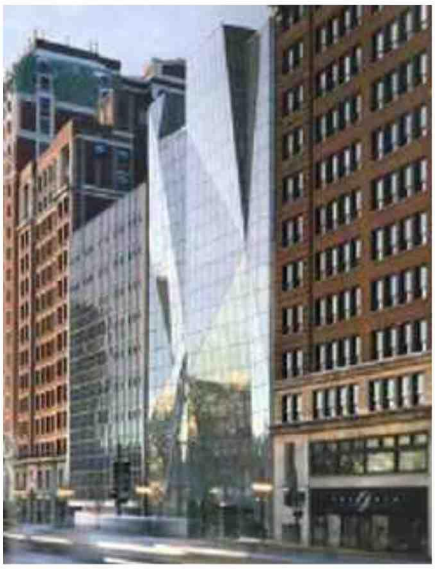
• Accommodate vehicular access and parking in a way that respects pedestrians and public spaces and contributes to the quality of the neighborhood.

Sustainability is an overarching goal of the Design Guidelines and essential to the concept of a livable Downtown.

Components of a sustainable building design









Creativity can take many forms; cutting edge, iconic design like the Seattle Library Building or Spertus Institute (top two images); or a LEED TM and pedestrian-friendly residential project (bottom)

ENCOURAGING CREATIVITY AND INNOVATION

The Design Guidelines provides both specific and broad suggestions, which, if followed, should result in "good buildings" which help create "good streets." While the definition of "good" varies with individual opinion, there are fundamentals of architectural design (both traditional and modern) that, in most cases, contribute to the creation of good architecture.

As discussed earlier, exceptions to the Design Guidelines may be approved, provided that a project achieves the overall objectives of the Neighborhood Design Guidelines. For example, a proposed site may be unique and require special consideration, or an innovative architectural design may enhance the overall design in a manner not readily achievable by strict adherence to the Design Guidelines.

Typically, buildings are seen as good contextual solutions when they appear similar to other buildings in the neighborhood. But contextual solutions can also reinterpret the existing character and features within a city block, and recompose them in a cleverly modern interpretation. This can result in new projects that are aesthetically unique and represent good building since they too con- tribute to the overall neighborhood identity.

Additionally, architecture that is considered memorable is ground-breaking in its design approach and sometimes contrasts sharply with its surrounding environment. Such projects usually bring the cache of a well-known or internationally recognized architect whose work is based on a strong theoretical design practice. These projects are often elevated above normal considerations and can be approved notwithstanding their variation from the Design Guidelines because the design meets or exceeds the objectives of the Design Guidelines.

Good buildings help sustain a neighborhood and maintain a healthy economic environment. Making good buildings can be achieved using the skills of experienced and talented architects, whose designs routinely incorporate the sustainability and livability objectives of the Design Guidelines. Using their professional experience, they are often practiced at determining how to integrate these objectives into a project in a manner that results in a con- temporary solution that genuinely contributes to the richness of Downtown's built landscape, and in turn, contributes to a great community of good buildings.

SUSTAINABLE DESIGN

The Downtown Columbia Sustainability Program included as Chapter 8 of these guidelines, establishes sustainability goals for Downtown Columbia and is comprised of many integrated and codependent programs, philosophies, and guidance documents which will inform the design, construction, operations and programming of land and building development in Downtown Columbia.

The intent of the Program is to fulfill a vision for a livable, socially, economically, and environmentally sustainable urban community. Collectively, the Sustainability Program consists of the following six documents and guidance tools, representing a “kit of parts”, that strives to deliver the most comprehensively sustainable development possible. These documents (described on the following page) include:

- The original Columbia plan
- Smart Growth Principles
- The Downtown Columbia Sustainability Guidelines (The Land Component & The Community Component)
- The Howard County Green Building Law
- Town Center Merriweather and Crescent Environmental Enhancements Study, September 2008
- Best Management Practices for Symphony Stream and Lake Kittamaqundi Watersheds, September 2008

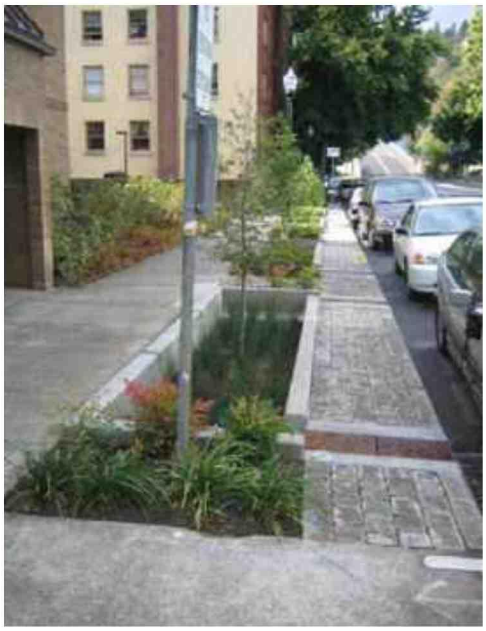
The program aims to establish goals to be pursued as each phase or project in Downtown progresses toward full build out over the ensuing years. As new technology emerges, innovative strategies will be pursued to conserve natural resources. The sustainability program is designed to allow future flexibility, to learn, adapt and evolve as the project moves from developer, to builder, to community ownership.

To promote a more livable Downtown, projects should address sustainability at multiple levels. The design of the street, buildings and landscape should work in tandem to achieve the most effective results. Subsequent sections of the Design Guidelines and the Sustainability Guidelines address sustainability at all those levels. This section provides an overview of the intent of the Design Guidelines and the Sustainability Guidelines with respect to sustainability.

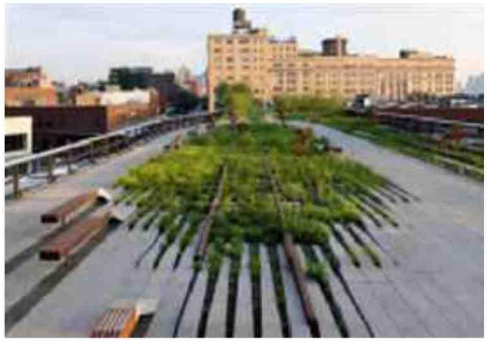
NEIGHBORHOOD DESIGN

1. Support walkability through sensitive design of the site, building and streetscape.

2. Orient projects to provide convenient access to potential future transit options wherever possible.









STREET AND ALLEY DESIGN

1. Design streets and sidewalks to provide appropriate accommodations for street trees and landscaping. Incorporate stormwater collection and conveyance features such as rain garden planters and bioswales where feasible

2. Design alleys to incorporate stormwater sustainable elements where feasible.

SITE AND LANDSCAPE DESIGN

1. Incorporate on-site landscape elements that reduce water and energy use, increase groundwater re-charge, reduce stormwater quantity, foster sustainable landscape management practices such as low use of fertilizers and pesticides, and enhance livability.

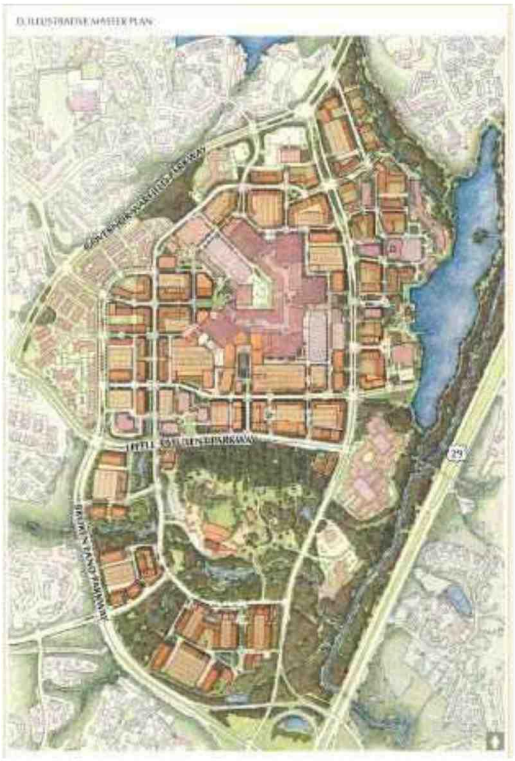
2. Consider providing green roofs to reduce solar gain (which contributes to the urban heat island effect) and to reduce the quantity of water entering the storm drain system.

IBUILDING DESIGN

In recognition of the visionary approach to planning and design that has been a hallmark of Columbia and in accordance with Downtown Columbia requirements all buildings over 10,000 square feet are required to comply with the County Green Building Standards.

02 HISTORY - THE DOWNTOWN COLUMBIA PLAN

02 HISTORY— THE DOWNTOWN COLUMBIA PLAN



Illustrative Master Plan Diagram

THE DOWNTOWN COLUMBIA PLAN

Columbia has an active and engaged community that was born out of the progressive urban planning ideas of its founder, the late Jim Rouse.

Rouse hoped to make Columbia a new kind of American community that would, through rational planning, avoid the problems associated with the decay that was settling upon America's big cities and the unplanned and often unsightly sprawl that marked its ever -burgeoning suburbs. Though in part motivated by social concerns, Rouse also was a successful business man who knew that Columbia had to be profitable if it was to survive and thrive.

Almost since Columbia's founding, its residents and officials have debated how to improve its downtown core. In October 2005, residents gathered with Columbia and Howard County government officials for a week-long series of public meetings called a "charrette."

The meetings were designed to listen to the thoughts of the community on how Downtown Columbia should be redeveloped over the next 30 years and from the input, to develop a master plan to guide downtown's continued evolution as the County's economic and cultural center.

The consensus of those meetings was that Downtown Columbia should become more vibrant and relevant to Columbia's residents and that these goals could be achieved by increasing the number of people living downtown and by adding more residences, shops and recreational and cultural amenities to Downtown Columbia, while also making downtown more attractive and easier for pedestrians to navigate.

As a result of the charrette, County officials, with the assistance of residents and planning consultants, released a preliminary draft master plan in February of 2006 that proposed new residential, office, retail and cultural development downtown, along with re-configured road and pedestrian networks. A community-based task force was formed by the County to provide feedback. They met between February and September of 2006 and provided feedback that the County utilized in the writing of their subsequent vision plan.

In late 2007, the County released a document entitled *Downtown Columbia: A Community Vision*, which laid out a series of planning guidelines that County officials recommended would lead to a lively, friendly to pedestrians and environmentally sensitive redeveloped downtown. The document made clear that County officials consider that Rouse's original goals for Columbia continue to be relevant and must guide any plan to rebuild downtown.

In response to the guidance provided by *Downtown Columbia: A Community Vision*, General Growth Properties began the process in collaboration with the community and a dedicated and experienced team of consultants, of developing a 30-year plan to revitalize and redevelop downtown Columbia and submitted a proposed Amendment to Howard County's General Plan 2000 on October 1, 2008.

On February 1, 2010, nearly 18 months after its submission, the Howard County Council unanimously approved the final legislation for a 30-year master plan that will bring as much up to 5,500 new homes, 4.3 million square feet of office space, 1.25 million square feet of retail, and hotels and cultural development to Columbia's downtown core.

The legislation addresses every aspect of community life in downtown Columbia. It includes diverse housing choices, bold environmental measures, physical connections making Downtown less automobile dependent, exciting arts and cultural amenities, office space for new businesses, and preservation of its history along with the plans for its future.

03 THE VISION







Images from Columbia's founding years—Mid 1960's

MAKING A SPECIAL PLACE

"Downtown Columbia will be a diverse, mixed -use, livable, physically distinctive and human-scaled place with a range of housing choices and recreational, civic, cultural and educational amenities."

-Downtown Columbia—a Community Vision

"Continue and enhance Jim Rouse's vision of Columbia as a thriving, socially responsible and environmentally friendly place for people of all ages, incomes and backgrounds."

-Downtown Columbia—a Community Vision

ROUSE VISION

Jim Rouse envisioned the planned community of Columbia as a socially responsible, environmentally friendly and financially successful place in which people of all ages, incomes and backgrounds could grow as individuals, neighbors and citizens. His strategic goals for what was to be a new kind of community included:

- Provide a real, comprehensive, balanced city
- Respect the land and allow the land to impose itself as a discipline on the form of the community
- Provide the best possible environment for the growth of people
- Realize a profit

These goals remain as relevant today as they were in the 1960's, when Rouse first broke ground on Columbia. To achieve these goals, Rouse built Columbia as a series of nine interconnected residential villages, each with its own civic/service center, which surrounded a larger Town Center, intended to serve as Columbia's downtown. Rouse's new community was designed to provide a wide spectrum of retail, office, educational, recreational and cultural uses, as well as a mix of residential offerings for people with a range of incomes. It has been successful in much of what was intended.

Despite the passage of four decades, however, Columbia's downtown never developed the character one expects in the heart of a community. It is still primarily sub- urban in nature with relatively undistinguished office buildings and an enclosed shopping mall at its core. It is a sparsely populated, automobile-dependent area, with isolated amenities separated from one another by what has become a vehicular thoroughfare.

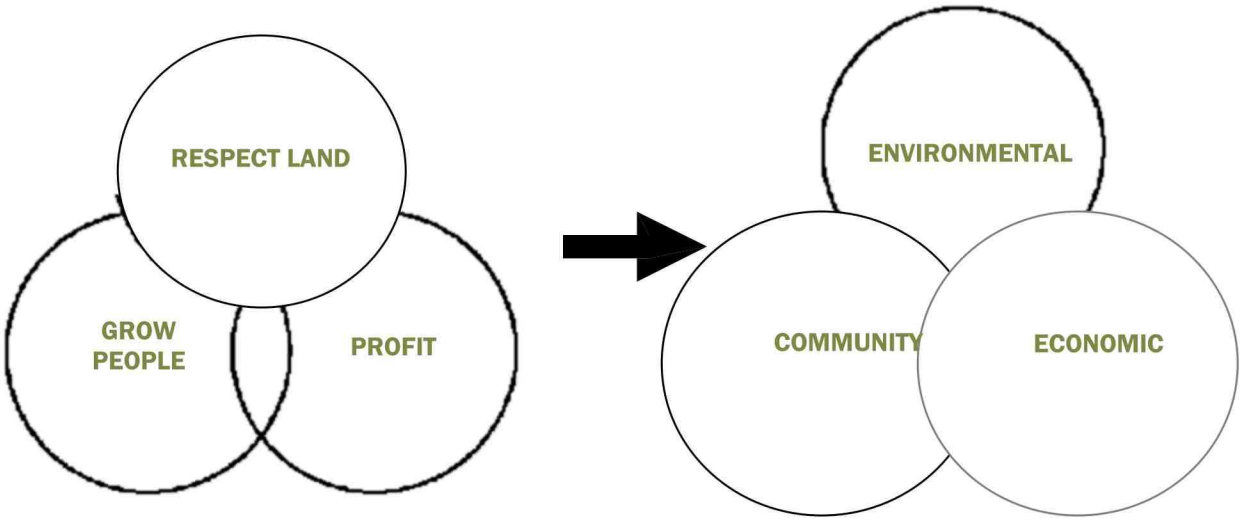
The planning challenge today is how best to complete Rouse's vision of a "real city" by creating a vital downtown in which residents can live, shop, work, entertain, exercise and enjoy cultural opportunities in an enriched natural setting. How to create a dynamic, walkable downtown that lives up to its citizens' needs and its founder's expectations; a downtown that will serve as a strong new heart for Columbia.

THE EVOLUTION OF THE COLUMBIA IDEAL—TOWARDS A SUSTAINABLE CITY

Columbia is unique in that it was originally designed and developed to embody some of the key elements of sustainability. One of the initial objectives for Columbia was to "provide a real, comprehensive, balanced city."

Just as the 1970s Columbia was a model community, in the 21st century Downtown Columbia could be a model sustainable community.

One of the intents of the Downtown Columbia Downtown-Wide Design Guidelines along with the sustainability program and guideline is to guide the fulfillment of a vision for a livable, socially, economically and environmentally sustainable urban community using whole systems thinking to inform the master plan and the design of a livable community.



COLUMBIA'S VISION 1970

DOWNTOWN COLUMBIA'S VISION 2010 (21st Century)

Sustainability is an overarching goal of the Design Guidelines and essential to the concept of a livable downtown. The sustainability program provides a framework to establish the goals to be pursued as the redevelopment progresses over the ensuing years. It strives to allow for future flexibility to learn, adapt and evolve as new technologies and innovative strategies emerge.

Green buildings, compact urban design, mixed-use housing and transit opportunities can allow residents to live, work and play locally. Although the redevelopment cannot offset all regional issues, Downtown Columbia can exemplify a resource sensitive community, a system comprised of a complex network of interrelationships. To design a sustainable community requires understanding of how the primary elements comprising and supporting the community work together and affect each other.

Sustainability Guidelines will be developed as a part of the overall sustainability program. They will serve as one of the primary guidance documents toward integrating social, economic and ecological sustainability measures into the design, construction, operations and programming of Downtown Columbia.

SUSTAINABILITY GUIDELINES FRAMEWORK

The overall structure of the sustainability program is shown in the accompanying figure that is represented in the Sustainability Framework. The Sustainability Framework is comprised of two interdependent subsections, the Community and the Land, stemming from the Vision and Principles established for Downtown Columbia.

The Community Framework to be developed over time by the residents and occupants of Downtown Columbia will focus on social elements of sustainability, while the Land Framework focuses on those physical or built elements of sustainability that are the result of land planning, site design, architecture, construction and management. Each element includes a goal statement and a series of components that define the

LAND COMPONENT

The Land Framework is comprised of six Elements: Water, Transportation, Energy, Ecology, Materials, and Livability.

GOALS:

I. Livability
Goal: Downtown Columbia will be a vibrant, walkable, and economically sustainable community in which to live, work and play. Its ability to nurture and establish connections among people and the land will create a distinct attachment to place. With a focus on meeting the needs and desires of its diverse inhabitants, Downtown Columbia embodies a commitment to equality and healthy environments.

II. Water
Goal: Downtown Columbia will work to restore natural hydrologic processes that sustain surrounding ecosystems. New development should be designed to reduce and optimize water consumption while improving its quality upon release.

III. Transportation
Goal: Downtown Columbia seeks to reduce regional transportation impacts by planning dense compact neighborhood facilities and fostering choice and convenience in a variety of transportation modes. Downtown Columbia will strive to restructure transportation systems to promote walking, bicycling and transit as the preferred methods of transportation to and from the Downtown Columbia.

IV. Energy
Goal: Downtown Columbia should strive to meet its energy needs through renewable sources and become a carbon neutral community.

V. Ecology
Goal: Downtown Columbia will work to restore and maintain resilient, self-sustaining and diverse site ecology. The site will exist as a whole system that connects and complements the biodiversity of the region. The urban core will include a vital ecology for both humans and wildlife that focuses on healthy soil, air and water.

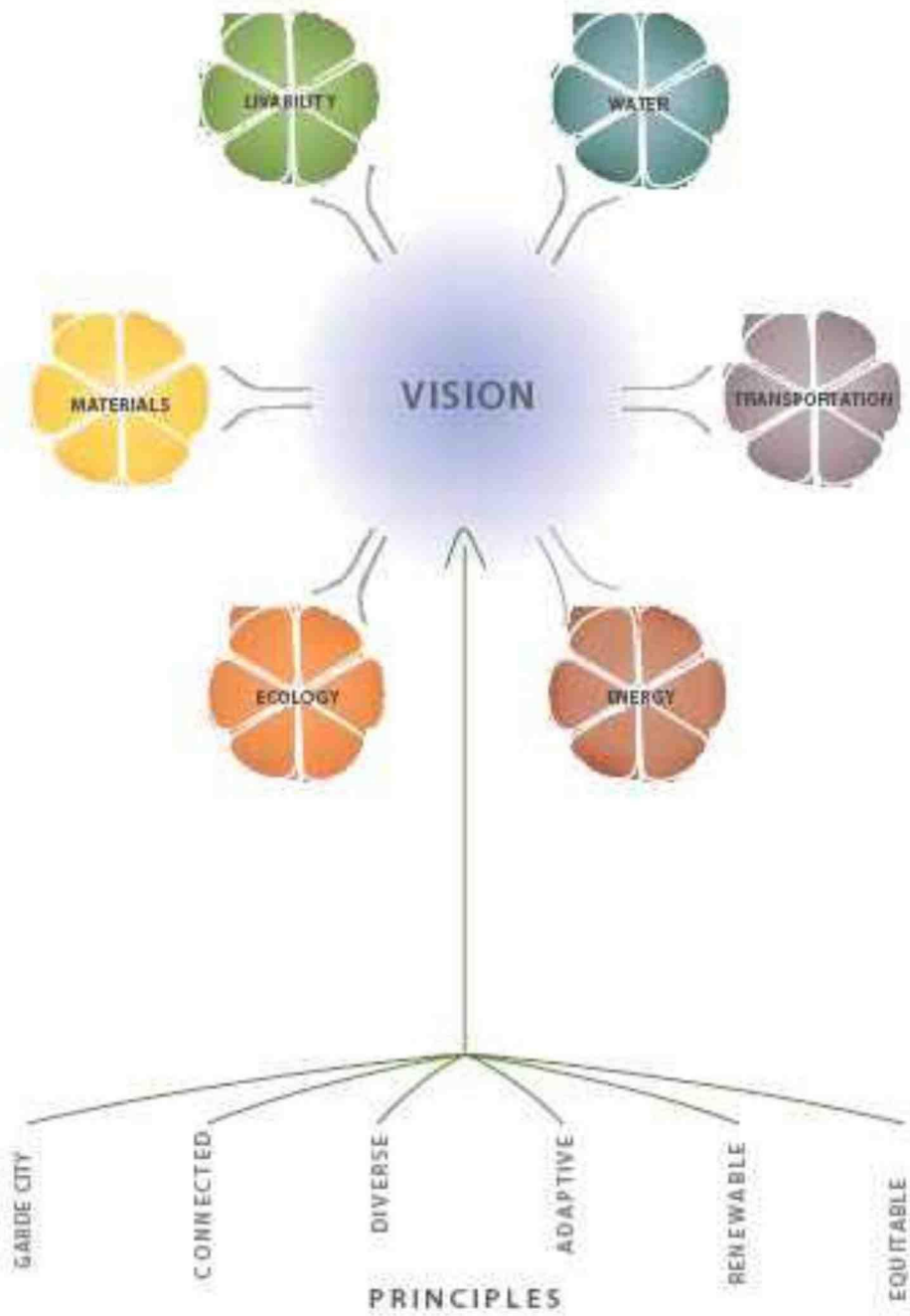
VI. Materials
Goal: Downtown Columbia should seek to utilize materials that have been responsibly sourced, harvested and manufactured. Materials will be chosen to limit direct and indirect impacts to human health and natural systems. Downtown Columbia will be designed to be adaptable so that changes in use, maintenance, and management are easily facilitated, limiting future material needs and waste.

SUSTAINABILITY PROGRAM FRAMEWORK DIAGRAM

Designing a community from a whole systems perspective requires understanding the interrelationships among the primary physical design elements that power, shelter, move, nourish and sustain life.

LAND FRAMEWORK

COMMUNITY FRAMEWORK



04 THE NEIGHBORHOODS

THE NEIGHBORHOODS

These Design Guidelines define the character of the neighborhoods by describing principles that determine the relationship between buildings and streets.

The Neighborhood Framework Diagram describes the neighborhood within which a property or development is located. The Design Guidelines are used to determine general provisions unlike the Neighborhood Specific Design Guidelines which will dictate specific regulations for each neighborhood.

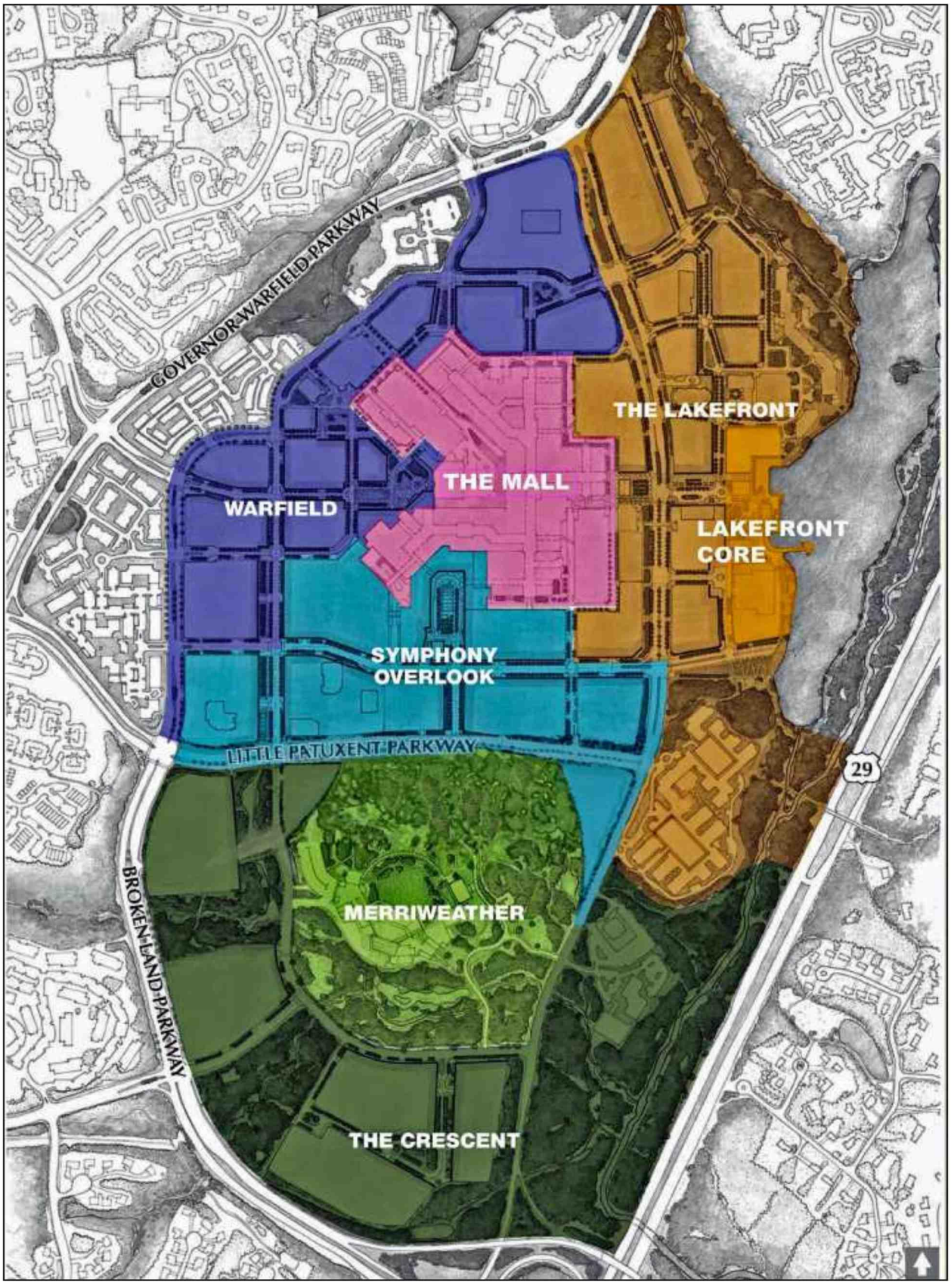
These Downtown-Wide Design Guidelines will be used as a measure against which future specific Neighborhood Design Guidelines will be developed for each of the neighborhoods; Warfield, Sym- phony Overlook, The Lakefront and Lakefront Core, The Mall, Merriweather-Symphony Woods, and The Crescent.

Individual specific Neighborhood Design Guidelines, along with a Neighborhood Concept Plan, will be submitted with each Downtown Final Development Plan. The Howard County Design Advisory Panel will then review each of the Neighborhood Design Guidelines to evaluate their consistency with these Downtown-Wide Design Guidelines. The Design Advisory Panel will provide its recommendations to the County Planning Board, and the Planning Board will then be responsible for approving the final Neighborhood Design Guidelines along with the Final Development Plan.

The Neighborhood Framework Diagram divides the Downtown Columbia into six neighborhoods: Warfield, The Lakefront and Lakefront Core, The Crescent, Merriweather-Symphony, Symphony Overlook and The Mall.

The neighborhood structure for Downtown Columbia encourages a greater mix of uses. The emphasis on primary uses varies between neighborhoods, which when combined with the variety of Amenity Spaces, creates a distinctive identity for each neighborhood.

NEIGHBORHOOD DIAGRAM



SUMMARY MATRIX OF NEIGHBORHOOD GUIDELINES

NEIGHBORHOOD	CHARACTER
Warfield	Urban residential, mixed-use, family oriented, light commercial in core areas, greater commercial elsewhere
The Lakefront and Lakefront Core	Modestly scaled mixed-use neighborhood, oriented to water and lake-front plaza with accessible open space at the lakefront.
The Crescent	Urban live/work neighborhood overlooking Merriweather and Symphony Woods
Merriweather—Symphony Woods	Arts, cultural, civic and ancillary retail and food uses set within Sym-phony Woods Park and Merriweather
Symphony Overlook	Primary Commercial center with retail, hotel, office and residential connecting to the park and Lakefront
The Mall	Commercial center with primary retail use and supporting complimentary uses

Note: Building heights can vary by building within each Neighborhood from the minimum to the maximum as outlined in the Maximum Building Height Plan (Exhibit F, Downtown Columbia Plan).

These recommendations are provided to help achieve the goals of the Plan. Any departure from the Plan will be reviewed by the Department of Planning and Zoning and the Planning Board based on the following hierarchy of priorities, where flexibility increases as priority ranking decreases:

1. Neighborhood Character: Each neighborhood character will develop over time yet, it is important that this character is consistent with the Downtown Columbia Plan and Design Guidelines.

2. Street Network and Streetscape Character: The proposed street framework, with additional connections to existing roads, is needed to disperse traffic and ease congestion on Downtown Columbia streets and to create a safer active pedestrian environment. The exact location of the roads and connections can vary from the Street and Block Plan, however the basic framework and diversity of street connections and pedestrian-oriented streetscape enhancements should be provided.

STREET FRAMEWORK	BLOCK CONFIGURATION	BUILDING HEIGHTS
Perimeter parkways with a net-work of boulevards, avenues and residential streets	Average length <400', maximum length 550'	Max. 9 stories, not to exceed 120'. Min. 2 stories, or 30'.
Residential streets and existing parkway	Average length <350', maximum length 600'	Core area: Max. 9 stories, not to exceed 120'. Other: Max. 20 stories, not to exceed 250', min. 2 stories, or 30'
Bounded by parkways and internal avenues along the park edge, residential streets	Average length <400', maximum length 550'	Max. 20 stories, not to exceed 250'
Bounded by avenues, internal streets are park drives	No requirements	Max. 4 stories, not to exceed 60'
Bisected by boulevard, bounded by avenues with internal streets and street connection to the park	Average length <400', maximum length 600'	Max. 20 stories, not to exceed 250'. Min. 2 stories, or 30'
Bounded by streets and alleys	No requirements	Max 7 stories, not to exceed 100'

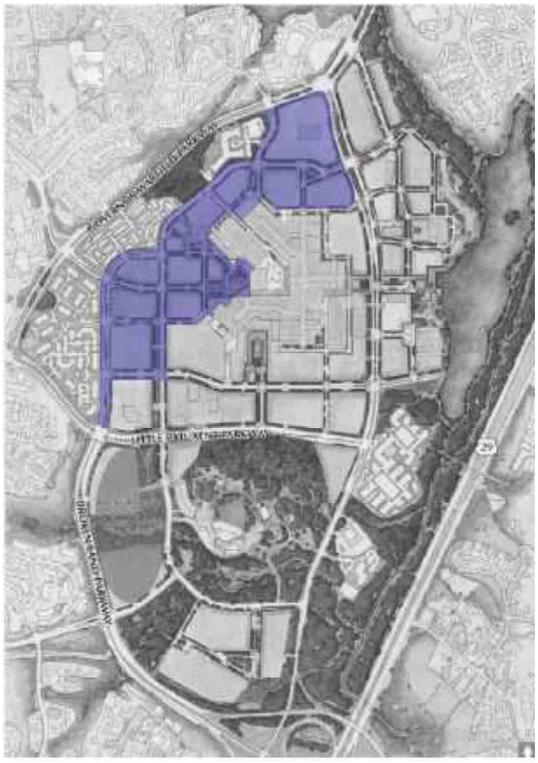
Note: Building heights can vary by building within each Neighborhood from the minimum to the maximum as outlined in the Maximum Building Height Plan (Exhibit F, Downtown Columbia Plan).

3. Building and Block Configurations: Building and block configurations may be changed from the Illustrative Master Plan if in keeping with the intent of the General Plan and the Design Guidelines.

4. Mix of Uses: The mix of uses is critical to the success of Downtown Columbia. A reasonable mix of uses and building types should be consistent with the intent of the Plan.

5. Building Types and Maximum Heights: The building types and heights are important to the character of each neighborhood. Maximum building heights are specified within each neighborhood. Consideration should be given to adjacent building heights both within and in adjacent neighborhoods. Limited change to building height is allowed based on compatibility, character and height of nearby and planned development and redevelopment, and open spaces in the area. However, in no event shall the maximum building height for Down- town exceed twenty stories.

WARFIELD—*A Traditional Mixed-Use Neighborhood for Families*



Illustrative Plan of the Warfield Neighborhood



Warfield is envisioned to have pedestrian-oriented streets with retail and restaurants at street level with residential on upper floors. Sidewalks in some areas have outdoor dining.



Illustrative of residential street in the Warfield Neighborhood

Location: Warfield is east of Governor Warfield Parkway and west to northwest of The Mall in Columbia.

Warfield is a traditional urban mixed-use neighborhood for families. The development of this area should be compatible with adjacent residential and retail uses. The neighbor- hood is characterized by buildings with up to 9 stories. Streets and sidewalks are expected to be active with both residents as well as shoppers. Parking will be provided both on street and in garages. The sidewalks, parks, plazas, playgrounds and other Amenity Spaces in this distinctly urban residential neighborhood are Warfield's shared out- door spaces where children play and neighbors meet and socialize.

The Warfield neighborhood is organized around a series of Amenity Spaces including plazas, greens and promenades. An east/west corridor consisting of streets and promenades will connect the Warfield Parkway entrance to the Mall, continuing on the east side to the Lakefront; creating a cross-town walking route that can become one of Columbia's most desirable features.

Warfield Plaza incorporates the existing plaza at the entry to the Mall, expanding it with additional green space to make it the focus of the neighborhood. Water and sculpture could be used to mark this location where streets and urban spaces connect to the Mall entry. The Plaza is at a crossroads of pedestrian circulation, helping make it an active urban place, and it also serves as a daytime and evening gathering space for programmed and impromptu activities.

Warfield Square is another important gathering space that is active into the evening hours, adjacent to restaurants and a cinema. Warfield Plaza and Warfield Square are connected by a retail-lined street. Sight lines between these Amenity Spaces should be exploited by locating rainwater treatment features and/or sculpture where visual connections can be enhanced between these major urban spaces. Other small green respites and recreation spaces in War- field should be focal points that serve the residential population of the neighborhood.

With few existing buildings in Warfield, new mixed-use development should be planned in a coordinated way with relationships drawn between buildings framing streets and amenities. For example, a consistent setback or cornice line at the upper floors should be considered as a way to visually connect buildings between blocks. Likewise, visual connections can be drawn between retail at street level from block to block. With residential the dominant use above street level, there should be a similar scale and pat- tern of openings (windows) in these buildings. There should be a family of compatible materials and colors that are appropriate for a neighborhood of primarily residential buildings above ground level commercial uses.

BUILDING HEIGHT
Maximum 9 stories not to exceed 120 feet

FRONTAGE COVERAGE
Upon completion of a block, building facades shall constitute 80% to 100% of block length (sum of building lengths divided by block length) and may consist of several buildings. Amenity Spaces are excluded from calculation of building frontage along block. Block length is measured between streets or to a property line or stream buffer. Required setbacks may be subtracted from the block length.

BUILD-TO-LINE
Between ten and twenty-five feet from edge of curb to building face, unless public Amenity Space is located between street and building. No minimum required setback from street. See Section 5 for minimum sidewalk widths.

BUILDING SEPARATIONS/SIDE SETBACKS
The separation between buildings will vary, but should be sufficient to allow for pedestrian or vehicular access where appropriate. A separation of 25 to 40 feet should be provided if an Alley or Driveway is located between buildings.

BLOCK AND BUILDING STANDARDS
Block Length: maximum length 550 feet, average length 400 feet or less. Block lengths are expected to vary within neighborhoods. Long blocks (450 feet or greater) should have a pedestrian way, Alley or Driveway that provides through access to another street or mid-block parking garages.





THE LAKEFRONT AND LAKEFRONT CORE—*Bringing Community Life Back to the Water's Edge*



Illustrative plan of the Lakefront Neighborhood



The connection from Symphony Overlook to The Lakefront is a park that descends with slopes and terraces to the natural wetland planting at the lake edge



The connection from the Mall to the Lakefront that descends with terraces to the Lakefront Plaza

Location: The Lakefront is located from the western edge of Lake Kittamaqundi westward to the Mall and from Little Patuxent Parkway on the north to Symphony Woods Park and Merriweather on the south.

The Lakefront is intended to bring community life back to the water's edge. The Lakefront Core should be a lively, walkable neighborhood connected and oriented to Lake Kittamaqundi The objective is to make The Lakefront a lively, walkable neighborhood, connected and oriented to Lake Kittamaqundi. At the north end of this waterfront neighborhood, there will be a modestly-scaled primarily residential and hotel community along a redesigned Wincopin Street, lined with trees and fronted with mid-rise residential and some office buildings.

The central Lakefront area at the existing fountain is an important, symbolic gathering space in Columbia. Iconic sculptures such the People Tree and The Hug are landmarks in the community. This area has been the setting for community gatherings since the founding of Columbia. This culturally significant landscape should retain its purpose as a central gathering place and amenity area but also be revitalized. It should also be enlivened and enhanced with new development including retail, restaurant, office, residential and hospitality uses that bring people to this part of Columbia.

Revitalization of this noteworthy neighborhood should include updating and expanding the existing amenities and landscape to encourage more active use on a regular basis as a community asset, as well as a setting for performances, festivals and other events.

Open space corridors extending east to west will link the Lakefront to other Downtown Columbia destinations. The Mall will be connected to the central Lakefront area by a series of terraces that descend down the slope to the water with surrounding retail, residential and office space.

The Symphony Overlook neighborhood will be linked to Lake Kittamaqundi by extending a major east/west retail street to a green park that slopes and terraces down to the water's edge. To the north, a pedestrian promenade extends from the Warfield neighborhood to the natural area north of Lake Kittamaqundi. To facilitate and encourage pedestrian connectivity, Little Patuxent Parkway will be transformed into a more pedestrian-friendly street with sidewalks, crosswalks and signal timing for pedestrians to encourage walking and cycling between adjacent neighborhoods.

BUILDING HEIGHT

The core, which includes parcels adjacent to the lake and immediately north and south of the lakefront open spaces: maximum 9 stories, not to exceed 120 feet in height, minimum 2 stories or no less than 30' in height. Outside Core Area: maximum 20 stories, not to exceed 250 feet in height.

FRONTAGE COVERAGE

Upon completion of a block, building facades shall constitute 80% to 100% of block length (sum of building lengths divided by block length) and may consist of several buildings. Amenity Spaces are excluded from calculation of building frontage from block length is measured between streets (not including Alleys) or stream buffer. Required setbacks may be subtracted from the block length.

BUILD-TO-LINE

Between ten and twenty-five feet from edge of curb to building face, unless public Amenity Space is located between street and building. No minimum required setback from street. See Section 5 for minimum sidewalk widths.

BUILDING SEPARATIONS/SIDE SETBACKS

The separation between buildings will vary, but should be sufficient to allow for pedestrian or vehicular access, where appropriate. A separation of 25 to 40 feet should be provided if an Alley or Driveway is located between buildings.

BLOCK AND BUILDING STANDARDS

Block Length: Maximum length 600 feet, average length 350 feet or less. Block lengths are expected to vary within neighborhoods. Long blocks (400 feet or greater) should have a pedestrian way, Alley, or Driveway that provides through access to another street or to mid-block parking garages.



The Lakefront is a symbolic area of Columbia. Improvements to the Lakefront are encourage to create more activity.



Example of seating as an integrated landscape element

THE CRESCENT — *Where New Urban Settings Face an Extensive Wooded Park*



Illustrative plan of the Crescent Neighborhood



Illustrative images of a plaza in the Crescent Neighborhood



Location: The Crescent neighborhood is located east of Broken Land Parkway, south of Little Patuxent Parkway, west of South Entrance Road, and south of the Merriweather-Symphony Woods neighborhood.

The Crescent is a neighborhood characterized by urban development overlooking a wooded park. Development parcels are located on high ground between the tributaries of the Little Patuxent.

These stream corridors should be preserved and enhanced natural areas that connect to the larger network of Amenity Spaces, and are tributaries to Symphony Stream and the Little Patuxent River. The goal is to create a new mixed-use neighborhood set within the context of restored and enhanced woodlands.

The Crescent location allows for easy local and regional access, and thus it's well suited as a higher density residential and office neighborhood that also includes some shops, restaurants, and possible hospitality uses. The Crescent can become a major live-work location as well as an employment center for those in the surrounding villages.

Higher elevations in this part of Downtown Columbia will provide good visibility and buildings ranging in height up to 20 stories will frame the Merriweather-Symphony Woods neighborhood in a distinctive curving arc. A new street between The Crescent and Merriweather-Symphony Woods will provide a prominent address and entry for these buildings. This curving street with sidewalks along building fronts and paths along the edge of the green space will connect The Crescent north to Symphony Overlook. Paths will also connect The Crescent to Merriweather-Symphony Woods, which allows parking built for office uses to be shared by patrons of Merriweather Post Pavilion.

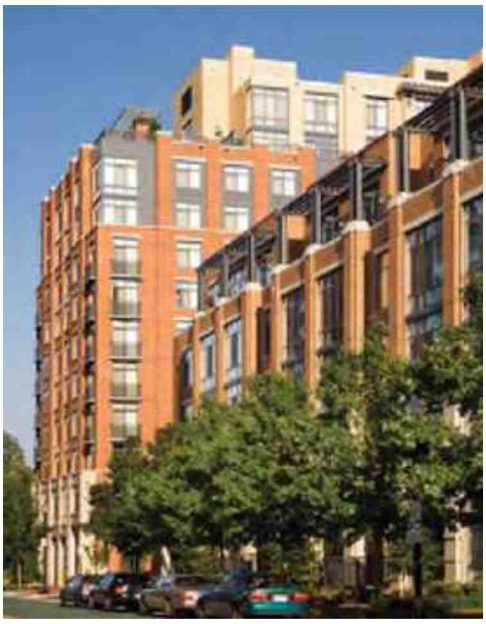
BUILDING HEIGHT
Maximum 20 stories, not to exceed 250 feet in height.

FRONTAGE COVERAGE
Upon completion of the block, building facades shall constitute 80% to 100% of block length (the sum of building lengths divided by block length) and may consist of several buildings. Amenity Spaces are excluded from calculation of building frontage along block. Block length is measured between streets (not including Alleys) or to a property line or stream buffer. Required setbacks may be subtracted from the block length.

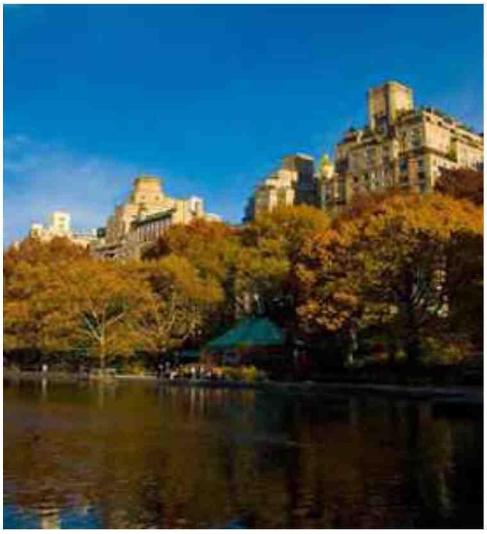
BUILD-TO-LINE
Between ten and twenty-five feet from edge of curb to building face unless public Amenity Space is located between street and building. No minimum required setback from street. See Section 5 for minimum sidewalk widths.

BUILDING SEPARATIONS/SIDE SETBACKS
The separation between buildings will vary, but should be sufficient to allow for pedestrian or vehicular access, where appropriate. A separation of 25 to 40 feet should be provided if an Alley or Driveway is located between buildings.

BLOCK AND BUILDING STANDARDS
Block Length: maximum length 550 feet, average length 400 feet or less. Block lengths are expected to vary within neighborhoods. Long blocks (450 feet or greater) should have a pedestrian way, Alley or Driveway that provides through access to another street or to mid-block parking garages.



The Crescent - mixed-use development



Example of a strong building edge along park

SYMPHONY OVERLOOK— *Where the New Downtown Meets Culture in the Park*



Illustrative plan and images of Symphony Overlook





Location: Symphony Overlook is north of Little Patuxent Parkway and south of the Mall.

Symphony Overlook connects the Mall to the cultural uses in the Merriweather–Symphony Woods neighborhood. It is a crossroads of activity where a vibrant mix of retail, office, hotel/convention and some residential uses would be appropriate on two walkable urban streets lined with retail at street level. One is west-to-east connecting Warfield to The Lakefront. The other key street is north-to-south connecting the Mall to Merriweather-Symphony Woods. These two streets intersect at Market Square.

Market Square is a multifunctional programmed urban plaza that changes with the seasons and with events staged in the space. An overhead structural frame could at times, especially in summer, contain an interactive fountain with water falling onto the plaza. On other occasions, the frame could support a fabric canopy to shade a market, fair, or concert event. It could also shelter an ice skating sheet in winter.
The pavilion is a signature building in the plaza. Rainwater storage and treatment systems will be incorporated into the design of the supply sources for planting irrigation and water feature use.

Structured parking in this neighborhood could provide shared parking for the Mall, the new uses in the neighborhood, and during the weekend and evenings, for the Merriweather Post Pavilion and Symphony Woods Park when concerts, activities, and festivals are staged.

BUILDING HEIGHT:
Maximum 20 stories, not to exceed 250 feet in height.

FRONTAGE COVERAGE:
Upon completion of a block, building facades shall constitute 80% to 100% of block length (sum of building lengths divided by block length) and may consist of several buildings. Amenity Spaces are excluded from calculation of building frontage along block. Block length is measured between streets (not including Alleys) or to a property line or stream buffer. Required setbacks may be subtracted from the block length.

BUILD-TO-LINE:
Ten to twenty-five feet from edge of curb to building face unless public Amenity Space is located between street and building. No minimum required setback from street. See Section 5 for minimum sidewalk widths.

BUILDING SEPARATIONS / SIDE SETBACKS:
The separation between buildings will vary, but should be sufficient to allow for pedestrian or vehicular access, where appropriate. A separation of 25 to 40 feet should be provided if an Alley or Driveway is located between buildings.



Market Square



Market Square provides flexibility for a variety of potential uses and events in different seasons which might include:



Market Plaza in summer - fountain



Market Plaza in autumn - farmer's market



Market Plaza in winter - ice skating

MERRIWEATHER– SYMPHONY WOODS — *A Strengthened Tradition in a New Kind of Cultural Park*



Illustrative plan of Merriweather-Symphony Woods Neighborhood



Adaptive Use potential for the Barns

Location: Merriweather-Symphony Woods is south of Little Patuxent Parkway between The Crescent and Symphony Overlook

Merriweather-Symphony Woods is a new kind of cultural park where the landscape is a setting for parkland, arts, cultural and civic uses.

This neighborhood is anchored by an enhanced Merriweather Post Pavilion which will have significantly improved facilities while preserving the ambience in the wooded landscape and Symphony Woods Park. The Merriweather portion of this neighborhood is envisioned as a Downtown Arts and Entertainment District area that could also include uses such as a children's theatre.

The vision for Symphony Woods Park is as an attractive setting for passive recreation and community events. Park facilities will be designed to invite people to enjoy the woods and will create a gateway to Merriweather Post Pavilion. For the first time, the park will become an important asset and destination and will be used year round.

Merriweather-Symphony Woods will have extensive vegetation consisting of preserved existing trees, forest restoration and reforestation. It will be designed for enhanced community use including a new system of paths and infra- structure and park facilities to support festivals and other events in the park. Natural areas to the south will be improved by removing invasive species and restoring stream corridors with native vegetation.

Merriweather-Symphony Woods is connected to the heart of Symphony Overlook along a north/south axis drawn from Market Square to the park.

Pedestrians will cross Little Patuxent Parkway at a new crosswalk to enter Symphony Woods Park. New walkways, visual corridors, and park amenities will support visitor enjoyment of passive recreation, festivals, and other events in Symphony Woods Park. Access through Symphony Woods Park will be designed so there is connectivity between Merriweather and Symphony Woods Park

BUILDING HEIGHT
Maximum 4 stories, not to exceed 60 feet in height.

FRONTAGE COVERAGE
No requirements in this neighborhood.

BUILD-TO-LINE
No requirements in this neighborhood.

BUILDING SEPARATIONS/SIDE SETBACKS
The separation between buildings will vary, but should be sufficient to allow for pedestrian or vehicular access, where appropriate. A separation of 25 to 40 feet should be provided if an Alley or driveway is located between buildings



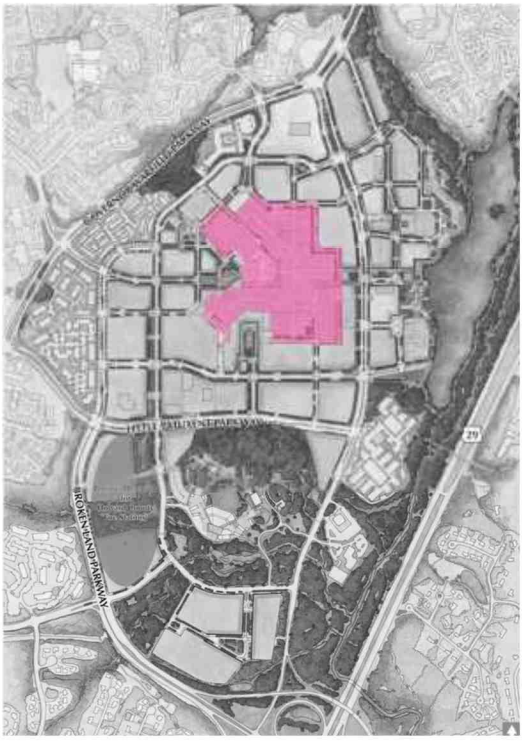
Venues for performing arts



Art in the park

THE MALL - *Where the community gathers to shop, eat and be entertained.*

Location: *Centered between Warfield, Symphony Overlook and the Lakefront neighborhoods.*



Illustrative plan of The Mall Neighborhood

The Mall in Columbia is currently a successful regional center with five department stores, a movie theatre and a diverse collection of restaurants. To enhance the economic strength of the Mall and as a response to increased competition, special attention is given to the Mall in this Plan by placing the Mall in its own neighborhood.

Any redevelopment of the Mall must comply with the Design Guidelines for the Mall Neighborhood.

Through the Design Guidelines, any redevelopment of the Mall will provide amenities including but not be limited to, improvements to underutilized areas around the Mall such as sidewalks, curbs, plantings and landscaping, street furniture and other streetscape improvements, lighting, public art, enhanced hardscaping, transit improvements and improved safety features.

These improvements will strengthen linkages between the neighborhoods and will provide attractive, pedestrian-friendly environments around the Mall that will encourage businesses to locate and remain in Downtown. The Neighborhood Design Guidelines will also promote the Mall as a center of social activity and economy for Howard County.

BUILDING HEIGHT
Maximum 7 stories not to exceed 100 feet, refer to Maximum Building Height Plan

FRONTAGE COVERAGE
No requirements in this neighborhood.

BUILD-TO-LINE
No requirements in this neighborhood.

BUILDING SEPARATIONS/SIDE SETBACKS
The separation between buildings will vary, but should be sufficient to allow for pedestrian or vehicular access, where appropriate. A separation of 30 to 40 feet should be provided if an Alley or Driveway is located between buildings

05 STREET AND SIDEWALK DESIGN GUIDELINES

05 STREET AND SIDEWALK DESIGN GUIDELINES





Design sidewalks that are walkable and accommodate a variety of uses.

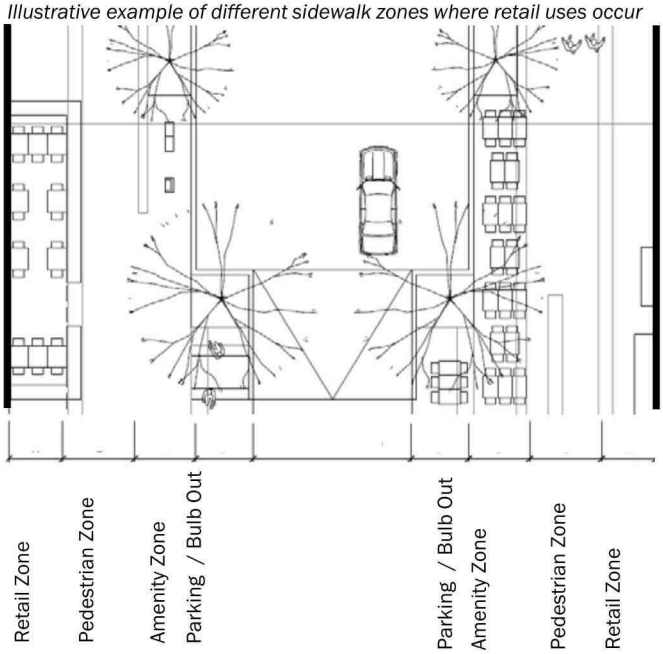
The Downtown Columbia Plan calls for a pedestrian-oriented, mixed-use community design that requires a different approach to street design.

To create a unique urban environment, it is anticipated that streets within Downtown Columbia will vary from the current standards in the Howard County Subdivision and Land Development Regulations and the Design Manual, Volume III. Streets within an urban or downtown environment are an important part of the open space system. They should be designed for people, cars, and bicycles. While not as green or planted as Amenity Spaces, the streets provide visual openness and spatial definition, and they are vital to the vibrancy of Downtown Columbia. Although all streets should be pedestrian-oriented, certain streets which are designated as Primary Pedestrian Streets, will contain areas with significant amounts of pedestrian activities such as shopping, walking, strolling, outdoor dining and seating.

The design and character of the streets (including sidewalks, street trees, rainwater treatment practices, light fixtures, site furniture, etc.) requires careful consideration. To provide a pedestrian- friendly environment, the street network should incorporate urban traffic calming measures such as frequent intersections, cross- walks, on street parking or similar treatments.

The design of streets must consider the mobility and safety of the pedestrian ensuring that maximizing traffic capacity and speeds are not the dominant consideration in street design, particularly in pedestrian-oriented areas. It is also essential that streets, pedestrian facilities and Amenity Spaces take into account the abilities and disabilities of all pedestrians. At a minimum, these pedestrian facilities must comply with the Americans with Disabilities Act standards. ADA accessibility requirements most often help to create a better pedestrian environment, particularly for seniors, as well as for those with disabilities.

Illustrative example of different sidewalk zones where retail uses occur



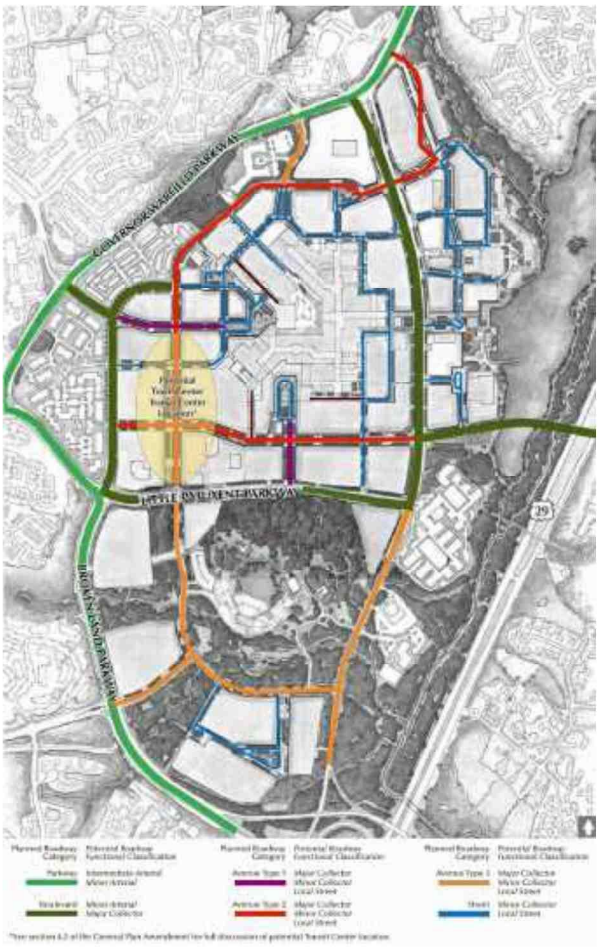
STREET FRAMEWORK DIAGRAM

The Street Framework Diagram depicts a network of existing and potential new streets designed to accommodate and disperse traffic, yet encourage pedestrian and balance vehicular use. The Primary Pedestrian Street Diagram included in the Pedestrian and Bicycle Guidelines identifies those streets that are expected to have areas of retail concentrated along their frontage. The retail concentrations along the Primary Pedestrian Streets often extend from or create strong links to the Mall or to the existing restaurant and entertainment area at The Lakefront.

The Street Framework Diagram indicates suggested street types based on their distinctive character, which may be defined by the number of potential lanes and the presence of medians or other special treatment. The Street Plans and Sections, which are keyed to the Street Framework Diagram, provide illustrative sections and plan details.

The guidelines documented in this chapter are important in order to achieve the distinctive pedestrian-friendly network of streets vital to a walkable new community.

The diagrams, plans and street sections on the following pages and in Appendix A1 are conceptual in nature and are intended to provide guidance for the preparation of Neighborhood Design Guidelines. The lane width, sidewalk width, bike and travel lane configuration, number of lanes, stormwater management, landscaping and other sustainability elements, lighting and other details to be provided in connection with a particular street type and location will be determined in connection with the Neighborhood Design Guidelines. Except where physical constraints, adequate public facilities requirements, or other design or operational factors suggest a different design solution, it is intended that the street sections and details approved as a part of the Neighborhood Design Guidelines will be incorporated into the applicable Neighborhood Concept Plan, final development plans and site development plans.



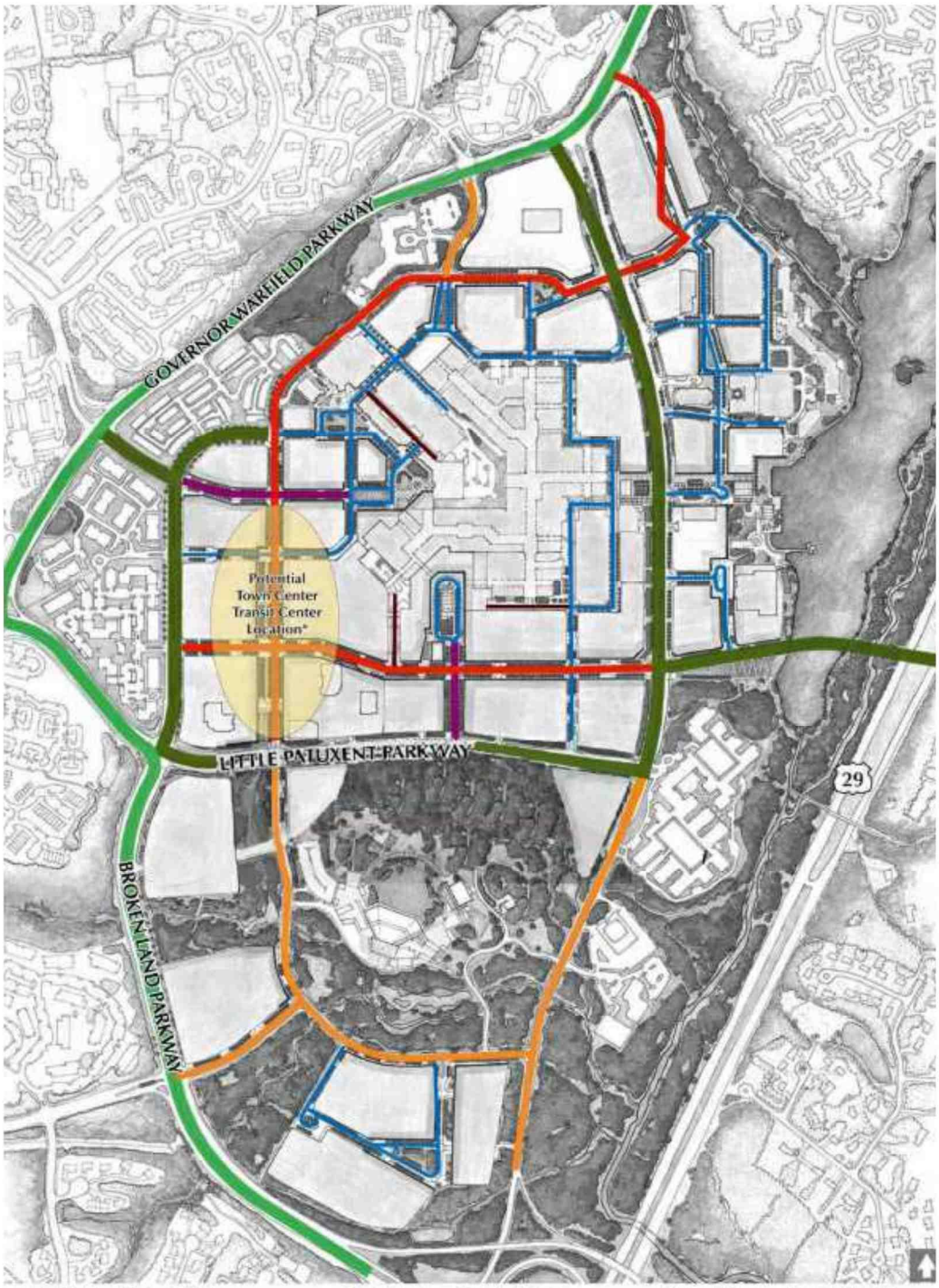
Illustrative Street Framework Diagram

The following typical street standards have been incorporated into the Design Guidelines Appendix A1, although some variation should be anticipated in Neighborhood Concept plans to address certain variable situations.

- Through Travel Lane Width adjacent to curb: 12’
- Through Travel Lane Width adjacent to parking lane : 12’
- Through Travel Lane Width adjacent to bike lane : 11’
- Left Turning Lane Width: 11’
- Right Turning Lane Width: 12’
- Multiuse Pathway Width : 8' minimum
- On-street parallel parking space dimensions: 8’
- On-street bike lane width between outside lane and parallel parking or curb: 5'-0"

It should also be anticipated that incorporating sustainability elements into any street section will require a location-specific determination during the site development plan review process.

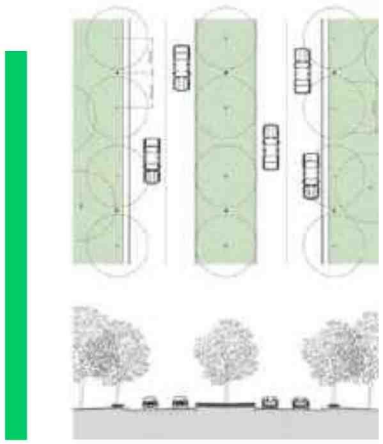
STREET FRAMEWORK DIAGRAM



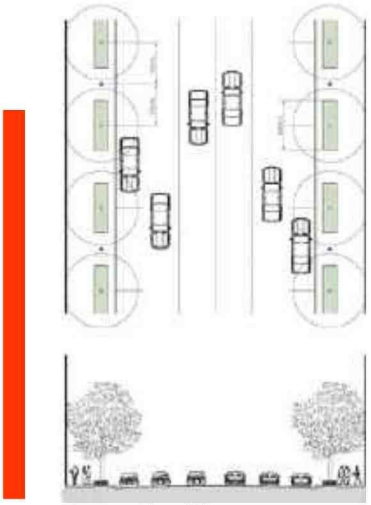
*See section 4.2 of the General Plan Amendment for full discussion of potential Transit Center location.

ROADWAY CATAGORY SYSTEMS

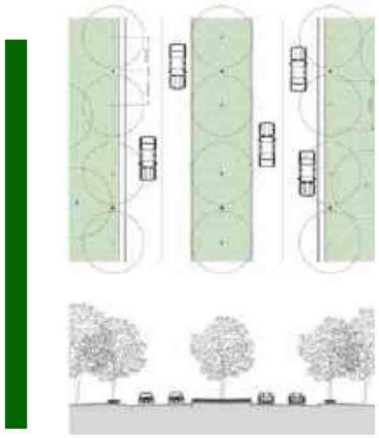
See Appendix A1 for enlarged plans



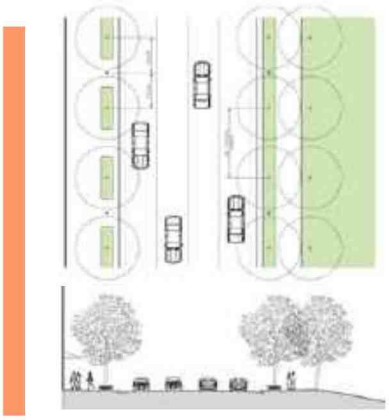
Parkway



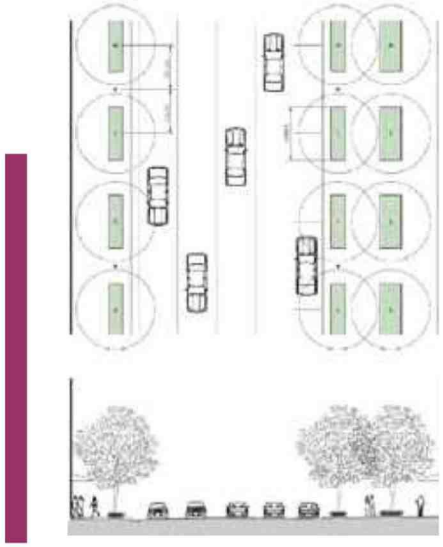
Avenue Type 2*



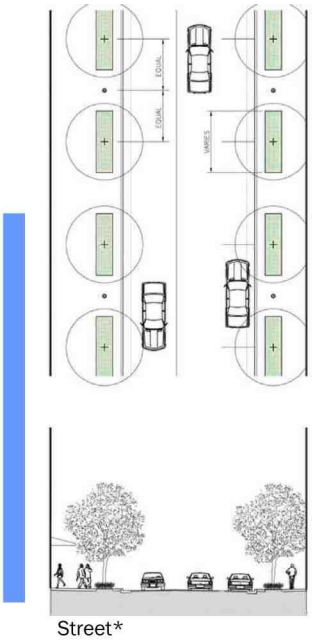
Boulevard*



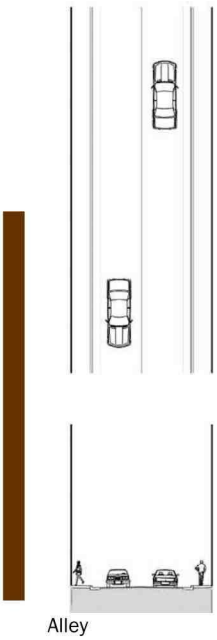
Avenue Type 3*



Avenue Type 1*

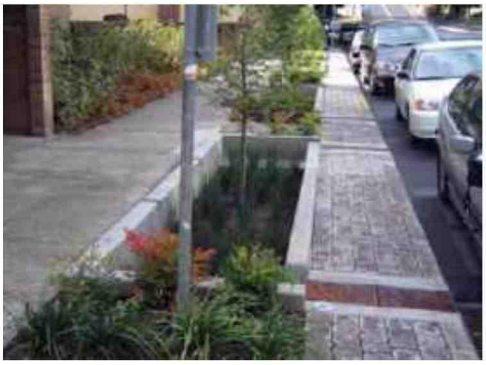


Street*



Alley

*Note: Bicycle lanes or bike ways can be incorporated into the street typical cross sections as shown in Appendix A 1



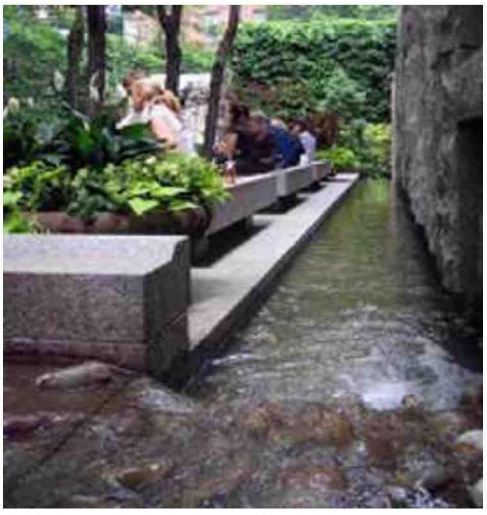
Street edge rainwater planter



Bioswale along street



Rainwater is drained into the canal from the surrounding buildings via gutter planter as water feature.

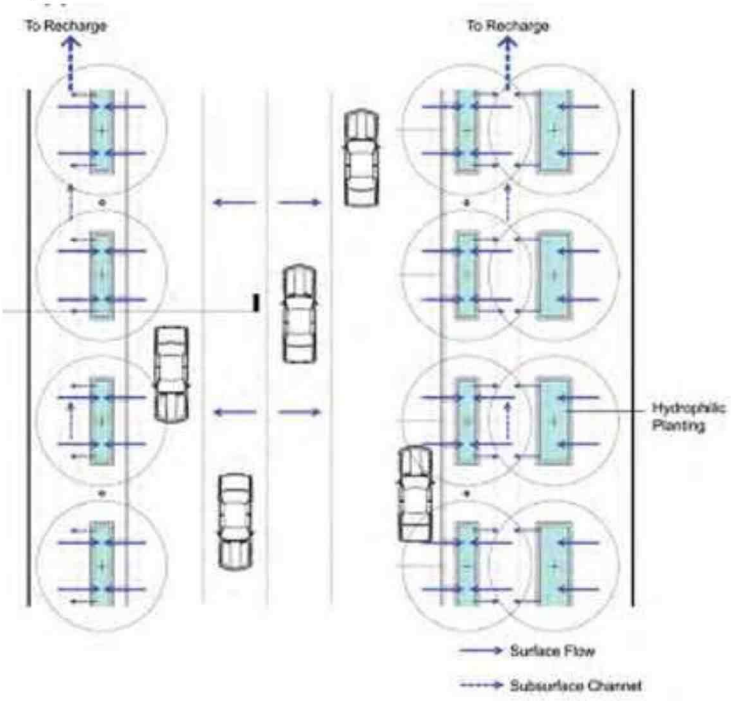


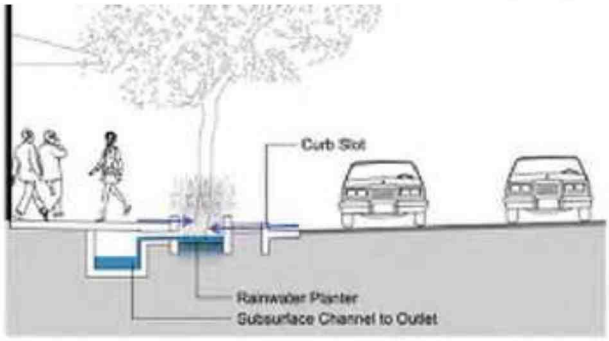
Rainwater planter as water feature

STORMWATER SUSTAINABILITY STRATEGIES

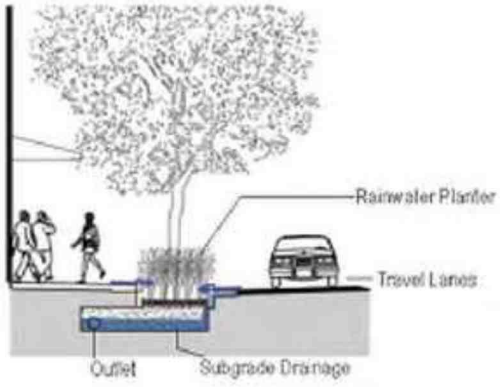
Design sidewalks to accommodate and support large street trees or landscaping to collect stormwater, providing continuous bioswales where feasible.

Opportunities for Rainwater Planters





Rainwater Planter with Subsurface Reservoir





Rainwater is drained into bioswale

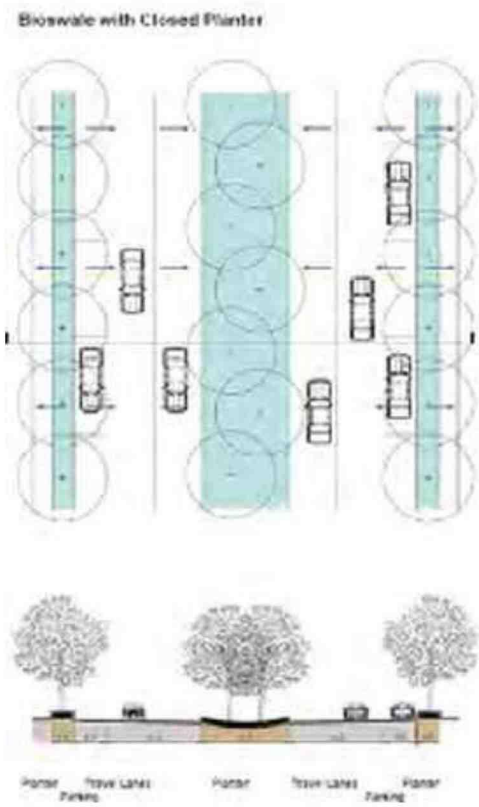


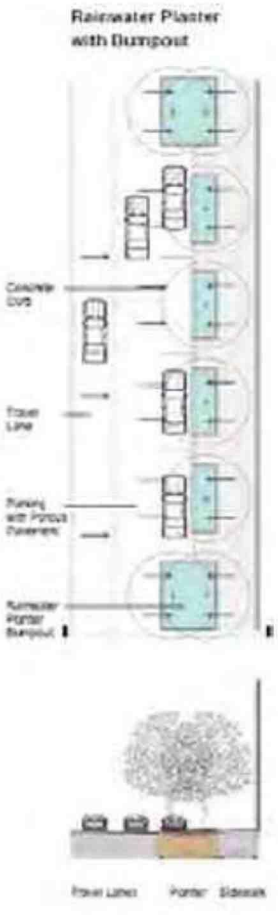
Illustrative images of bioswales

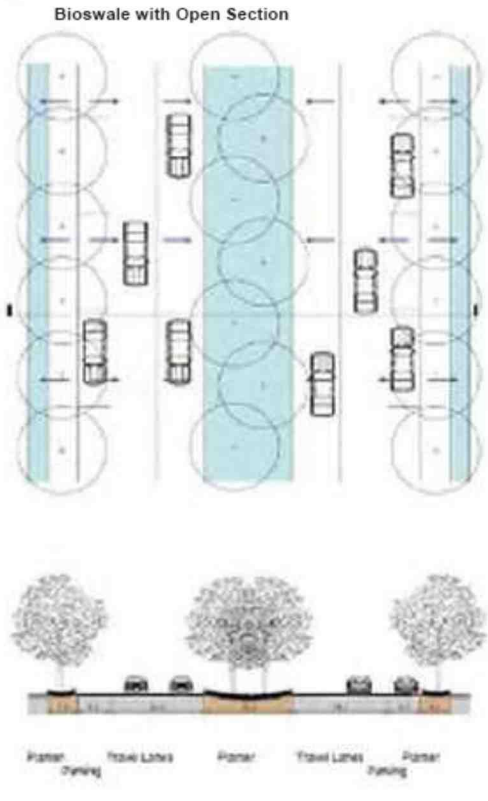


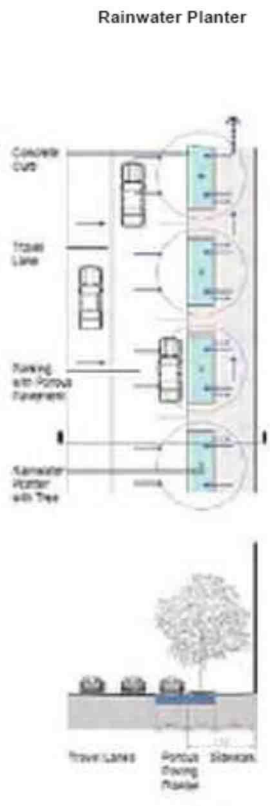


Rainwater Planters, Bioswales, and Porous paver options









ROADS

Transitions from one street type to another shall be designed to ensure smooth changes between paving, parking, sidewalks, planting strips and other streetscape elements.

A. If site conditions warrant modification to the Street Plans and Sections, consistency in lane widths and sidewalk widths is more important than consistency in planting strip width or on-street parking layout. At an intersection where two different street types meet or where an existing street meets a new street, appropriate transitions should be designed to ensure vehicular and pedestrian flow consistent with the urban setting intended by these Guidelines.

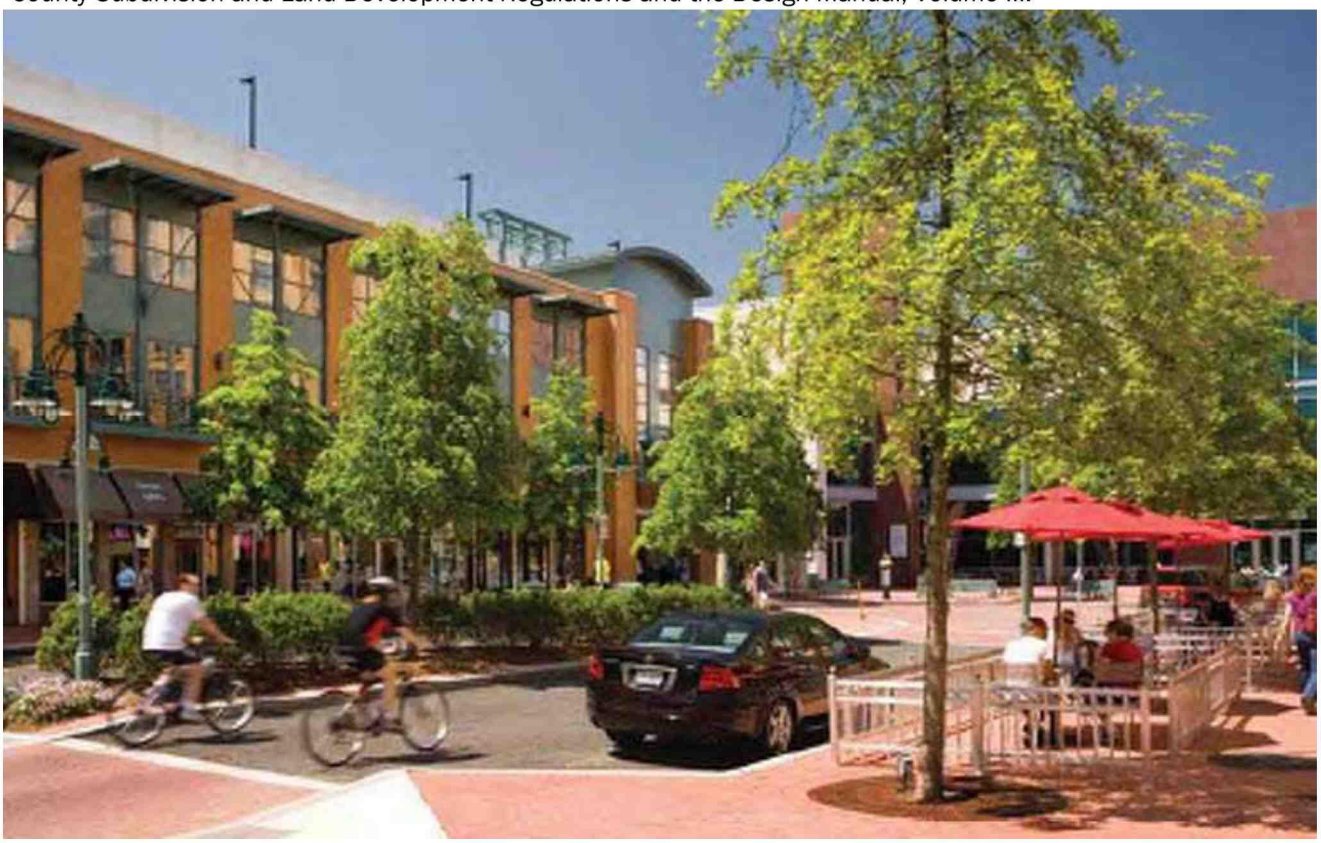
B. Curb radii at street intersections will vary. Good design practice will determine the appropriate curb radius based on type and volume of vehicular traffic and the need to provide for suitable and adequate pedestrian crossings at intersections.

C. Curb “bulb-outs” should be considered at intersections and crosswalks, particularly where there are large concentrations of retail and residential development and curbside parking. Within these areas, bulb-outs are a preferred element for corner construction except where there are extenuating design considerations such as the turning radius for certain vehicles, or transit and on-street parking factors. When bulb-outs are not used, pedestrian safety concerns must be adequately met with other design elements or configurations.

Bulb-outs shorten crossing distances for pedestrians and compel motorists to slow down as they negotiate the corners. These bulb-outs provide additional space at the corner (simplifying the placement of elements like curb ramps), and allow pedestrians to see and be seen before entering the crosswalk. Bulb-outs may be used at any corner location provided there is a parking or drop off lane into which the curb may be extended.

D. Consideration should be given to the design of lanes and roadway sections to for allow the possibility of converting curbside parking lanes to through drive lanes during peak hours in high traffic areas.

E. It is anticipated that streets within Downtown Columbia will vary from the current standards in the Howard County Subdivision and Land Development Regulations and the Design Manual, Volume III.



CROSSWALKS

A. Crosswalks should be provided at all intersections where sidewalks traverse vehicular lanes.

B. Crosswalks of a different paving material, texture, or color from the street paving material are encouraged in areas of retail concentration.

C. Paving materials and textures should be chosen for ease of pedestrian movement and maintenance. Paving materials in the public rights-of-way shall be approved by the County. Crosswalks should be similar within Downtown Columbia, although variation may be allowed among neighborhoods. Variations may also be allowed among different types of streets. Paving materials and installations methods should take accessibility needs into consideration.

SIDEWALKS

A. The intent of the Plan is to build a system of pedestrian connections that will provide continuity throughout Downtown Columbia. This network will be constructed in phases with new development. Streets shall have sidewalks along both sides throughout the downtown unless unusual conditions (for example, connections to regional highway or adjacent multi-use pathways are provided) cause the County to waive sidewalk requirements or to approve design solutions that otherwise meet the intent of the regulations or provide a better solution for pedestrian access. Sidewalks should be designed consistently along both sides of the entire length of a street.

B. Where retail, storefronts, and building frontages with building entrances and multiple doors align along a street, various sidewalk widths may be appropriate based on the use of the sidewalk and the adjacent building.

C. Other than alleys, the sidewalk width, including tree pits, planting strips, storm water management features, should be not less than 10 feet from the face of the curb to the face of the building. In areas where retail uses are concentrated and heavy pedestrian use is expected, the sidewalk width should be 15 feet from the curb to the building. Trees should be planted in tree pits. The recommended layout includes a 6 foot zone from the face of the curb for trees, signs and space for door opening for parked cars; a typical 8 foot clear zone for pedestrians; plus a minimum 1 foot space along the building façade.

If a wider pedestrian passage is desired or needed to accommodate outdoor dining, arcades, kiosks or vendors, landscaped areas, rain-water treatment practices, or other uses, the setback to the first floor of the building may be increased up to 25 feet or more from the face of the curb. This setback area can include the sidewalk, landscaping and special areas, as appropriate. As provided for in the Design Guidelines, deeper setbacks may be approved if Amenity Spaces are provided between the curb and the building.

D. Where outdoor dining occurs along sidewalks, there shall be a minimum of 6' clear walking zone for pedestrians. Outdoor dining (typically defined by a railing or planters) may be located at the building face or along the curb between trees and planting zones.



Sidewalks should provide sufficient width to accommodate different functional zones



In areas of retail/restaurant use, sidewalk width should be 15 feet or wider



Example of crosswalk paving material



The use of streetscape materials that support the Sustainability Framework are highly encouraged

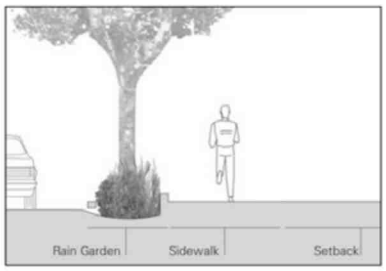
PAVING AND MATERIALS

Paving and materials should be highly durable and weather- resistant and should offer the pedestrian a sense of permanence and quality. Brick or concrete pavers, in varying shades or tones, are encouraged for areas outside those portions of the sidewalk that are constructed primarily of concrete and intended for heavy volumes of uninterrupted movement. Paving Materials and installation method should take accessibility needs into consideration.

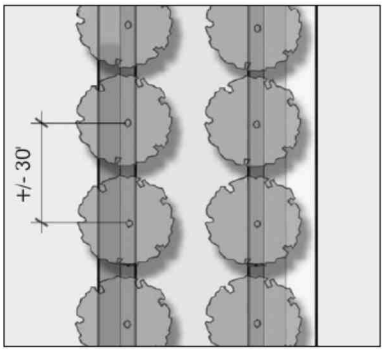
Porous surfaces are highly encouraged and should be used wherever possible, especially in paving that interfaces with tree pits and planting strips. Unique paving patterns and materials are strongly encouraged for public spaces and entrances to buildings.

STREET TREES

Tree Species and Spacing



Illustrative section of bio-filtration planter



Tree spacing diagram



Example of building overhang that does not interfere with street growth

A. Tree species should comply with the Sustainability Guidelines.

B. Street trees should be planted along all new streets and on existing public streets where new development is located adjacent to streets.

C. Where existing wooded areas are adjacent to streets, existing trees may be sufficient to meet the intent of the street tree requirements.

D. Trees and other plantings within State rights-of-way shall meet SHA standards.

E. Street trees should be provided on private streets unless those streets serve as Alleys or service driveways.

F. Street trees should be consistent along an entire street (the length of the street), but may vary from one street to the next and one neighborhood to the next. For example, one street may have one species, while the next street may have a different species. Allowance should be given for variation and clustering of multiple species as dictated by the final Sustainability Guidelines and ecological concerns for animal habitat.

G. Street trees located between the curb and the sidewalk should be centered in planting pits that are a minimum 4 feet wide by 4 feet long. Planting pits may have tree grates or may be planted with a ground- cover. Variations in the dimensions of tree pits and grates from those shown in the Street Plans and Sections may be required, depending on the size or species of street tree, planting methods used, and engineering design of the curb and sidewalk.

H. Trees should be planted at regular intervals along streets appropriate to the particular location and species. In general, trees should be planted 25 to 35 feet on center. However, variation in tree spacing may be appropriate in some circumstances depending on location and adjacent uses. Allowance should also be given for variation and clustering of multiple species as dictated by the final Sustainability Guide- lines and ecological concerns for animal habitat or special circum- stances.

Illustrative examples for tree planters as landscape art



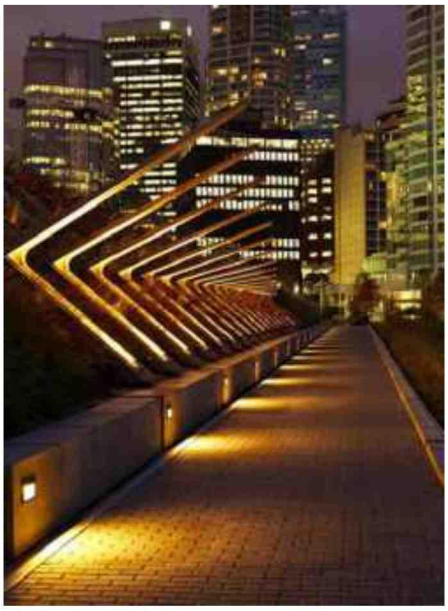








Lights enhance the character of a neighborhood



Examples of lighting as an art object



STREET LIGHTING

Streetlights are vital to provide a safe environment. They are an efficient tool to highlight certain features in the public space, such as buildings, public art or street furniture. Downtown Columbia should use street lighting to enhance the character of each neighborhood. Lighting design is not the mere act of providing light, but the art and craft of creating visual environments. Street-lights in each neighborhood should:

A. Enable people to safely and comfortably find their destinations and conduct their activities in an attractive neighborhood environment.

B. Enliven an area and highlight the desirable features of the neighborhood, such as artwork, plazas or street furniture. Increase the sense of security without negatively affecting abutting uses.

C. Be selected following established criteria, so they will help to create an identity for the area.

STREET LIGHTING STANDARDS

A. Adequate levels of street lighting should be provided on all streets for visibility and safety. Light levels and quality of light should be appropriate for the street type, character and use. In each neighborhood, Streets, Alleys, Avenues and Boulevards should have lighting selected from a family of the same design related fixtures. There should be at least 2 or 3 options for both pedestrian lights and street lights to respond to the character of different streets and neighborhoods.

Amenity Spaces including Parks and Plazas adjacent to Streets and Avenues should consider selections from the family of design related fixtures; however, there also should be special lighting opportunities within these highly visible areas. All lighting fixtures except low wattage decorative lamps should meet night sky standards to limit light pollution that harms nocturnal wildlife and limits view of stars consistent with an urban setting.

B. Primary Pedestrian Streets should have pedestrian scale light fixtures, typically 14’-16’ high, along sidewalks on each side of the street. Taller street lights at intersections, typically 18’ to 26’ with two poles arranged diagonally at opposite corners, provide additional illumination at crosswalks and intersections for safety.

C. Boulevards and Parkways should have parallel series of street lights on both sides of the divided roadway. This arrangement of poles creates repetition and continuity and provides light to both sides of the Boulevard. Spacing of poles is typically 80’ to 120’. Some Parkways may be planned with sidewalks as significant pedestrian routes, which may suggest including pedestrian lights on one or both sides, spaced between street lights.

D. Light fixtures that are at a height between the pedestrian lights and street lights might be considered for some Streets and Alleys, helping to reduce the number of poles that are required, simplifying the sidewalk design, and striking a balance between the scale of pedestrian and street lights.

E. Alleys and pedestrian ways may have pedestrian scaled fixtures on poles or fixtures mounted directly on buildings.

F. Signs, banners and hanging plants are allowed on light fixtures as part of overall street, neighborhood or downtown program.

G. Street Lighting specifications will be determined with the first Site Development Plan (SDP).

STREET FURNITURE

A. Street furniture, including benches, trash receptacles, recycling bins and planters, should be provided on all pedestrian streets. Distribution should be appropriate to the function of the street and furniture should be placed in a manner that does not obstruct pedestrian movement.

B. In each neighborhood, Streets, Avenues, and Boulevards should have street furniture selected from a family of related furnishing designs. There should be several options for benches, trash receptacles and planters which can relate to the scale and character of different streets and neighborhoods.

C. Style, finishes, and colors should be consistent for a particular street.

D. The design intent and style for street furniture, light poles, and other street amenities will be determined in the Neighborhood Design Guidelines. Final specifications, colors and details will be incorporated into the first Site Development Plan for each neighborhood.

E. Drinking Fountains should be considered in public amenity spaces and civic spaces.

SEATING

A. Sidewalks and amenity Spaces should provide for a variety of seating locations orientations, and arrangements, including primary seating (benches and chairs with backs) and secondary seating in the form of steps, planters and walls.

B. Seating should be oriented so that sitters can watch passersby.

C. Optimal seating wall heights should be approximately 16 to 18 inches, although heights from 9 to 30 inches may provide seating opportunities.

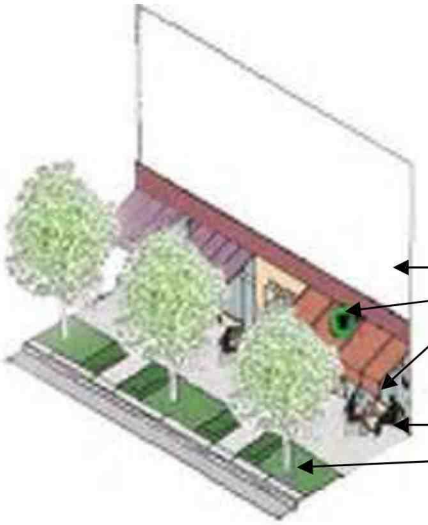


Examples of street furniture as an integral component of the street or art object



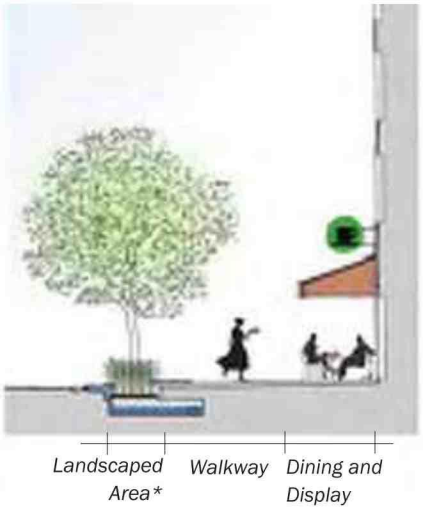


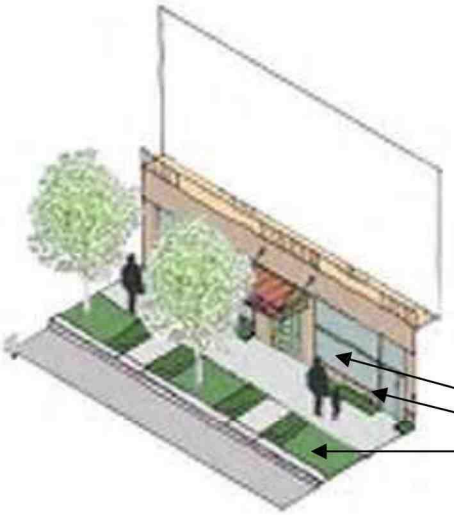
SIDEWALK TREATMENT VARIARTION WITH GROUND FLOOR TREATMENT



Ground Floor Retail

Facade at back of sidewalk
Blade sign
Storefront / Display windows with awnings (optional) and no visible security grills
Outdoor dining or commercial activity
Continuous landscaped Stormwater Treatment Planter / Bioswale or outdoor dining

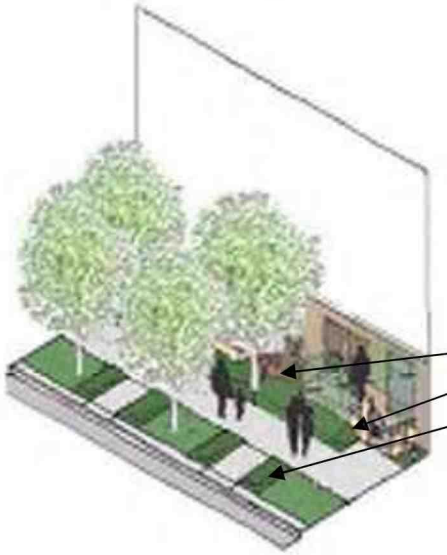




Ground Floor Live-Work

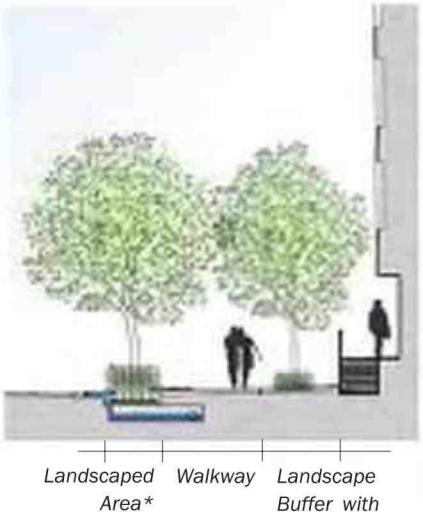
Some transparency
Doors at sidewalk
Continuous landscaped Stormwater Treatment Planter / Bioswale





Ground Floor Residential with Individual Entries

Planting in front
Fence or low wall
Continuous landscaped Stormwater Treatment Planter / Bioswale



*Note: Rainwater Planter recommended to be provided where feasible

GROUND FLOOR TREATMENT ALONG RETAIL STREETS

Design ground floor space on primary Retail Streets for retail or other active uses, orienting tenant spaces to the street and maximizing storefronts and entries along the sidewalks to sustain street level interest and promote pedestrian traffic.

A. Where Retail Streets intersect other streets, the ground floor retail space should wrap the corner onto the intersecting streets.

B. Ground floor retail space may be provided on streets that are not designated as primary Retail Streets. Where this occurs, the ground floor retail space should comply with these standards and guidelines.

C. The primary entrance to each street-level tenant space that has its frontage along a public street shall be provided from that street.

D. The primary entrance to each street-level tenant that does not have its frontage along a public street shall be provided from a courtyard or plaza, which is connected to the public street.

E. Wall openings, such as storefront windows and doors, shall comprise at least 75% of a building's street level façade.

F. Clear glass for wall openings, i.e., doors and windows, shall be used along all street-level façades for maximum transparency, especially in conjunction with retail uses. Dark tinted, reflective or opaque glazing is not permitted for any required wall opening along street level façades.

G. Ground floor street walls and building architectural facades at ground floors (or in some cases second levels) should be designed and constructed to allow the retail storefronts and store designs to express themselves as completely as possible. Accommodations to reinforce retail store character and design should include:

- Elimination of all but a few critical façade column covers as they pass through the retail storefront zones.
- Setting structural columns as far back into the store as possible from the storefront lease line, to allow storefronts of varying configuration and thickness to pass in front of the columns, while still allowing them to be covered with interior finishes within the stores.
- Spacing storefront columns a minimum of 20 feet on center.



Example of allowing critical building columns to express themselves while balance of column architecture is engaged retail storefronts



Example of columns overwhelming retail fronts (above)



Good examples of ground floor treatments that include retail displays, outdoor dining and awnings for shade.



Example of a building that promotes sidewalk activity with overhangs, awnings and other transitional elements integrated into the building



Example of a sidewalk that is narrow and crowded with obstructions (uncoordinated newspaper racks, furniture, street-lights, utility poles, trans- formers, bus shelters)

GROUND FLOOR TREATMENT ALONG ALL STREETS

Orient buildings to the street to promote sidewalk activity.

A. A building's primary entrance, defined as the entrance which provides the most direct access to a building's main lobby, should be located on a public street or on a courtyard or plaza that is connected to and visible from a public street.

Incorporate a pedestrian-oriented scale at the street level.

B. Street wall massing, articulation and detail, street level building entrances and storefront windows and doors, as well as the use of quality materials, sidewalk amenities and decorative details, should be used to promote pedestrian-scaled architecture along the street.

C. Architectural features that reinforce the retail character of the ground street wall and/or help define the pedestrian environment along the sidewalk, such as canopies, awnings, and overhangs, are encouraged and should be integral to the architecture of the building.

D. Awnings and canopies should be fabricated of woven fabric, glass, metal or other permanent material compatible with the building architecture. Internally illuminated and vinyl awnings are not permitted.

E. Electrical transformers, mechanical equipment, other equipment, enclosed stairs, storage spaces, blank walls, and other elements that are not pedestrian-oriented shall not be located on streets.

ALLEYS AND BUILDING WALLS FACING ALLEYS

Use Alleys primarily for vehicular access, loading and service.

A. The primary purpose of most Downtown Alleys is vehicular access and loading, except Alleys whose primary purpose is pedestrian access and passage.

B. Vehicular access to parking should be from an Alley where one exists or can be provided.

C. Where there is no Alley and the project includes frontage on a street, parking access to parking structures should be located mid-block.

Provide access to utilities and mechanical equipment from alleys.

D. Electrical transformers should be located or accessed from alleys or service docks. If they are located adjacent to a sidewalk, they should be screened and incorporated into the building.

Design building walls that face Alleys to be attractive to those who see them.

E. While they can be more simply designed than street-facing façades, building walls that face Alleys nonetheless should be visually attractive.

DROP-OFF ZONES AND ACCESS

Locate drop-off zones along the curb or within parking facilities to promote sidewalk/street wall continuity and reduce conflicts with pedestrians.

A. Drop-off, including residential, hotel and restaurant drop-off, shall be provided either 1) within the off-street parking facilities using the parking access or 2) along the required curb line where there is a full-time curbside parking lane, with no sidewalk narrowing. Exception: where there is no curbside parking lane and off-street drop-off is not feasible, a hotel may have a drop-off lane up to 80 feet long provided the required sidewalk width is maintained.

Limit the number and width of curb cuts and vehicular entries to promote street wall continuity and reduce conflicts with pedestrians.

B. Vehicular access should be from an Alley or mid-block where feasible.

C. Curb cuts and parking/loading entries into buildings should be limited.

D. Parking and loading access should be shared where feasible.

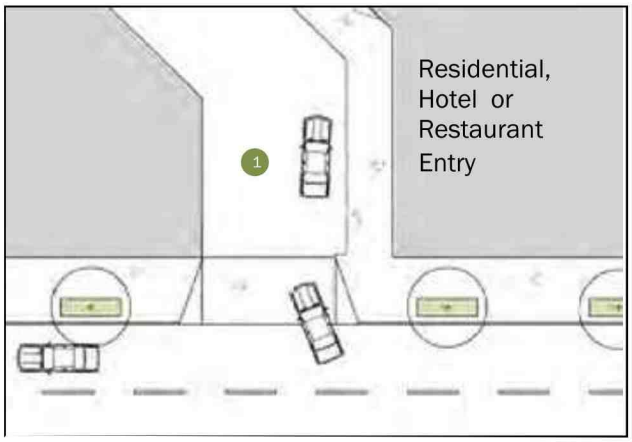
E. Parking and loading access should be located a minimum of 25 feet from a primary building entrance, pedestrian Alley, or public outdoor gathering area. This guideline shall not apply to a hotel Porte Cochere.

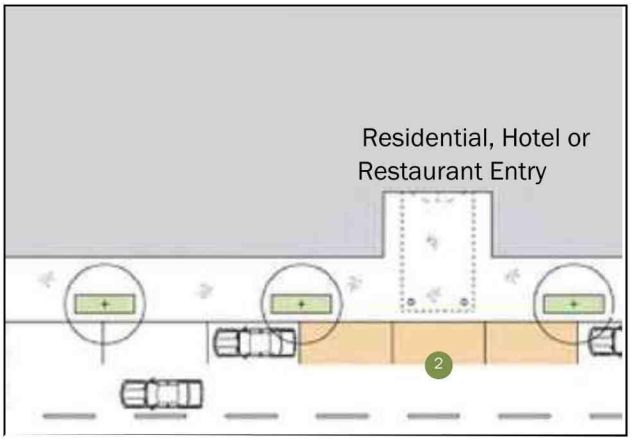
F. Where a vehicular exit from a parking structure is located within 5 feet of the back of sidewalk, a visual/audible alarm should be installed to warn pedestrians and cyclists of exiting vehicles.

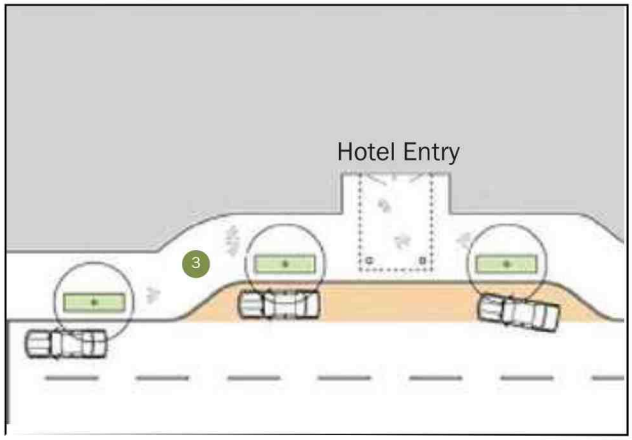
G. Off –street parking and loading facilities that make it necessary for vehicles to back out directly into a public or private road are strongly discouraged.

LOCATION OF DRIVE-THROUGH LANES

Drive-through lanes, stacking, and entranceways for drive-through windows for banks and restaurants are discouraged along Boulevards and Primary Pedestrian Streets. Stacking and access should be from the interior of the block and shall be designed so that parking and circulation around the block is not obstructed.







Drop-off Zones

1 Drop-offs occur within building envelope, with minimal obstruction to pedestrian activity
2 Drop-offs along the curb line
3 Drop-offs can be inset where no curbside parking exists and where sidewalk widths can be maintained

Note: No columns may be located in the walkway/path of travel.

06 AMENITY SPACE GUIDELINES

06 AMENITY SPACE GUIDELINES

GUIDING PRINCIPLES

The Amenity Spaces within Downtown Columbia are an integral component of the overall Plan. From Columbia's inception, Downtown has been envisioned as a setting of natural beauty, with Lake Kittamaqundi and Symphony Woods Park as major attractions within an extensive Amenity Space network that serves and connects to all of Columbia. New components of the Amenity Space system will create public gathering spaces; provide ideal locations for public art, seating, fountains, and planting; preserve and enhance existing streams, wet- lands, and woodlands; offer locations for passive and active recreation; and contribute to the overall character and success of the downtown.

The new Amenity Spaces should be designed as a system of connected places. Variations in Amenity Space type, size and design should occur from neighborhood to neighborhood. Amenity Spaces will include parks, greens and plazas, as well as paths and promenades, and preserved natural areas.

The greens and plazas are located in the more urbanized areas, where spontaneous activity is generated by people entering and exiting buildings, residences and shops, and where restaurants are encouraged to have outdoor dining. These spaces may also host planned activities. Paths and promenades are designed primarily to allow movement from one destination to another, although in some instances the promenades may be designed to accommodate public gatherings.

Merriweather and Symphony Woods Park along with the area surrounding Lake Kittamaqundi serve as downtown's major amenity zones. These two important destinations should continue to offer a variety of active and passive recreation opportunities and remain suitable as a setting for major events.

The Amenity Space Design Guidelines include general provisions that provide guidance for all components of the Amenity Space system. The Amenity Space Framework Diagram shows recommended locations for various types of Amenity Spaces suitable for Downtown Columbia. The Amenity Space Types describes the components of the Amenity Space system and provides illustrative examples of how these spaces may be de- signed.

The Site Development Plans will show the final location, program of use and the appropriate design expression for each Amenity Space element. The Guidelines primarily focus on public outdoor spaces. These spaces, however, are not the only opportunities for recreation and community gathering. The pedestrian-oriented streets create a network of sidewalks that are part of the public realm and offer social and recreational opportunities, as well as functional connections among downtown destinations.

The primary purpose of the Amenity Space Guidelines is to guide the character of Amenity Spaces that will be used by the public. Some Downtown Columbia residential developments may offer private recreation facilities, both indoor and outdoor, for their residents. These facilities will supplement the public spaces in serving the needs of those who live in Downtown Columbia. Criteria for these uses (pools, community buildings, exercise rooms, etc.) are not included in these Guidelines as their design and location will be market-driven and, if indoor uses, will be integral to architectural plans.

SUSTAINABILITY STRATEGY

One of the objectives for all Amenity Spaces is to support and improve existing natural systems in the development of Downtown Columbia. Creating attractive public spaces and landscape features that increase biodiversity provide fresh air and shade from the sun is essential for meeting sustainability goals. All Amenity Spaces provide opportunities for improving the quality of stormwater runoff. Water quality will be improved on site through the implementation of active and passive stormwater best management practices including rainwater planters, rain gardens, bioswales, and the use of porous pavement. These practices filter runoff and remove impurities by soaking the water through soil
and into the ground.

Recharging groundwater increases the health and survival of trees and plants. It also helps local streams, feeding them clean water and lowering the potential for erosive flows. .Landscaping in amenity spaces should be designed and managed to foster sustainable landscape management practices.



Example of rainwater planters.



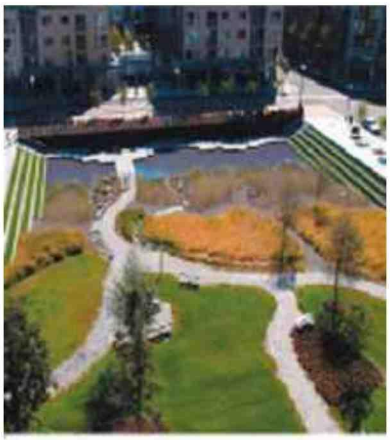
Example of surface Bioswale



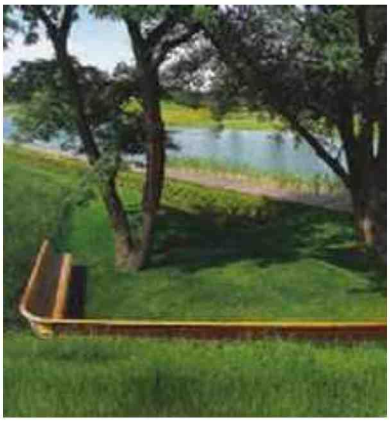
Example of rain garden



Illustrative image of promenade along rainwater garden



Illustrative image of plaza that functions as rainwater garden



Illustrative image of bench that is an integrative part of the landscape design

LOCATION AND CONFIGURATION

A. Potential Amenity Space locations are shown in the Amenity Space Framework Diagram. The Neighborhood Concept Plan for all six neighborhoods will show the proposed Amenity Space elements and will incorporate relevant parts of the Amenity Space Design Guidelines.

B. Each neighborhood is required to provide a primary Amenity Space of at least 25,000 square feet. Additional Amenity Spaces are encouraged in all neighborhoods as shown on the Illustrative Amenity Space Framework Plan. Some blocks may have amenity areas while others may not. Amenity Spaces should be provided in phase with development and will not be the last feature provided in a neighborhood. Amenity Spaces should be permanently available for public use.

C. The final square footage, location and design of each new amenity space will be determined at the Site Development Plan stage.

DESIGN

Amenity Spaces include the following requirements as applicable:

A. Amenity spaces should be physically (except for environmentally sensitive areas) and visually accessible, and designed to invite people of various ages and mobility.

B. Amenity spaces should be designed for their intended function; for example, plazas should be designed with adequate amounts of hardscape to accommodate public gatherings; large greens or parks should minimize hardscape areas that will detract from their intended appearance as a green oasis dominated by native vegetation, some lawn areas, and trees.

C. Amenity spaces should not be overly designed with structures and planting that will block visibility to storefronts, public art, or important vistas.

D. Amenity spaces should be designed with consideration for local climate and sun exposure during different seasons of the year. Where appropriate, take advantage of views from Amenity Spaces to visually link these spaces with the public realm and special sites within the rest of Downtown Columbia.

E. Amenity Space design should give careful consideration to maintenance, so that even in severe conditions and with limited maintenance, the Amenity Spaces always look attractive.

F. Paving Materials and installation methods should take accessibility needs into consideration.

PRIMARY AMENITY SPACE FRAMEWORK DIAGRAM



New Primary Amenity Spaces = 7.2 Acres *

	Net new SF		Net new SF		Net new SF
1. Warfield Green	15,500 sf	7. Lakefront Plaza	(existing)	13. Symphony Promenade	11,300 sf
2. Warfield Promenade	(TBD)	8. Warfield Plaza	11,300 sf	14. East Promenade	(TBD)
3. Warfield Mews	7,600 sf	9. Lakefront Terrace	43,500 sf	15. Symphony Woods Park	(TBD)
4. Warfield Square	12,900 sf	10. Warfield Playground	6,000 sf	16. Merriweather Park	(existing)
5. Wincopin Green	4,100 sf	11. West Promenade	63,800 sf	17. South Crescent Park	25,300 sf
6. Lakefront Connection	68,600 sf	12. Market Square	30,700 sf	18. South Crescent Promenade	11,000 sf

* Does not include existing previously designated Downtown Open Space of approximately 90 acres, or secondary amenity spaces that may be associated with individual development parcels. Final square footage, location and design of each new Amenity Space will be determined at Final Development Plan.

AMENITY SPACE DESCRIPTIONS

Warfield Mews (3) is a small linear green space surrounded by a residential and retail neighborhood. The shaded green affords residents and shoppers a place for sitting and strolling, and allows for dog walking.

Warfield Square (4) is an active urban square and gathering space related to retail, restaurants and cinema. The Square is a meeting place and setting for sculpture, a water feature, and programmed activities that may extend into the evening.

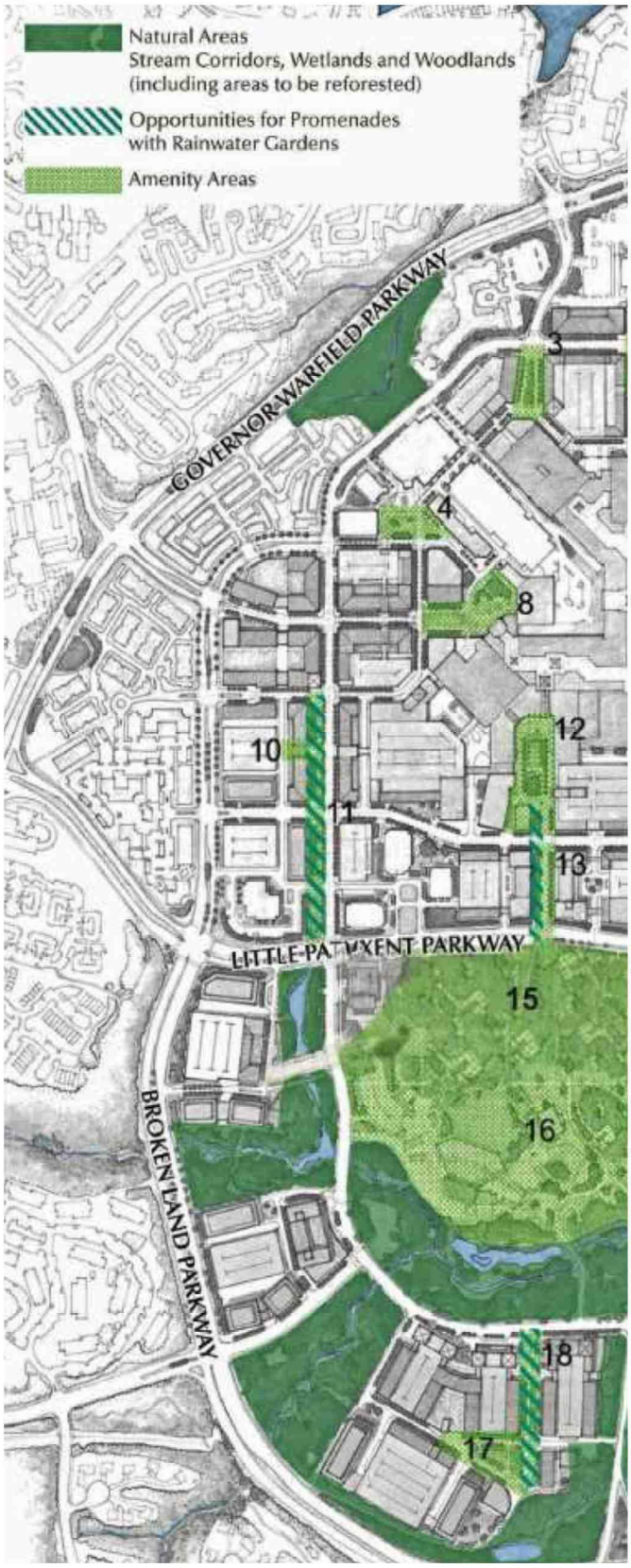
Warfield Plaza (8) incorporates the existing plaza at the entry to the Mall, expanding it with additional green space to create a neighborhood focal point. Water and sculpture should be used to mark this location where streets and urban spaces connect to the Mall entry. The Plaza is at a crossroads of pedestrian circulation, helping make it an active urban place that is used as a gathering space into the evenings, for programmed and impromptu activities. The expanded space includes a large green space framed by trees that gives the Plaza added flexibility for programming events and activities.

Warfield Playground (10) is a small neighborhood children's park that provides a safe and secure area for young children to enjoy outdoor play. Soft surfaces along with planted areas characterize the space. Playground amenities include shaded areas with benches for adult supervision and a drinking fountain.

West Pedestrian Promenade (11) is a primary pedestrian street with a wide sidewalk along the retail (west) side of the street that connects Warfield to The Crescent. The wide sidewalk, shaded by a double row of trees, provides programmable space in Warfield for exhibits and events such as art fairs and festivals. Rainwater planters in select tree planting locations provide an opportunity to extend the natural area and drainage system south of Little Patuxent Parkway. Neighborhood Design Guidelines should study the best approach to inclusion of promenade tree rows or other green promenade features to allow for this design intent.

Market Square (12) is a multifunctional programmed urban plaza that changes with the seasons and with events staged in the space. A structural frame overhead is always visible, especially in summer as an interactive fountain with water falling onto the plaza. On other occasions, the frame supports fabric overhead to shade a market, fair, or concert events. It also shelters an ice skating pond in winter. A pavilion in the plaza serves snacks and beverages, as well as managing the ice pond in winter. Outdoor seating at tables and chairs is under the grove of trees in the plaza. Rainwater storage and treatment systems will be incorporated into the design of irrigation for plantings and water feature use.

Symphony Promenade (13) is a primary pedestrian street connecting Market Plaza to Merriweather and Symphony Woods Park. The street is framed by retail uses at the ground level with office and hotel space above. The wide sidewalk on the west side, shaded by a double row of trees, allows for a series of rainwater planters that extend to the natural area and drainage system south of Little Patuxent Parkway. The southern end of Symphony Promenade at Merriweather and Symphony Woods Park could be marked by a land- mark sculptural piece, a vertical element visible from the mall entry to the north, and prominent in the park.



Merriweather and Symphony Woods Park (15/16) is an extensive and diverse landscape area including Symphony Woods Park, Merriweather and natural areas that are integral to the fabric of Downtown Columbia and connects to the network of natural areas. Mixed-use development in The Crescent overlooks the park. Merriweather and Symphony Woods Park will provide a diverse and interesting range of outdoor spaces within the green, wooded parkland of Symphony Woods Park. The woods include native plantings, and lawn areas under a canopy of enhanced wood- land trees. Limited areas may be more intensely planted as appropriate to the intended function of the location.

The Downtown Plan suggests several improvements and activities for Merriweather and Symphony Woods Park, including:

A. An enhanced Merriweather Post Pavilion.

B. Development of Symphony Woods Park as an attractive setting for year-round passive recreation and community events.

C. Enhanced circulation to include a new pedestrian crosswalk from Symphony Overlook including an extension of Symphony Promenade across Little Patuxent Parkway to Symphony Woods Park. New walkways, visual corridors and park amenities will support visitor enjoyment of passive recreation, festivals, and other events in Symphony Woods Park. Access through Symphony Woods Park will be designed so there is connectivity between Merriweather and Symphony Woods Park.

South Crescent Park (17) is a passive recreation space with pedestrian promenade connection to the wooded south edge of Merriweather and Symphony Woods Park.

South Crescent Promenade (18) is a pedestrian street and visual connection from South Crescent Park to the natural area both to the north and south. The wide street section with generous shaded sidewalk along the east side of the street is intended to incorporate rainwater planters and storm water best management strategies, discharging to natural areas at the north and south ends of this street.

AMENITY SPACE DESCRIPTIONS

Warfield Green (1) is a quiet park and sitting garden within a residential neighborhood, with a connection to the natural area to the northeast. It is predominantly a planted space with paths, benches, pedestrian lighting, trees, and a small lawn used for cultural and social activities.

Warfield Promenade (2) is located on a primary pedestrian street with a wide sidewalk along the retail (south) side of the street, shaded by a double row of trees. Amenities include benches, planters and pedestrian lighting. Rainwater planters in select tree planter locations provide an opportunity to filter and infiltrate stormwater while providing attractive planting along the sidewalk and street edge. . Neighborhood Design Guidelines should study the potential of a promenade with a double row of trees on the south side that exceeds the typical standard of Avenue Type 2

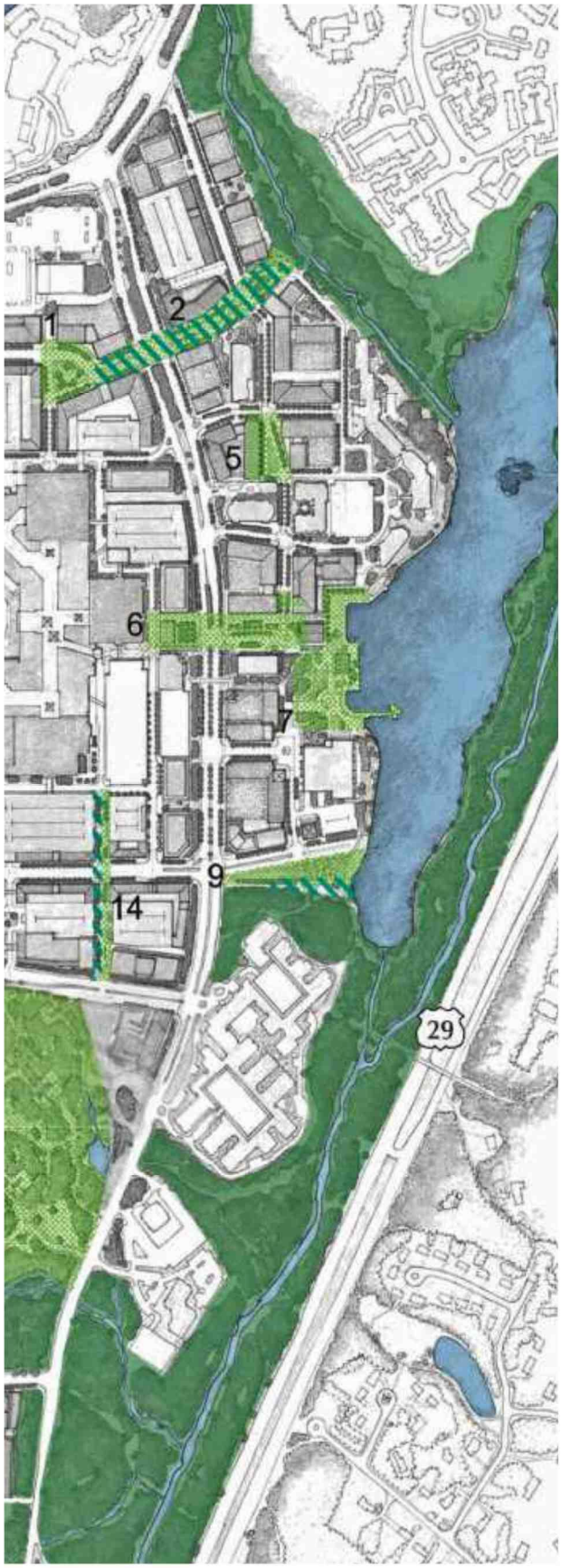
Wincopin Green (5) is a contemplative, passive recreation space that is the focus for the adjacent residential neighborhood. It is predominantly a planted space with paths, benches, pedestrian lighting, trees, and a small lawn used for cultural and social activities. The Green includes an area for children's play as well as and dog walking.

Lakefront Connection (6) is an extension of the Lakefront green space and festival area that provides pedestrian and visual links from the Mall to Lake Kittamaqundi. Traffic calming techniques along Little Patuxent Parkway improve the pedestrian crossing at street level. Grade transitions from the Parkway to the water may be expressed as a series of terraces, steps, ramps and possibly a public elevator. Activities include programmed events, outdoor dining, café, public art and outdoor exhibition space. Opportunities to intro- duce innovative stormwater management strategies include the incorporation of porous pavement for hard surfaces.

Lakefront Plaza (7) is a culturally significant landscape that dates to the first years of Columbia. Existing sculptural pieces such as The People Tree, The Hug, and others along with the fountain and terraces are character defining elements of Columbia's Lakefront. The rehabilitation and design of the Lakefront Plaza will create a more usable Amenity Space including improved pedestrian mobility and a better setting to support special public events, performances and festivals.

Lakefront Terrace (9) is a major visual connection from the Symphony Overlook to Lake Kittamaqundi as well as pedestrian access from Little Patuxent Parkway to the water's edge. An open lawn area on the east side of the Parkway will be used as gathering space for informal recreation, picnicking, and for programmed exhibits. A series of ramps passing through wildflower gardens traverse the slope to the water. A stepped Bioswale drainage system along the south side of the Terrace is composed of native plant materials that incorporate stormwater best management practices. Ecological interpretive displays describe the Bioswale, wildflower, native planting, and water's edge planting ecosystems.

East Pedestrian Promenade (14) is a primary pedestrian street connecting from the Mall to Symphony Woods Park. Planting system along the street and sidewalk edges could incorporate the same landscape character and stormwater management benefits as other Promenades. The filtered runoff would discharge to the existing drainage bioswale on the east side of the park.





Illustrative image overlooking the Lakefront area



The connection that descends from the Mall to the Lakefront

AMENITY SPACE DESIGN QUALITY CRITERIA

To ensure that the different Amenity Spaces are to become a living and active part of Downtown Columbia, it is important to take into account a range of conditions affecting the public space. Emphasis should be on the right combination of qualities for people's comfort and pleasure in the urban spaces, while accommodating environmental conditions. Programming of the different amenity spaces should be pursued to achieve many of the quality demands shown in the matrix as possible.

PROTECTION

Against Vehicular Traffic

- Traffic accidents
- Pollution, fumes, noise
- Visibility



Against Crime & Violence

- Well lit
- Allow for passive surveillance
- Overlap functions in space and time



Against unpleasant sensory experiences

- Wind / Draft
- Rain / Snow
- Cold / Heat
- Pollution
- Dust, Glare, Noise



INVITATIONS

Walking

- Room for walking
- Accessibility to key areas
- Interesting facades
- No obstacles
- Quality surfaces



Standing and Staying

- Attractive and functional edges
- Defined spots for staying
- Objects to lean against or stand next to



Sitting

- Defined zones for sitting
- Maximize advantages - pleasant views, people watching
- Good mix of public and café seating
- Resting opportunities

Visual Contact

- Coherent way-finding
- Unhindered views
- Interesting views
- Lighting (when dark)



Audio and Verbal Contact

- Low ambient noise level
- Public seating arrangements conducive to communicating



Play, Recreation, and Interaction

- Allow for physical activity, play, interaction and entertainment
- Temporary activities (markets, festivals, exhibitions, etc.)
- Optional activities (resting, meeting, social interaction)
- Create opportunities for people to interact in the public realm



Day, Evening, and Night Activity

- 24 hour city / Mixed-use
- Variety of functions throughout the day
- Lighting in human scale

Varying Seasonal Activity

- Seasonal activities (skating, holiday markets)

DELIGHT

Dimension at human scale

- Dimensioning of buildings & spaces in observance of the important human dimensions

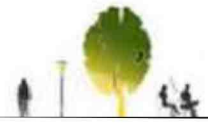


Positive Aspects of Climate

- Sun / shade
- Warmth / coolness
- Breeze / ventilation

Aesthetic and Sensory

- Quality design, fine detailing, robust materials
- Views / vistas
- Rich sensory experiences



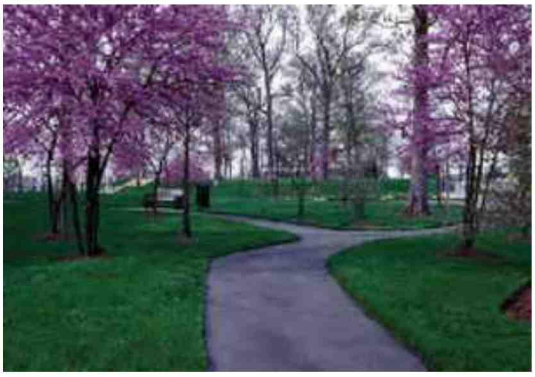


Example of a landscape element screening a temporary surface parking lot



Above: Landscaping to be used to screen blank wall.
Below: Seating integrated into streetscape





Parks should have extensive vegetation include large shade trees as well as under story flowering trees



Parks should preserve and enhance existing vegetation and provide opportunities for recreation



Art objects as integral part of the landscape



Landscape framing art objects

PARKS

A park is a public space available for active and passive recreation, typically located at the edge of the neighborhood, with access from a public thoroughfare, and is within or connected to natural areas.

The landscape generally consists of extensive vegetated areas with a natural character, but may also include more formal lawns, trees, gardens and walks. Although parks may be designed or remain in a somewhat natural state, they require maintenance.

Parks may accommodate active structured recreation such as urban playgrounds, tot lots, picnic areas and related parking. Parks in Downtown Columbia are anticipated to be flexible Amenity Spaces used for a variety of functions, including active recreation at times, as well as festivals and other events.

NATURAL AREAS

Natural areas are reserved for the protection and enhancement of environmental resources including lakes, streams, wetlands, buffers, woodlands, steep slopes, floodplain and similar environmentally sensitive land that often will connect to Amenity Spaces. Certain areas may be conducive to recreation such as hiking and biking trails that link the natural areas to other portions of the Columbia open space network. Edges of the natural areas may be suitable for limited active recreation and parks. The largest and most significant natural area in Downtown Columbia includes the Little Patuxent River and Lake Kittamaqundi.

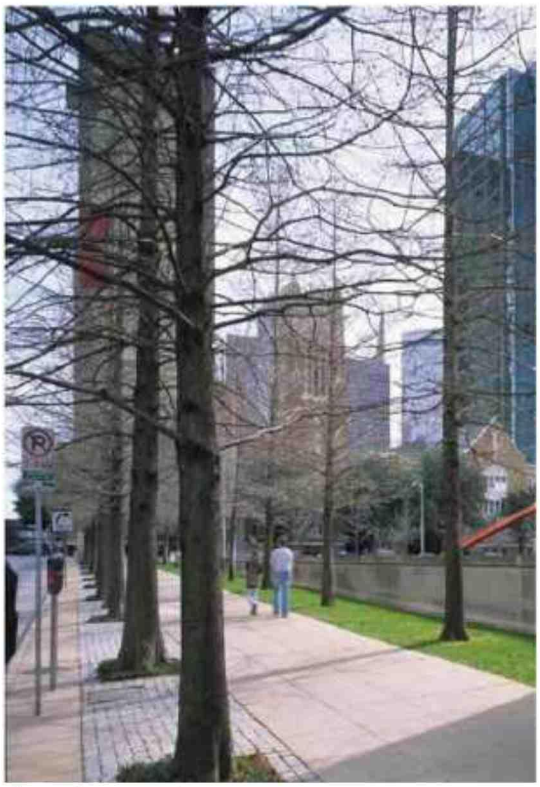
PROMENADES

A Promenade is an extended walkway, more prominent and wider than a sidewalk that accommodates significant pedestrian movement and provides a formal connection between destinations to reinforce key pedestrian corridors.

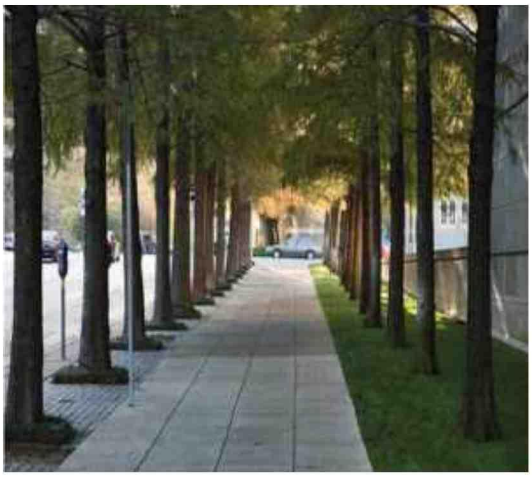
A promenade typically has a double row of trees to shade the path and it may be used as a setting for planned events such as festivals. It is typically composed of mostly hardscape (walkways, steps, ramps, and walls), is often lined with trees and other planting, includes lighting and benches, and may include public art.

A pedestrian promenade should link the east entrance of the Mall to the Lakefront, and the existing promenade at the Lake should be enhanced and extended to the north and south.

A promenade should link the south entrance of the Mall to Merriweather and Symphony Woods Park. Promenades present opportunities to capture and direct rainwater to treatment features such as rainwater planters that include street tree plantings.



Street Character: Sidewalk zone along boulevard or avenue with a promenade of a double row of trees shading the walkway



Promenade with a double row of shade trees defines a major pedestrian connection



Squares may be quiet spaces surrounded by mostly residential buildings, while some squares are gathering spaces at entries to commercial buildings



Greens are small neighborhood spaces for residents and visitors



Plazas are activated with retail and restaurant use at the edges



Mews are small linear green spaces that make connections within neighborhoods

SQUARES, GREENS, MEWS AND PLAZAS

A square is a significant urban space at a central location in a neighborhood. A square is typically located at a point where streets converge at key buildings.

A green is a small, urban space available for public use and enjoyment, and is mostly vegetated but includes paved areas for more intensive pedestrian use. Greens are typically, but not required to be, defined by building frontages and /or streets. Greens are predominantly planted spaces that also include walks and other paved surfaces.

A mew is a more linear green space that typically makes a pedestrian connection along a tree lined path. Greens and mews, whether formal or informal in their designs, help create an identity for each neighborhood.

A plaza is an urban space, mostly paved and typically at the intersection of important streets, between buildings, along a street or sidewalk and /or at the junction of important commercial civic buildings. It is typically, but not required to be, circumscribed by building frontages. Within the neighborhoods, the squares, greens, mews and plazas should expand the public realm and create focal points for public gathering.

Opportunities to locate squares, greens, mews and/or plazas include the following:

A. Where retail areas are concentrated along sidewalks and promenades connecting to the Mall.

B. Within the Symphony Overlook neighborhood as a gathering place for lunchtime and perhaps evening use.

C. Bordering the edge of Wincopin Street to expand the public realm and accommodate outdoor activities.

D. Along the Lakefront plaza and promenade, when new buildings are added or when existing plazas need enhancement or renovation.

E. To mark the entrance to office buildings or to residential buildings in other neighborhoods.

F. At civic, cultural and signature buildings that are focal points or major public attractions.

The Amenity Space Framework Diagram indicates a number of these open space opportunities within the neighborhoods. However, specific locations and designs will be determined based on their association with buildings and other development in Final Development Plans.



The Lakefront is a symbolic area of Columbia (above)



Natural areas preserve and restore native vegetation, and provide opportunities to interpret and teach about ecological processes in a downtown



Little Patuxent Parkway bike, pedestrian path



Lake edge bike/ pedestrian path



Boardwalk through wetlands



Twin Rivers Road bike, pedestrian path

PATHS

Pathways for pedestrians, cyclists and skaters provide connections among important destinations. Paths are typically fitted to the natural character of the site or to the urban context, and are often constructed with such materials as concrete, stone dust, asphalt, mulch and board- walks (for spanning waterways and environmentally sensitive areas). Paths should be designed for their intended use and intensity of use, including consideration for safety. If appropriate, they may include lighting, benches and drinking fountains.

The Amenity Space Plan depicts paths throughout Merriweather and Symphony Woods Park that provide better access to Merriweather Post Pavilion and connect the park to The Crescent, Lake Kittamaqundi and adjacent neighborhoods. Other paths connect Downtown Columbia to adjacent neighborhoods, to Wilde Lake and its Village Center, to Howard Community College, to Oakland Mills Village Center and Blandair Park.

MULTI-USE PATHWAYS

Multi-use pathways will strive to be separated from traffic and roadways by locating them within existing recreational pathway alignments through Columbia's open space, and on existing County road Rights-of-Way adjacent to a roadway.

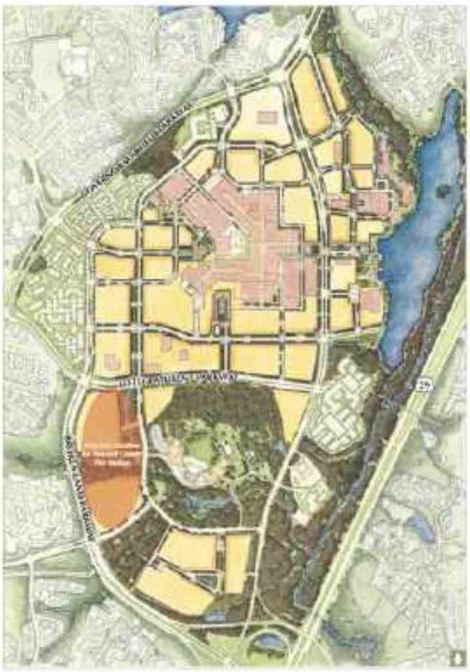
The standard width of these paths will be 8 feet minimum with a 2 foot clear distance on both sides for safe operation. Where they are adjacent to roadways, there should be a minimum five foot or greater planting buffer, bio-swale or other physical barrier separating the path and edge of roadway.

Multi-use paths which are intended for two-way use by commuters and recreationists will be designed and built to a standard that accommodates the various users with minimal conflicts. Decorative light poles scaled appropriately for pedestrian usage will be placed along the path alignments to heighten visibility and safety of users. Shoulders will be widened at regular intervals for placement of benches and trash cans for user convenience. Enhanced landscaping and clearing of undergrowth on existing pathways will increase visibility.

BOARDWALKS

Boardwalks with railings should be provided within environmentally sensitive areas, if appropriate. Boardwalks are intended to allow pedestrian access to nature areas located within sensitive ecosystems. All design materials and construction operations for boardwalks shall be in accordance with regulations regarding environ- mentally protected areas.

07 ARCHITECTURAL GUIDELINES



STREET AND BLOCK PLAN

GUIDING PRINCIPLES

The Architectural Design Guidelines offer general principles to consider in the design of buildings.

They are not intended to prescribe any style, but to allow progressive, forward looking design. As in other American downtowns that have evolved over time, buildings are expected to have a richness and diversity of architectural expression. Designers are encouraged to recognize the modernist spirit that pervaded the initial development of Columbia and its evolution to the county's urban center. All buildings over 10,000 square feet are required to comply with the County Green Building Law.

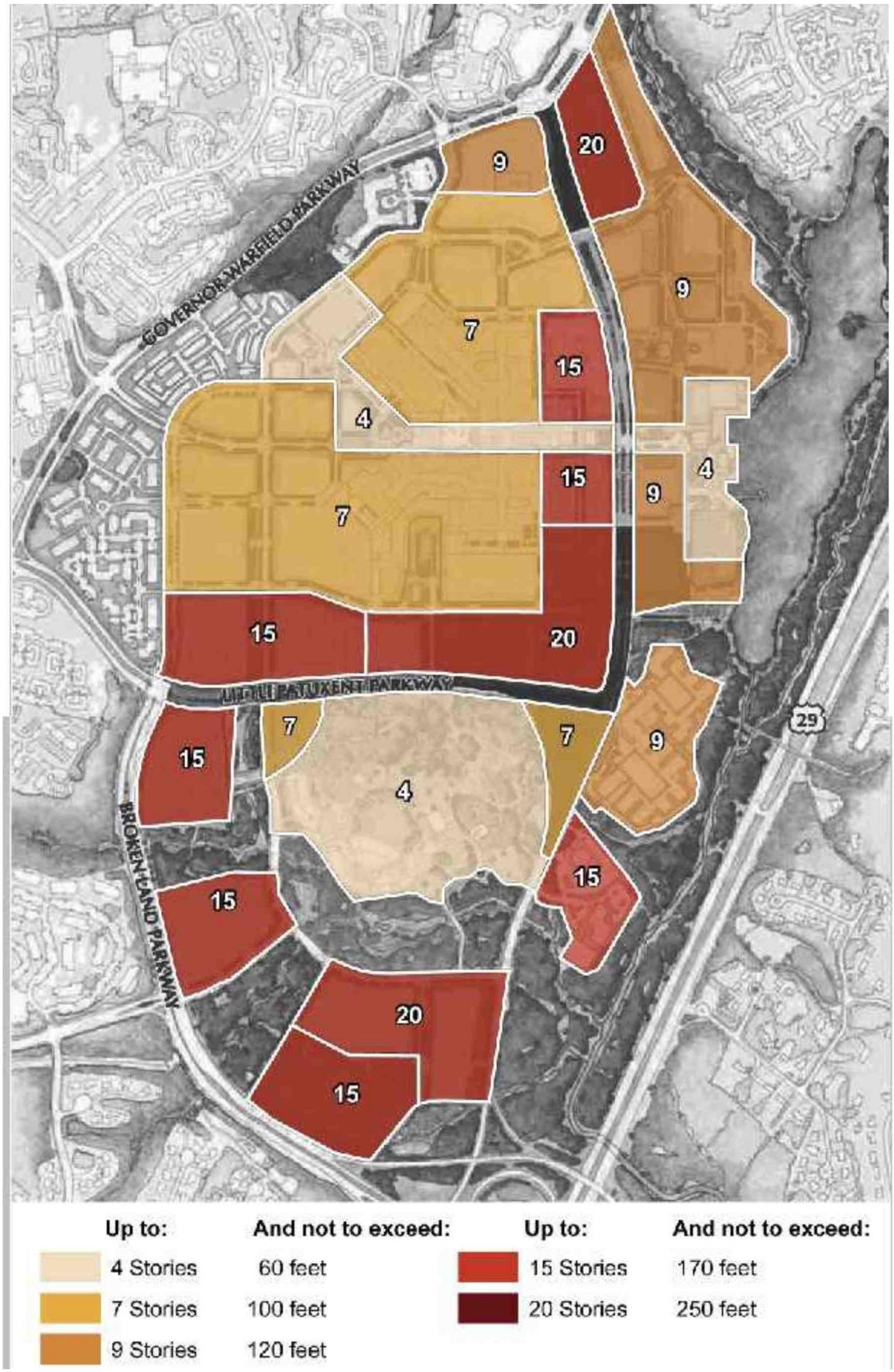
Buildings should be designed to reinforce the distinctly urban character established in the Downtown Columbia Plan.

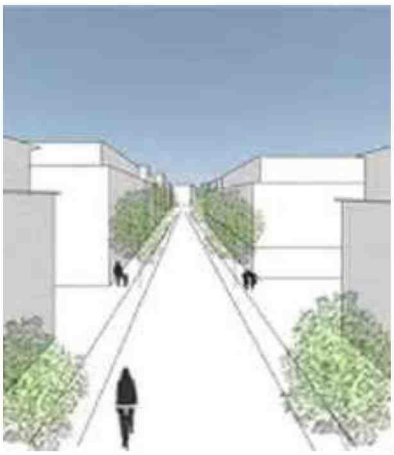
Special focus should be placed on the design of buildings along pedestrian oriented streets and their contribution to the evolving urban environment. Building design may vary among the six neighborhoods so that these principles should be adapted to the particular Criteria for the character of each neighborhood as defined in the Plan. For example, architectural design for a neighborhood with a substantial residential component will be different from a neighborhood intended to create an office and retail address for Downtown Columbia.

Buildings will frame and define the streets and Amenity Spaces that comprise the public realm. Buildings will thereby contribute to the quality and character of these public spaces and will help create the activity and street life so important to the vibrancy of downtown.

Buildings cannot all be "signature" buildings and, for the most part, should be reflective of their intended function and respectful of their context. However, special sites at a key intersection or at the terminus of an important vista, for example, could provide potential sites for signature, civic or cultural buildings. The design of signature, civic, and cultural buildings may vary from these Guidelines, as approved by the Planning Board.

MAXIMUM BUILDING HEIGHT PLAN





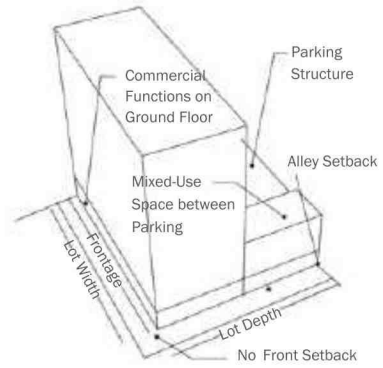
The street wall is largely defined by individual building massing. Large half- to full- block projects should be massed to forma collection of appropriately scaled buildings that provide cohesion on a block.

BLOCK MASSING

Design building or block massing to reinforce the street wall with well-scaled elements or structures that are sensitive to the neighborhood context.

The street is often described by urban designers as “a large outdoor room.” The ability to shape this room exists on every street, and its walls are defined by the primary façades of its buildings, which create a street wall. How building mass is distributed on a site usually has the greatest impact on a project’s overall appearance and on the strength of the street wall.

Breaking down large floor plates and varying a building’s height through the creation of smaller structures or façades is a valuable concept when designing large projects that consume half a block or more. Sculpting a building’s massing can also help avoid big bulky structures, which provide more visual monotony than variety. It is the well balanced variety of building massing and textures of shadow, light and materials that in total adds to the richness of Downtown Columbia’s built environment.



Example of building block configuration

BLOCK AND BUILDING RECOMMENDED STANDARDS

Block Length: maximum length 600 feet, average length 400 feet or less. Block lengths are expected to vary within neighborhoods. Long blocks (400 feet or greater) should have a Pedestrian Way, Alley or Driveway that provides through access to another street or to mid-block parking garages.

BLOCK CONFIGURATION

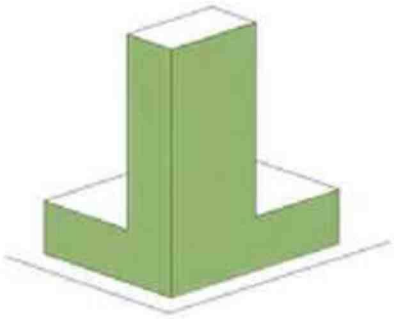
A. Maintaining consistent building facades along street frontages is important, especially along Primary Pedestrian Streets.

B. Variations in building setbacks should occur in an orderly fashion. Buildings should align at the front façade. Alternating or staggering setbacks within blocks is discouraged except to accommodate Amenity Spaces. Final building setbacks, massing and block configuration will be determined and approved at the Final Development plan.

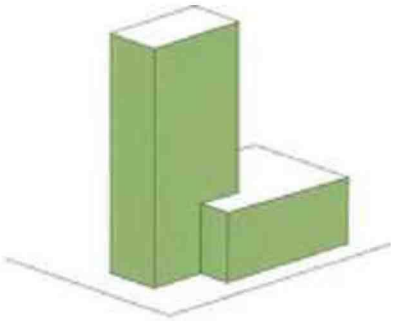
C. Electrical transformers, mechanical equipment, other equipment, enclosed stairs, storage spaces, blank walls, and other elements that are not pedestrian-oriented shall not be located on streets or facing an Amenity Space. Exceptions are permitted where the entire perimeter of a block is surrounded by a Primary Pedestrian Street, Boulevard, Avenue and/or Amenity Space.

TOWER WITHIN BLOCK CONFIGURATION

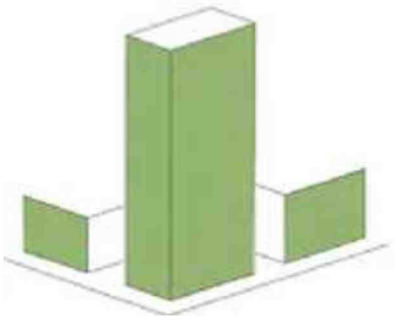
The following diagrams illustrate several common types of tower forms:



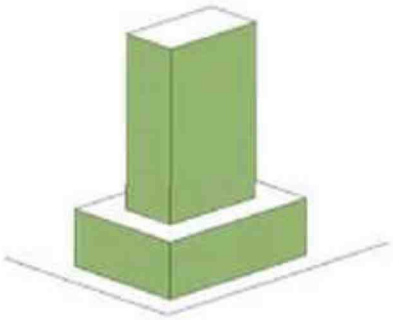
Tower at Corner: *Base, or podium, with the tower set flush to a street corner. The tower massing and detail reads visually continuous to the sidewalk.*



Tower Engaged with Bas:. *Base and tower forms are engaged. The tower massing and detail shall read visually continuous to the sidewalk.*



Tower Only: *Tower form without a base.*



Tower Set onto a Base: *Usually the tower rises above the base and steps back from the street wall 20' or more. This form is not generally preferred*



Good Example of block composition between low-rise building and mid-rise creating a street wall composition



Building example illustrates compatible building heights



Building example that incorporates solar heating and cooling strategies

BUILDING ORIENTATION

A. Buildings that face more than one street should front onto the major pedestrian-oriented street.

B. Buildings facing a Primary Pedestrian Street shall have windows at the ground level in areas where retail uses are concentrated. Windows should face the more important street and may turn the corner to receive pedestrian circulation from another street, plaza, parking area or pedestrian way.

C. Buildings that are located at the edge of neighborhoods should take into account their relationship to buildings in adjacent neighborhoods, including consideration of compatible building heights and uses.

D. Buildings should be designed with consideration to day lighting, passive solar heating and cooling strategies.

BUILDING ARTICULATION

All buildings greater than 3 stories should have a clearly defined base. Buildings with a base, middle and top are encouraged. The floor heights of the base should have a visual appearance of being taller than other floors. Taller buildings may have a greater number of stories for their base and top and may use expression lines (such as a horizontal band, projecting material, shift in vertical plane, change in building material, or other treatment) to delineate the division between base, middle and top.

A. Building facades fronting on pedestrian-oriented streets or framing public Amenity Spaces should avoid the appearance of undifferentiated solid walls and should include glazed openings to promote visual interaction between building interiors and street activity.

B. Variation at the storefront level of Downtown Columbia buildings is encouraged. Variation may be achieved by signage, awnings, lighting or other treatments.

C. To establish pedestrian-scaled design on the ground floors of larger buildings, use window groupings, material changes, or columns on the principal facade to accentuate individual storefronts and denote a smaller increment of building bays.

D. Buildings that extend horizontally along the street frontage for more than half the length of the block should articulate their upper floors to provide variety and reduce the apparent mass of the building.

E. Entrances should be clearly recognizable within the facade and receive special articulation within the base or bays in which they occur. Main entrances should be from the more important thoroughfare or more pedestrian-oriented street. Lobbies may extend through the building to provide direct pedestrian access from nearby parking or Amenity Spaces to the primary thoroughfare.

F. Corners of buildings that are oriented toward important intersections or Amenity Spaces should use special articulation, such as a change in fenestration, a change in the height of the base or top, a change in material or other treatment to accentuate their special location.

G. The Maximum Building Heights Plan illustrates maximum building heights by neighborhood and sub areas. It is intended to provide planning guidance as to maximum building heights, while recognizing that as the overall redevelopment proceeds the goal is to achieve variety in heights within a neighborhood. To this end, maximum height sub zones may be modified in accordance with the zoning regulations for the Downtown Revitalization while still maintaining consistency with the overall intent of the Downtown Columbia Plan.



Good examples of corner expressions for different architectural styles



ARCHITECTURAL DETAIL

Once a building's massing and street wall have been defined, architectural details, including façade variation, materials and window treatment will shape a building's visual identity. Buildings should be well-detailed with quality long-lasting materials that can be appreciated when viewed as a part of the distant skyline, or at the most intimate level by the pedestrian.

A. HORIZONTAL VARIATION

Vary the horizontal plane of a building to provide visual interest and enrich the pedestrian experience, while contributing to the quality and definition of the street wall.

1. Avoid extensive blank walls that would detract from the experience and appearance of an active streetscape.

2. Horizontal variation should be of an appropriate scale and reflect changes in the building uses or structure.

3. Vary details and materials horizontally to provide scale and three dimensional qualities to the building.

4. While blank street wall façades are strongly discouraged, the integration of public art or a graphic-based façade can add scale and interest to an otherwise bland frontage. In these cases, the façade should be a maximum of four floors high, and should have horizontal variation in its surface plane (using cut outs, insets or pop-outs). It should employ different scales of elements as viewed when seeing the entire building massing and as seen by pedestrians at a more intimate scale near the street.

5. Provide well-marked entrances to cue access and use. Enhance all public entrances to a building or use through compatible architectural or graphic treatment. Main building entrances should read differently from retail storefronts, restaurants and commercial entrances.



Good example of a break in the street wall to provide pedestrian access to an open space

B. VERTICAL VARIATION

Both classical and modern buildings can exhibit basic principles of visual order in the vertical plane - often with a distinct base (street and pedestrian lower levels), a middle (core mid-section, and often consistent for multiple floors of a mid- to high-rise building), and a top (the upper level that distinguishes a building and defines how it "meets the sky"). Modern or contemporary building designs often layer this principle with more variation and syncopation to create interesting architectural compositions.

Variation in the vertical plane of a building should clarify the building's uses and visually differentiate ground floor uses from core functions and how the building "meets the sky."

1. Employ a different architectural treatment on the ground floor façade than on the upper floors, and feature high quality materials that add scale, texture and variety at the pedestrian level.

2. Vertically articulate the street wall façade, establishing different treatment for the building's base, middle and top and use balconies, fenestration or other elements to create an interesting pat- tern of projections and recesses.

3. Provide an identifiable break between the building's ground floors and upper floors designed for office or other use. This break may include a change in material, change in fenestration pattern or similar means.

4. Where appropriate, employ shade and shadow created by reveals, surface changes, overhangs and sunshades to provide sustainable benefits and visual interest on façades exposed to the sun.



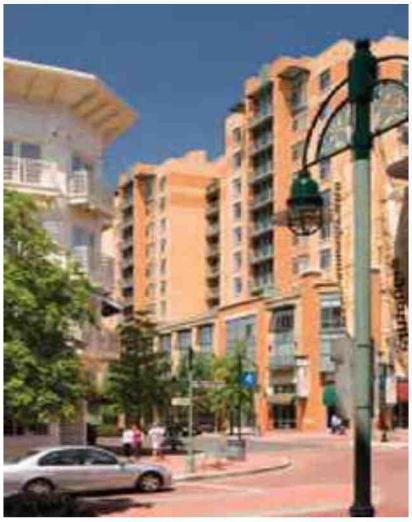
Good example of variety of units stacked vertically to create variation in massing

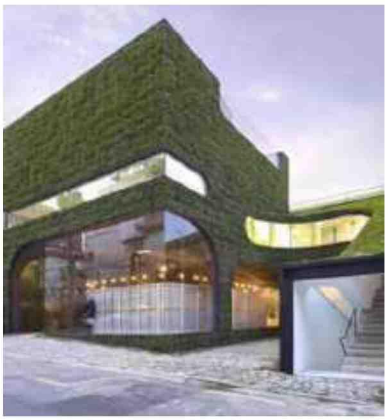


Good example of vertical variation from the street level base to the middle and the top where the building meets the sky with a thin overhang



Above and below: Examples for a material palette that reinforces massing and changes in horizontal and vertical plane.





Example of a façade that uses sustainable material as part of its architecture.

EXTERIOR WALLS

A. The design of building façades shall contribute to Downtown Columbia's character with varied and articulated treatments. The façades defining or framing the public realm shall create visual interest and be designed to enhance the pedestrian experience. Walls abutting squares, greens and plazas should be designed consistent with the quality of front façades.

B. Walls, arcades, piers and columns should be stone, cast stone, pre-cast concrete, architectural concrete block, brick, glass, metal or other quality material.

C. For residential buildings, quality siding material may be used on upper floors; however, the use of vinyl siding is not allowed on Public Street frontages. Pre-cast panels should include score lines to suggest units/panels of appropriate scale.

MATERIALS

After establishing a building's overall massing and vertical and horizontal variation, it is important to develop a building's visual character at the level of material choices and detailing. The interplay of materials, windows and other elements should support the larger design objectives as articulated by the architect.

Buildings should aim for a "timeless design" and employ sustainable materials and careful detailing that have proven longevity.

A. The material palette should provide variety, reinforce massing and changes in the horizontal or vertical plane. Materials should be durable and appropriate for the scale and context of downtown. They should be similar to materials that are typically used in the construction of large urban buildings.

B. Use especially durable materials on ground floor façades.

C. Detail buildings with rigor and clarity to reinforce the architect's design intentions and to help set a standard of quality to guide the built results.

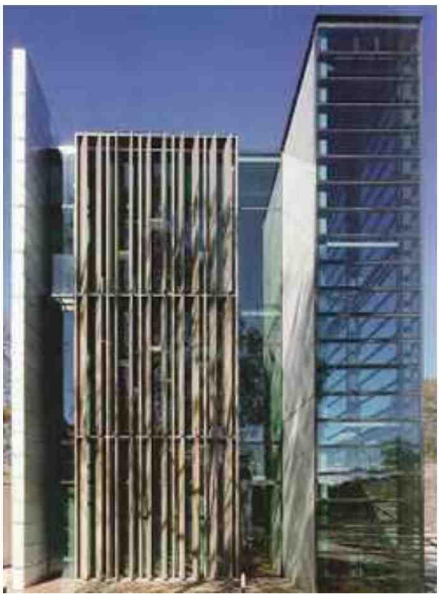
D. To provide visual variety and depth, layer the building skin and provide a variety of textures that bear a direct relationship to the building's massing and structural elements. The skin should reinforce the integrity of the design concept and the building's structural elements, and not appear as surface pastiche.

E. Layering can also be achieved through extension of two adjacent building planes that are extended from the primary façade to provide a modern sculptural composition.

F. Cut outs (often used to create sky gardens) should be an appropriate scale and provide a comfortable, usable outdoor space.

G. Design curtain walls with detail and texture, while employing the highest quality materials.

H. Design the color palette for a building to reinforce building identity and complement changes in the horizontal or vertical plane.



Example: A building skin should be layered and bear a direct relationship to the building's structural elements



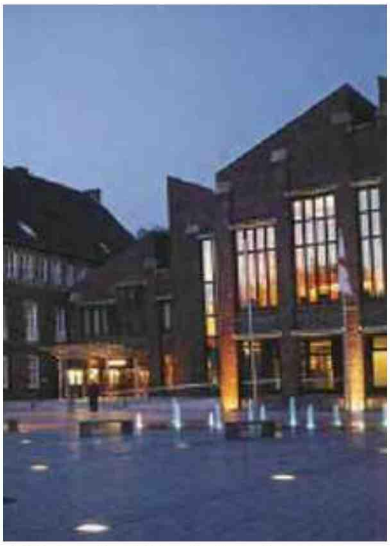
Example: Layering with two adjacent planes that extend from the primary façade forming a modern composition.



Windows should be well-detailed and have a recessed depth.



Example of ground floor glass curtain that activates the sidewalk



Lighting should be designed to enhance the identity of a project with appropriate character and scale.

WINDOWS AND DOORS

Provide high-performance, well-detailed windows and doors that add to the depth and scale of the building's façade.

A. Window placement, size, material and style should help define a building's architectural style and integrity. Ground floor building openings, including entryway doors and windows, should be compatible within each structure and should reflect a pedestrian scale.

B. In buildings other than curtain wall buildings, windows should be recessed (set back) from the exterior building wall, except where inappropriate to the building's architectural style.

C. Windows should be chosen for their durability and other sustainable aspects (e.g. fabrication with recycled materials, or properties that will assist with temperature maintenance).

D. Windows and doors shall be well-detailed where they meet the exterior wall to provide adequate weather protection and to create a shadow line.

GLAZING

Incorporate glazing that contributes to a warm, inviting environment.

A. Ground-floor window and door glazing shall be transparent and non-reflective.

B. Above the ground floor, both curtain wall and window/door glazing shall have the minimum reflectivity needed to achieve energy efficiency standards. Non-reflective coating or tints are preferred.

C. A limited amount of translucent glazing may be used to provide privacy.

LIGHTING

Provide well-designed architectural and landscape lighting.

A. All exterior lighting (building and landscape) should be integrated with the building design, to create a sense of safety, encourage pedestrian activity after dark, and support Downtown's vital nightlife.

B. Each project should develop a system or family of lighting with layers that contribute to the night-time experience, including facade up lighting, sign and display window illumination, landscape and streetscape lighting.

C. Architectural lighting should relate to the pedestrian and accentuate major architectural features.

D. Landscape lighting should be of a character and scale that relates to the pedestrian and highlights special landscape features.

E. Exterior lighting shall be shielded to reduce glare and eliminate light being cast into the night sky.

STOREFRONTS

A. The first floor of all buildings on Primary Pedestrian Streets in areas where retail uses are to be concentrated should be designed to accommodate retail, even if they are not initially used for retail purposes.

B. The design of the storefront shall be appropriate to the scale and architectural design of the building, and may include the use protective pedestrian colonnades and arcades

C. The design and construction materials of the ground level storefronts shall be appropriate for a downtown retail street, to help contribute to an active pedestrian-oriented street. Factors that should be considered include:

1. How the storefront fits into the architecture of the buildings.
2. Relationship of storefronts to varying grade elevations and the flexibility to adjust store entries.
3. Visibility of storefronts including clear glass.
4. Sidewalk spaces for outdoor retail displays or dining.
5. Sign and logo requirements.
6. The design, materials and colors of awnings or canopies to protect pedestrians and windows.

D. Doors should be recessed a minimum of 3 feet from the face of the building to provide a covered or sheltered entrance to the ground floor retail use. Recessed doors are not needed along arcades or where awnings are located.

ROOFS

A. Roofs may be pitched or flat, or combination of both.

B. Roofs may be metal, stone or artificial stone, architectural grade asphalt shingles or “green roofs.”

C. Rooftop equipment (including elevator equipment, HVAC equipment, etc.) shall be concealed in penthouse structures designed as an integral part of the building or screened with a parapet.

D. Roof penetrations such as vents, attic ventilators, turbines, flues, etc. shall be placed to limit their visibility from the street and painted to match the color of the roof, except those made of metal, which may be left natural.

E. Gutters and downspouts should be consistent with the building design and should be painted the color of the adjacent material, except copper or galvanized, which shall be permitted to age naturally.



Example of storefronts that have a unified design that contributes to the overall architectural character of the base of the building.



PARKING AND SERVICE

A. Parking structures should be designed to minimize their visibility from streets. They should be located internal to blocks, where possible. Buildings for which structured parking is the sole use should be discouraged. Sloped ramps should be located internal to the structure so that they are not visible along front facades. Attention should be given to the design of parking garage interior lighting so that light sources are not visible from the street. Parking structures located along retail streets should provide retail or commercial space or offer attracting elements on the ground floor facing the street.

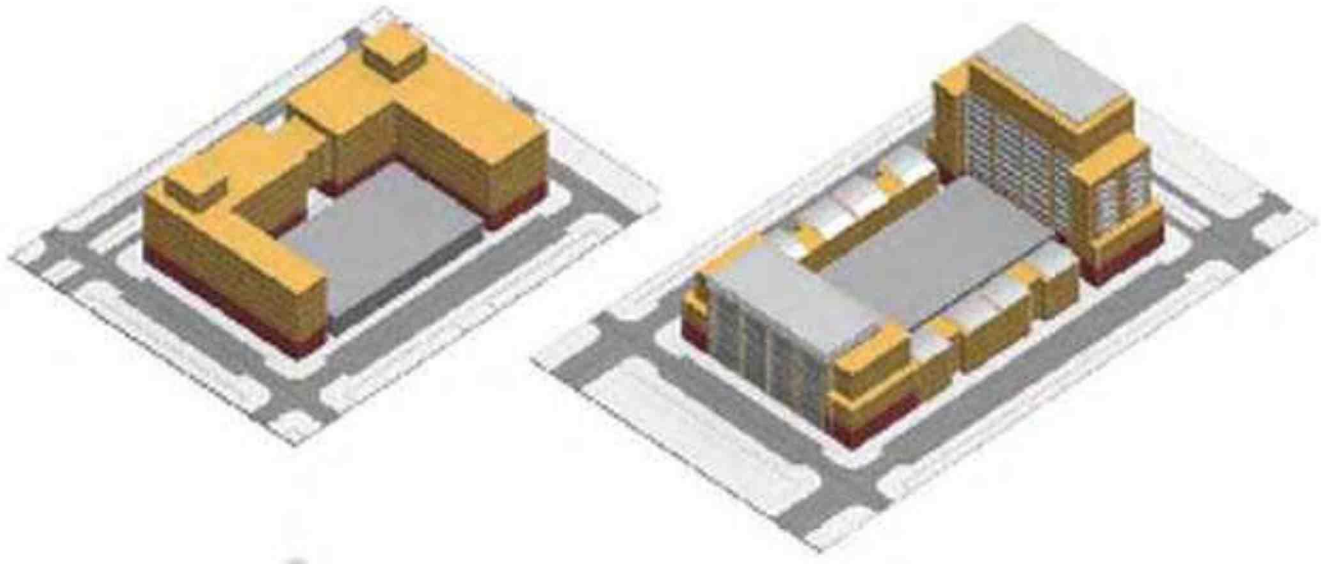
B. Vehicular access to and from parking garages should be designed to minimize pedestrian conflicts. If possible, access should be from Streets or Alleys which are not Primary Pedestrian Streets. If vehicular access is provided directly from Primary Pedestrian Streets, a minimal opening in the building should be provided at the sidewalk level. Pedestrian access to and from parking garages should be from pedestrian-oriented streets.

C. On streets other than Boulevards and Primary Pedestrian Streets, views of parking structures should be minimized. The structures should be designed to be architecturally compatible with adjacent structures.

D. Reductions in parking will be granted for shared uses and on-street parking, subject to off street parking criteria in the Howard County zoning ordinance. Surface parking is discouraged, except as a temporary use. If surface parking is located adjacent to a street, the parking lot shall be set back a minimum of 20 feet from the curb or set back 5 feet from the street wall of adjacent buildings, whichever is greater. If the parking is a temporary use, a continuous low native evergreen hedge planting and trees should be installed between the parking lot and the adjacent sidewalk and/or buildings. If the parking is for permanent use, a decorative wall or fence and planting should be provided along all sides of the parking.

E. Dedicated service areas and dumpsters shall not be visible from Boulevards and Primary Pedestrian Streets. Service areas and dumpsters shall be screened with walls or doors along Boulevards and Primary Pedestrian Streets. Parking for bicycles should be accommodated on each block.

F. Electrical and mechanical equipment, other equipment, enclosed stairs, storage spaces, blank walls, and other elements that are not pedestrian-oriented should be located in alleys.



Examples of parking structures internal to blocks and laminated or veneered by buildings

STAND-ALONE PARKING STRUCTURES

Architectural Treatment

Parking structures should exhibit the same principles as good building design noted in previous sections. Providing an exterior comprised of high quality materials that screen the underlying concrete structure can elevate the building's stature and contribute to the overall quality of downtown's built landscape.

A. Parking structures should have an external skin designed to improve the building's appearance over the basic concrete structure of ramps, walls and columns. This can include heavy-gage metal screen, pre-cast concrete panels, laminated glass or photovoltaic panels.

B. Parking structures should integrate sustainable design features such as photovoltaic panels (especially on the top parking deck), renewable materials with proven longevity, and stormwater treatment wherever possible.

C. Vertical circulation cores (elevator and stairs) shall be located on the primary pedestrian corners and be highlighted architecturally so visitors can easily find and access these entry points.

D. Retail Streets could provide in appropriate locations active ground floor uses along the street frontage of the garage; on all other streets the ground floor treatment should provide a low screening element that blocks views of parked vehicle bumpers and headlights from pedestrians using the adjacent sidewalk.

E. Signage and way finding should be integrated with the architecture of the parking structure.

F. The lighting should be integrated with the architecture of the structure to reinforce its unique identity. This is especially important for public parking structures to aid in visitors finding them upon arrival and getting oriented to Downtown.

Landscape Treatment

In most circumstances, streetscape and landscaping should complement the building design. If a parking structure is well-designed, it does not need to be screened by dense landscaping in an urban set- ting. However, where conformance with the architectural design standards and guidelines is not feasible, a parking structure may be screened with landscaping. A "green screen" that is coordinated with the building design may be provided, along with the required streescape improvements. Alternatively, an additional row of evergreen columnar trees may be provided in a minimum 8-foot wide setback and staggered with the street trees. In combination, the setback and street trees should screen the parking structure from view. Where blank walls are unavoidable, provide sufficient room for setbacks and landscape panels to accommodate trees, green screens or other landscaping.



Example above of a parking garage that corresponds to its surrounding architecture.



Example of a parking garage with a glass facade that transcends function to provide an interesting architectural facade.



In limited circumstances, a green screen wall (above) or dense tree planting (below) can screen an unimproved concrete structure or parking garage





CIVIC, CULTURAL AND SIGNATURE BUILDINGS

A. Buildings that terminate at a street or important vista should have distinctive articulation and massing, such as a unique façade, lobby entrance, vertical element or other special treatment. Civic, cultural or signature buildings are encouraged on such prominent sites.

B. In order to encourage the distinctiveness of civic, cultural and signature buildings, these structures are not required to adhere to the build-to-line or frontage coverage requirements.

Such buildings may include, but are not limited to, libraries, museums, fire stations, civic and association headquarters, visitor or exhibit centers, art buildings and other civic or cultural buildings.

08 SUSTAINABILITY GUIDELINES

INTRODUCTION AND OVERVIEW

THE DOWNTOWN COLUMBIA SUSTAINABILITY PROGRAM

The Sustainability Program is an ambitious effort to use holistic thinking to guide further development of Downtown Columbia and the design of a livable community. A sustainable community is a place that pursues a quality of life, for all life, now and into the future. Attributes that support a community's effort toward becoming sustainable include:

- Public spaces and amenities where residents can socialize, work, shop, and play
- An increased ease in mobility, where residents can walk to accommodations or access public transit more readily
- Buildings that are healthy and use natural resources, such as water and energy, efficiently
- A healthy environment with clean water, clean air, and increased connections to the natural environment

The Downtown Columbia Sustainability Program establishes goals for Downtown Columbia and is comprised of many integrated and codependent programs, philosophies, and guidance documents which will inform the design, construction, operations and programming of land and building development in Downtown Columbia. The intent of the Program is to fulfill a vision for a livable, socially, economically, and environmentally sustainable urban community. Collectively, the Sustainability Program consists of the following six documents and guidance tools, representing a "kit of parts", that strives to deliver the most comprehensively sustainable development possible. These documents (described on the following page) include:

1. The original Columbia plan
2. Smart Growth Principles
3. The Downtown Columbia Sustainability Guidelines (The Land Component & The Community Component)
4. The Howard County Green Building Law
5. Town Center Merriweather and Crescent Environmental Enhancements Study, September 2008
6. Best Management Practices for Symphony Stream and Lake Kittamaqundi Watersheds, September 2008

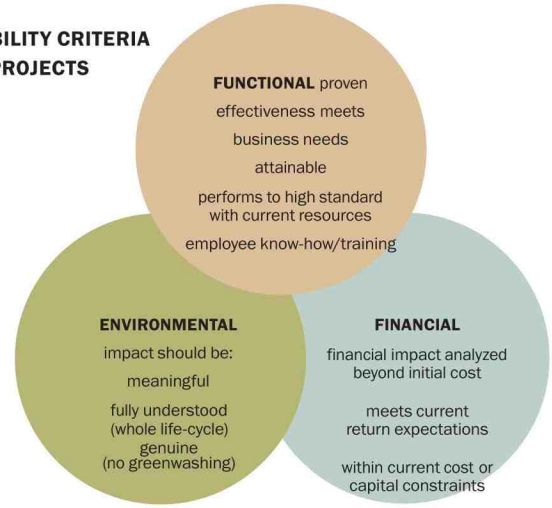
The program aims to establish goals to be pursued as each phase or project in Downtown progresses toward full build out over the ensuing years. As new technology emerges, innovative strategies will be pursued to conserve natural resources. The sustainability program is designed to allow future flexibility, to learn, adapt and evolve as the project moves from developer, to builder, to community ownership.

The plan recognizes the importance of realistic criteria to sustainability which must meet multiple business goals. Each project must be:

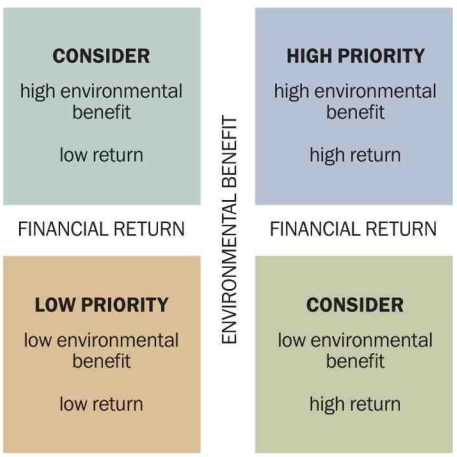
- Functional and effective to meet the needs of the business and perform as designed
- Environmentally sound to reduce impact in a meaningful way throughout the project's life cycle
- Financially viable considering all risks and ensuring initiatives to achieve return on investment

Those initiatives which can realize a high environmental benefit as well as high return are priorities. Solutions that are of a genuine and meaningful benefit to the environment should become priority projects versus ineffective but highly visible solutions.

SUSTAINABILITY CRITERIA FOR NEW PROJECTS



DECISION-MAKING FRAMEWORK



THE SUSTAINABILITY PROGRAM GUIDANCE DOCUMENTS

1. **The original Columbia plan** - Columbia is unique in that it was originally designed and developed to embody some of the key elements of sustainability. In fact, one of the main objectives was to “create a comprehensively balanced community”, planning for people while respecting “the stream valleys, the forests, the southeastern slopes ... allowing the land to impose itself as a discipline on the form of the Community." These principles continue to guide Downtown development through a balance of natural and open spaces, commercial uses, housing, public amenities, arts as well as a an economically sustainable tax and profit base.

2. **Smart Growth Principles** – Smart Growth is a phrase coined in Maryland by Governor Parris N. Glendening. It is now a common term used nationwide to describe the desire and strategy to accommodate new growth and development in the most suitable areas while protecting our most vital natural resources. Since 1997, with the passage of the Smart Growth and Neighborhood Conservation initiative, Maryland has led the nation in this endeavor. Maryland’s efforts were recognized by Harvard University in 2000 as one of the ten most innovative governmental programs in the country. The concept of Smart Growth embodies the following ten principles:
   - Smart Growth Planning - Mix of land uses
   - Takes advantage of existing community assets
   - Creates a range of housing opportunities and choices
   - Fosters "walkable," close-knit neighborhoods
   - Promotes distinctive, attractive communities with a strong sense of place
   - Includes the rehabilitation and use of historic buildings
   - Preserves open space, farmland, natural beauty, and critical environmental areas
   - Strengthens and encourage growth in existing communities
   - Provides a variety of transportation choices;
   - Makes development decisions predictable, fair, and cost-effective
   - Encourages citizen and stakeholder participation in development decisions

   The Downtown Columbia plan approved in Howard County Council Bills 58-2009 and 59-2009 as well as its enabling and conforming legislation was crafted around these ten principles as a part of the foundation for its sustainability program.

3. **The Downtown Columbia Sustainability Guidelines** – These guidelines are comprised of two interdependent subsections: the Land Component and the Community Component. The Land Component focuses on the land development elements of sustainability that are the result of land planning, site design, construction and management: water, transportation, energy, ecology, materials and livability. The Community Component addresses social elements of sustainability, such as justice, relationships, collaboration, steward- ship, vitality and service. The Community Component and its elements must be developed, refined, implemented and managed by the community itself through an extensive community stakeholder effort over time that could include the Community, the Downtown Partnership, the County’s Environmental Sustainability Board and others..

4. **The Howard County Green Building Law** – As part of the Downtown Columbia plan conforming legislation, all Downtown Columbia new construction 10,000 square feet or larger will achieve a LEED certification from the US Green Building Council of certified-level rating or higher. This guidance will assure that all major vertical building development in Downtown will target compliance with the USGBC’s five environmental categories: Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environment as well as creative design and building expertise through additional Design Innovations.

5. **Town Center Merriweather and Crescent Environmental Enhancements Study, September 2008** – A natural resources assessment was performed by General Growth Properties on over 5000 linear feet of streams and 120 acres in the Merriweather-Symphony Woods & Crescent neighborhoods of Downtown Columbia. The report describes the findings of the assessment and articulates proposed environmental improvements to streambeds, wetlands, forests and vegetation management. These mitigations and improvements to be implemented by property Owners in these neighborhoods strive to enhance the ecological environment by restoring and maintaining the current Symphony Stream and Little Patuxent River riparian corridors. The environment will be enhanced through corridor management activities such as invasive species management, reforestation, stream bed restoration, wetlands enhancement and creation, and understory plantings.

6. **Best Management Practices for Symphony Stream and Lake Kittamaqundi Watersheds, September 2008** - General Growth Properties and its ecological consultant Biohabitats, performed watershed assessments for the three Columbia sub watersheds of Symphony Stream, Wilde Lake and Lake Kittamaqundi located up stream of *Downtown Columbia’s Town Center Merriweather and Crescent Environmental Enhancements Study* area. Watershed assessments were performed to target storm water retrofits and riparian corridor restoration opportunities for the watersheds of the two streams flowing through Downtown Columbia. The Land Component of the Downtown Columbia Sustainability Guidelines identifies the locations of those projects and the Downtown Columbia Plan makes specific recommendations about their implementation.

THE DOWNTOWN COLUMBIA SUSTAINABILITY GUIDELINES LAND COMPONENT

The Downtown Columbia Sustainability Guidelines Land Component focuses on physical or built elements of the community, as it is planned, designed, constructed and managed. It is principally crafted to provide residents and businesses with the tools to reduce their environmental footprint that will enable them to live lightly on the land.

The Land Component is fully integrated with the Downtown Columbia Design Guidelines. The Land Component is comprised of six Elements: Livability, Water, Transportation, Energy, Ecology, and Materials. Each Element is guided by an overarching goal and split into topics and sub-topics. Each sub-topic includes goals, targets, and strategies.

Although Downtown Columbia will achieve many sustainability targets at its outset, some targets will require the participation and partnership of other stakeholders. These stakeholders include Howard County, the Columbia Association, Maryland Transit Authority, future developers and the community at large. Moreover, some targets and the means of achieving them must be evaluated through the lens of a cost benefit life cycle analysis.

Designing a more sustainable community requires understanding the interrelationships among the primary physical design elements that power, shelter, move, nourish and sustain life.

- Vitality and health are encouraged by producing space that is comfortable, engaging, beautiful and inspiring
- Dense and compact mixed use development allows easy access to stores, entertainment, services, jobs and recreation
- Air and water are naturally purified by a native living landscape, providing habitat for wildlife and natural cooling
- Natural energy and water resources will be harvested for use and conserved preciously with innovative technology and high performance buildings.
- Downtown Columbia seeks to learn and mimic nature's processes to produce a community that is responsible, beautiful, inspiring, healthy, productive and enduring.

A sustainable community is not an endpoint; rather it is a continuous process of adapting and improving, so that each generation can progressively experience a higher quality of life. Like nature, Columbia must have the resources and flexibility to adapt and evolve. Moving toward sustainability requires recognition that today's practices may yet be improved. Downtown Columbia redevelopment aims to address many needed improvements while planning for an enriching future. This Plan strives to reach beyond green buildings and technology and consider all of the elements that comprise the fabric of the community.

6 ELEMENTS AREAS

The Sustainability Guidelines Land Component is organized by 6 elements:

1 LIVABILITY

2 WATER

3 TRANSPORTATION

4 ENERGY

5 ECOLOGY

6 MATERIALS

OVERARCHING GOALS

Overarching goals for each of the 6 elements guide this document.

TOPICS AND GUIDELINES

Each of the 6 elements are split into topics and sub-topics. Each sub-topic includes goals, targets, and strategies:

0.0 TOPIC

SUB-TOPIC

Goal: Sub-topic goals state the intention for specific targets and strategies, working towards the larger element goal.

Target:

- Targets list measurable metrics to achieve goals

Strategy:

- Strategies list techniques to achieve targets

SUPPORTED FRAMEWORKS & REFERENCES

The guideline goals, targets, and strategies are based on, and support, relevant County legislation and sustainability frameworks including:

- Howard County Code Green Building Law
- Howard County CB58-2009
- Howard County CB59-2009
- Howard County Green Neighborhood Guidance Document for Sites
- USGBC LEED for New Construction (NC)
- USGBC LEED for Neighborhood Development (ND)
- Living Building Challenge
- Sustainable Sites Initiative

I. LIVABILITY

Goal: Downtown Columbia will be a vibrant, walkable, and economically sustainable community in which to live, work and play. Its ability to nurture and establish connections among people and the land will create a distinct attachment to place. With a focus on meeting the needs and desires of its diverse inhabitants, Downtown Columbia embodies a commitment to equality and healthy environments.

II. WATER

Goal: Downtown Columbia will work to restore natural hydrologic processes that sustain surrounding ecosystems. New development should be designed to reduce and optimize water consumption while improving its quality upon release.

III. TRANSPORTATION

Goal: Downtown Columbia seeks to reduce regional transportation impacts by planning dense compact neighborhood facilities and fostering choice and convenience in a variety of transportation modes. Downtown Columbia will strive to restructure transportation systems to promote walking, bicycling and transit.

IV. ENERGY

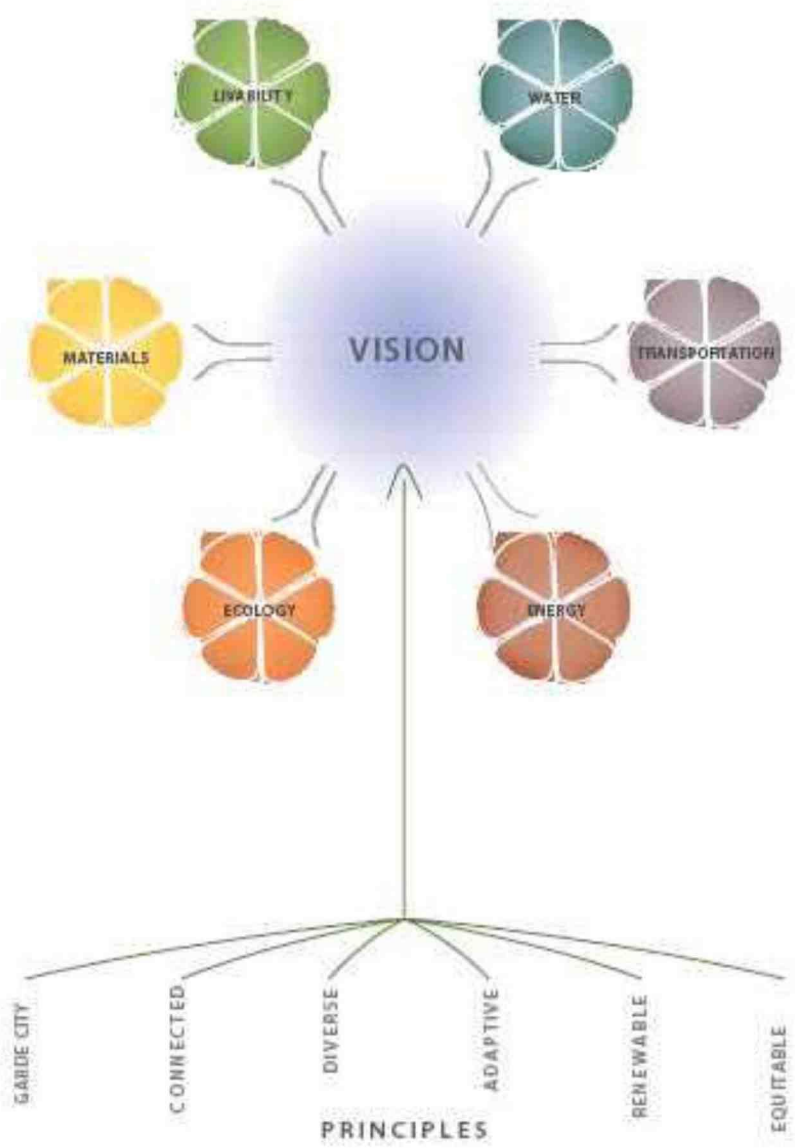
Goal: Downtown Columbia should strive to meet its energy needs through renewable sources towards becoming a carbon neutral community.

V. ECOLOGY

Goal: Downtown Columbia will work to restore and maintain a resilient, self-sustaining and diverse site ecology. The site will exist as a whole system that connects and complements the biodiversity of the region. The urban core will include a vital ecology for both humans and wildlife that focuses on healthy soil, air and water.

VI. MATERIALS

Goal: Downtown Columbia should seek to utilize materials that have been responsibly sourced, harvested and manufactured. Materials will be chosen to limit direct and indirect impacts to human health and natural systems. Downtown Columbia will be designed to be adaptable so that changes in use, maintenance, and management are easily facilitated, limiting future material needs and waste.



LIVABILITY

1.1 SENSE OF PLACE



SENSE OF PLACE

Goal: Preserve and emphasize the distinctive qualities that make Downtown Columbia unique

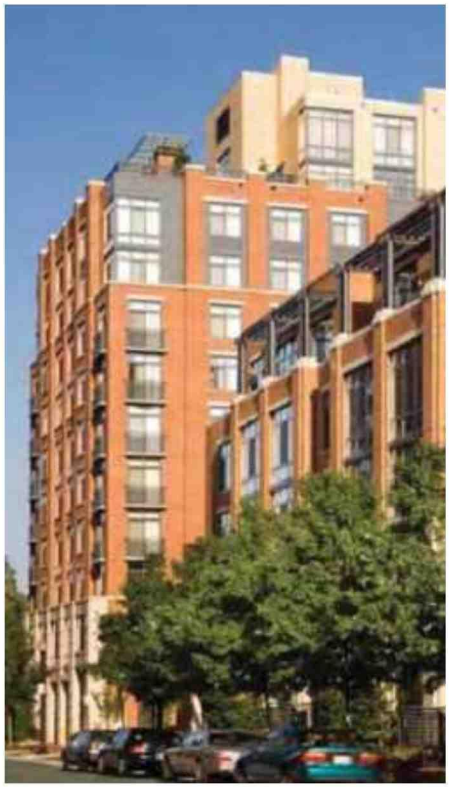
Target:

- Preserve and restore existing cultural elements and amenity spaces

Strategy:

- Make Lake Kittamaqundi and Symphony Woods Park the primary open space elements of Downtown Columbia by activating pedestrian spaces
- Preserve and restore forest and waterways and native plant communities
- Preserve such art and artifacts as “the People Tree”, “the Bear”, “the Hug”
- Commission a study to preserve and renovate the former Rouse Company Headquarters as a signature building
- Use appropriate 'artisan-quality' fixtures and outdoor furnishings

1.2 HOUSING



DIVERSITY, AFFORDABILITY, AND PROXIMITY

Goal: Create a full spectrum housing program for Downtown Columbia that will establish a flexible model that aspires to make new housing in downtown affordable to individuals earning across all income levels.

Target:

- Establish the Downtown Columbia Community Housing Foundation (“DCCHF”), as detailed in CB 58, to satisfy affordable housing requirements for downtown.

Strategy:

- Establish the DCCHF and fund the program through contributions as outlined in the Downtown Columbia CB 58-2009
- The DHCCF should be notified by the developer or joint venture of land for all residential units offered for initial sale in each new residential or mixed use building in Downtown Columbia
- The DCCHF also should be notified by the developer of all apartment units offered for rental in each new residential or mixed-use building containing rental units
- Use of DCCHF funds will be limited to providing full spectrum, below market housing in Downtown Columbia that may include, but is not limited to, funding new construction; acquiring housing units; preserving existing homes; financing rehabilitation of rental housing; developing senior, family or special needs housing; providing predevelopment, bridge, acquisition and permanent financing; offering eviction prevention and foreclosure assistance

1.3 GREEN BUILDINGS

Goal: Create buildings which limit impact to natural resources and are healthy for the environment and people



Target:

- All buildings over 10,000 gross feet or more of gross floor area, as detailed in CB 14-2010, will comply with energy and environmental site design standards of the Howard County Green Building Law

Strategy:

- Use an appropriate green building standard, such as the United States Green Building Council LEED rating system, in accordance with CB 58-2009, Howard County Code Green Building Law, and CB 14-2010

1.4 RECREATION AND RELAXATION

RECREATION AND RELAXATION

Goal: Create spaces for active and passive recreation within Downtown Columbia to promote human health and well being



Target:

- Provide a primary amenity space of at least 25,000 square feet for each neighborhood.
- Provide a minimum of 5% of the land (excluding designated open space or public right of way) within Downtown Columbia as community commons

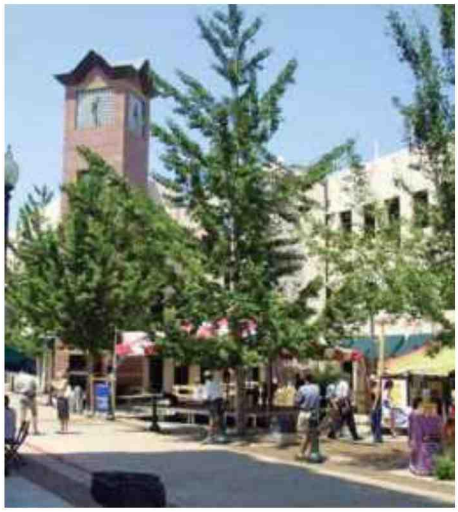
Strategy:

- Provide a diversity of parks, promenades, plazas, or other public or semi-public open spaces connected and accessible by sidewalks

1.5 ACCESSIBILITY

ACCESS TO SERVICES, TRANSPORTATION, AND RECREATION

Goal: Provide safe and secure access between housing and diverse services, transportation, and recreation areas



Target:

- Create a density of 50 dwelling units per net acre or more in Downtown Columbia
- Provide access to retail services within 3/4 mile or less for 90% of Downtown Columbia residents
- Locate 100% of all residential and commercial activity within a 1/4 mile of a bus or transit stop*

Strategy:

- Use mixed-use development to integrate housing, businesses, and services provide neighborhood retail and community spaces
- Integrate transportation networks throughout Downtown Columbia
- Provide adequately sized pedestrian and bicycle routes with appropriate lighting designed to meet Downtown Columbia's Pedestrian and Bicycle Guidelines

**Requires coordination with Howard County*

1.6 HUMAN SCALE AND PEDESTRIAN-ORIENTED DESIGN



WALKABILITY

Goal: Promote walkable neighborhoods for economic vitality and healthy lifestyles

Target:

- Include sidewalks for all primary pedestrian streets as specified in the Design Guidelines and Design Manual
- Design sidewalks with at least the minimum width as specified in the Design Guidelines and Design Manual per street type
- Limit driveways and sidewalk breaks on commercial and retail streets
- Provide amenities for safety, comfort and aesthetics on all sidewalks and pathways specified in the Design Guidelines and Design Manual
- Design all Downtown Columbia Neighborhoods to be within a 15 minute walk or less of the Downtown Core and a transit hub

Strategy:

- Create mixed-use neighborhoods
- Provide diverse building street frontages and ground floor use
- At least 50% of total linear feet of mixed-use and nonresidential street facades is within 1 foot of a sidewalk or equivalent provision for walking
- Comprise ≥ 75% of building's street level facade of wall openings such as windows and doors on primary pedestrian streets
- Provide street trees, appropriate landscaping, and furnishings on pedestrian streets
- Provide adequate width for accessibility and sidewalk furnishings such as light standards, benches and bike racks;
- Plant street trees at a maximum of 40 foot intervals or to shade at least 40% of the sidewalk within 10 years;
- Provide seating and landscape furnishings at regular intervals as specified in the design guidelines
- Provide clear way finding signage and visual cues for pedestrian navigation

1.7 HEALTHY FOOD

ACCESS TO LOCAL AND SUSTAINABLE FOOD



Goal: Provide access to healthy and sustainable local foods

Target:

- Do not restrict the growing of produce and fruit or nut trees on individual properties or on balconies or other outdoor private spaces
- Facilitate a farmers market within Downtown Columbia or within a 1/2 mile walk distance of Downtown Columbia

Strategy:

- Allow space for community gardening in parks or other public spaces
- Allot space for a community farmers market

WATER

2.1 STORMWATER



STORMWATER QUALITY AND GROUNDWATER RECHARGE

Goal: Improve stormwater runoff quality and groundwater recharge

Target:

- Use a combination of impervious area reduction and Environmental Site Design to reduce and treat stormwater runoff from at least 50% of the existing impervious area, including buildings, roads, sidewalks, and parking lots, in Downtown Columbia

Strategy:

- Incorporate into new development and retrofit existing infrastructure with a combination of impervious area reduction, Environmental Site Design, and other green technology solutions to water quality and quantity problems from roads, sidewalks, and parking lots
- Use vegetated roadside infiltration swales, structured soil tree pits, stormwater planters, pervious paving, forested wetlands, and vegetated buffer areas
- Consider green roofs for a substantial reduction in stormwater runoff through storage, vegetative uptake, evaporation and plant transpiration
- Implement stormwater management structure Best Management Practices remediation for conditions identified in the Best Management Practices for Symphony Stream and Lake Kittamaqundi Watersheds study and as identified on the map and chart at the end of this chapter. Work should proceed during any revitalization that includes these identified conditions.



STORMWATER QUANTITY

Goal: Reduce stormwater runoff quantity

Target:

- Do not exceed the average annual pre-development runoff volume on the site

Strategy:

- Reduce impervious cover, capture and reuse rainwater from roofs, and apply other ESD practices

STREAM CHANNEL PROTECTION

Goal: Protect stream channels and reduce sediment load to streams and the lake

Target:

- Prevent future stream channel degradation from stormwater runoff

Strategy:

- Utilize regenerative stormwater conveyance (RSC) systems, or other appropriate design practices, to reduce potential for erosion from stormwater runoff at outfalls while creating unique habitat and improved water quality
- Remediate existing stream channels as outlined in the Downtown Environmental Enhancements documents



2.2 LANDSCAPE WATER USE

POTABLE WATER REDUCTION*

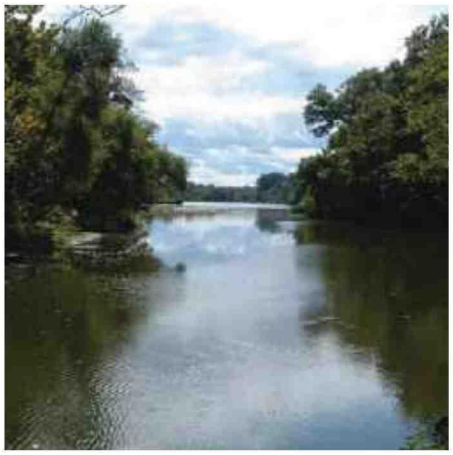
Goal: Reduce potable water use in the landscape

Target:

- No potable water use for irrigation after initial plant establishment
- Minimize potable water use in landscape water features

Strategy:

- Use native and adaptive plants
- Amend and maintain soil health to retain water
- Harvest rainwater for irrigation
- Use filtered grey water or recycled water



WATER QUALITY IMPROVEMENT

Goal: Improve water quality in waterways and receiving water bodies

Target:

- Use landscape management and maintenance practices and materials that will not negatively impact waterways and water bodies
- Use landscape areas to filter and infiltrate stormwater, grey water, and recycled water

Strategy:

- Use native and adaptive plants
- Amend and maintain soil health
- Design and maintain appropriate landscape buffers to protect receiving waters
- Ensure the use of non-synthetic amendments/fertilizers/pesticides in appropriate quantities and application regimes for all landscape planting and maintenance activities



**Potable water efficiency measures in buildings shall be captured by the requirement that all buildings shall be LEED certified*

TRANSPORTATION

3.1 TRANSIT OPTIONS (SYSTEMS/NETWORKS)



DIVERSITY AND CONNECTIVITY OF TRANSPORTATION OPTIONS

Goal: Create a connected and diverse network of transportation options within Downtown Columbia to reduce vehicle miles traveled per individual in single-occupancy vehicles

Target:

- Develop a Transportation Demand Management Program (TDMP)*
- Include sidewalks, bike lanes, and transit stops on all primary pedestrian streets with a maximum block length of 400-600 ft.

Strategy:

- Facilitate pedestrian, bicycle, public transportation, and vehicular traffic within the street grid (Complete Streets)
- Create clearly demarcated lanes for different forms of transportation (bike lanes, etc.)



LOCAL AND REGIONAL CONNECTIONS*

Goal: Link transportation options within Downtown Columbia to other local and regional transportation networks

Target:

- Provide a transit hub as a central point for connections to local and regional transportation networks within Downtown Columbia

Strategy:

- Work with local stakeholders and agencies to map existing or planned local and regional transportation networks outside of Downtown Columbia and plan for local connection hubs
- Prepare transit studies as outlined in CB 58-2009



TRANSIT ACCESS AND ROUTES*

Goal: Provide convenient transit options and routes

Target:

- Establish a Transportation Management Association
- Provide access to a transit hub within a 15 minute walk for all neighborhoods and the Columbia Downtown Core
- Provide transit stops within 1/4 mile walk-distance of all retail districts, within 1/4 mile walk-distance of minimum 50% of dwelling units, and within 1/4 mile walk of all public parks and open space areas

Strategy:

- Work with stakeholders and local agencies to map and determine transportation routes to and from Downtown Columbia
- Provide infrastructure to support safe and accessible bus or shuttle stops

**Requires coordination with Howard County and/or MTA*

TRANSIT HUB AND STOP AMENITIES

Goal: Create safe, comfortable, and convenient transit hub and stops to encourage use of public transit system

Target:

- Provide adequate signage, lighting, seating, and shelter from sun, wind, and rain for transit hub and stops

Strategy:

- Provide clear signage to direct transit users to hubs and stops
- Post route maps and schedules at transit hub and stops
- Provide enclosed, sheltered areas for all transit hub and stops with seating



3.2 BICYCLE TRANSPORTATION

BICYCLE INFRASTRUCTURE

Goal: Facilitate and encourage biking as transportation

Target:

- Provide secure bicycle storage for at least 5% of planned occupancy in commercial and retail areas and at least 15% planned occupancy in residential areas
- Designate bike lanes on streets as defined in the Design Guidelines and Design Manual
- Create bike lanes or multi-use pathways to connect all major parks and open space, residential neighborhoods, and commercial centers

Strategy:

- Include bike lanes or multi-use pathways on main commercial and retail streets and neighborhood connector streets
- Provide bike racks on commercial and retail sidewalks and/or on street parking spaces and/or in parking garages
- Provide weather protected bike storage in multifamily residential buildings, and in office buildings over 10,000 square feet
- Encourage bike sharing and rental programs



3.4 CARS AND PARKING

REDUCE VEHICULAR TRIPS AND PARKING

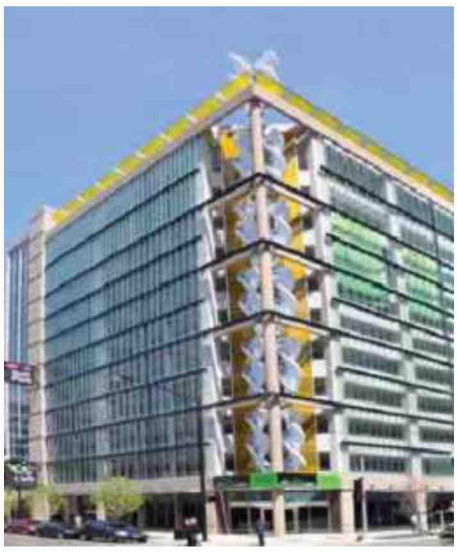
Goal: Reduce vehicular trips through "park once" design scenarios and alternative transportation measures and limit surface parking areas within Downtown Columbia

Target:

- Provide 5% preferred parking for low emission, fuel efficient, car share, and carpool vehicles
- Distribute 80% of parking between on-street parking and parking structures

Strategy:

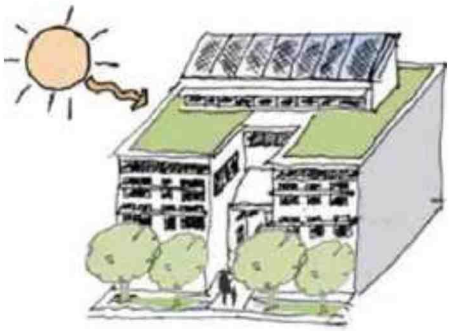
- Encourage a "park once" scenario for residents and visitors
- Encourage shared parking scenarios
- Promote car-sharing programs
- Provide convenient pedestrian, bicycle, and transit connections for parking structures to promote residents and visitors to park only once within Downtown Columbia
- Promote the shift to transit through incentives and demand management programs such as cash-out programs or price of parking



ENERGY

4.1 DEMAND-SIDE MANAGEMENT

BIOCLIMATIC DESIGN



Goal: Maximize site design to reduce building heating and cooling energy use and provide desirable landscape microclimates

Target:

- When possible, orient buildings to maximize southern exposure for passive solar gain
- Use deciduous street trees or landscaping trees within 30 feet of the south facing building façade where practical
- Create a diversity of sun and shade areas in parks and open space
- Plant trees along paved streets and parking areas to maximize shade
- Provide parks with a diversity of solar exposure and shading including amenities such as benches or seating in both sun and shade

Strategy:

- Plan streets and buildings to allow solar access for passive solar gain, and natural lighting
- Use roof and window shades to screen summer sun on south, east and west sides of buildings
- Plant deciduous trees along the south, east and west facing building facades to shade the buildings in summer and allow solar access/gain in winter

INFRASTRUCTURE ENERGY EFFICIENCY*



Goal: Reduce environmental impacts of landscape and site energy use

Target:

- Reduce site infrastructure and landscape energy use by at least 15% from base- line energy use

Strategy:

- Install LED traffic lights
- Install energy efficient street and landscape lighting
- Install street and landscape lighting with photo sensors
- Install street and landscape lighting with integral solar panels
- Install timed lighting or manually controlled additional lighting for occasional special needs in public spaces (sports fields, outdoor theatres, etc.)
- Install energy efficient irrigation and water pump infrastructure of landscape features
- Install photovoltaic systems on public amenity buildings (rest rooms, maintenance, etc.) surface parking areas, and other locations to provide an alternative energy source supplement for infrastructure needs

**Requires coordination with Howard County*

4.2 SUPPLY AND HARVESTING

ON-SITE ENERGY GENERATION

Goal: Generate renewable energy at a building, neighborhood, or community scale with appropriate technologies to reduce impacts from use of fossil fuels

Target:

- Provide some form of on-site renewable energy for at least 20% of new buildings by build out

Strategy:

- Facilitate/design/construct a variety of options for alternative energy production including solar photovoltaic, solar thermal, micro wind turbine, district heating and cooling
- Use net metering with local utility
- Covenants, conditions and restrictions (CC&Rs) will not restrict solar thermal or PV installations on rooftops or south facing facades
- Use photovoltaic panels as shade structures on bus stops, surface parking, building awnings, and park facilities



ECOLOGY

5.1 ENVIRONMENTAL ENHANCEMENTS



ENVIRONMENTAL ENHANCEMENTS

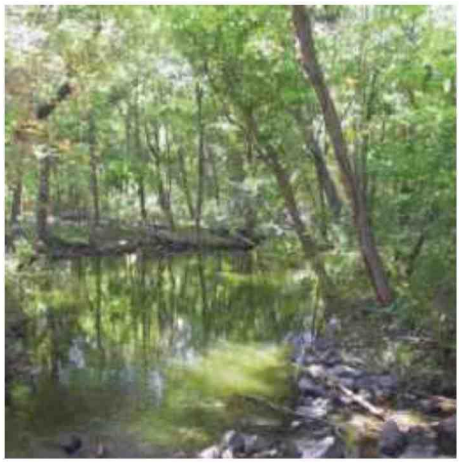
Goal: Restore and enhance the natural environment and ecosystem services provided by natural and formal landscapes and open spaces

Target:

- Complete all environmental enhancements based on the Merriweather and Crescent Environmental Enhancements Study

Strategy:

- Restore native plant communities and remove and manage invasive species by following the recommendations set in the Environmental Enhancements Report
- Provide and ensure long term funding for maintenance



5.2 ECOLOGICAL CONNECTIVITY

Goal: Preserve and restore natural corridors for wildlife, seed dispersal, and ecosystem services

Target:

- Complete all environmental enhancements based on the Merriweather & Crescent Environmental Enhancements Study.

Strategy:

- Enhance Symphony Stream and Little Patuxent River riparian corridors through stream and wetland restoration, invasive species management, reforestation, and under story planting
- Provide low-impact pedestrian trails through ecological corridors for recreation and education
- Provide wildlife corridor roadway crossings through the use of arched bottomless culverts at the locations and as shown in the Merriweather & Crescent Environmental Enhancements Study.
- Provide and ensure long term funding for maintenance



5.3 URBAN ECOLOGY

Goal: Create a green infrastructure network within the Downtown Columbia Core Area through urban forestry, soil health conservation, integrated stormwater management, and patches of native habitat where space allows within the urban fabric

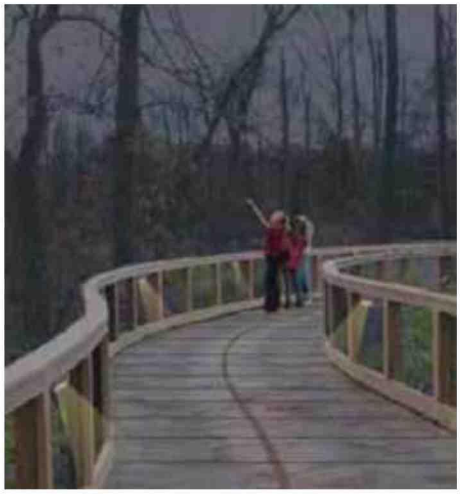
Target:

- Create a connected network of street trees on 90% of streets
- Plant streets with a diversity of tree and other plant species

Strategy:

- Use streets, green areas, open space, and rooftops to create an urban forest with healthy soil for stormwater and habitat benefits
- Use a mix of regionally appropriate native and adaptive species
- Provide and ensure long term funding for maintenance

5.4 PROTECT/RESTORE/ENHANCE LAKEFRONT ECOLOGY



Goal: Enhance the ecology/habitat in and around Lake Kittamaqundi

Target:

- Design lakefront areas to reduce direct stormwater and irrigation runoff to lake

Strategy:

- Provide landscape buffers of native plants or meadow areas adjacent to the lake edge
- Plant native species in bio-regionally appropriate habitat assemblages to improve local ecology and provide desirable bird, butterfly and pollinator species habitat
- Minimize impervious pavement in areas near lakefront
- Create interpretive access points

5.5 LIGHT POLLUTION*

REDUCE LIGHT POLLUTION

Goal: Promote energy-efficient lighting for public safety which minimizes light pollution impacts to habitat and dark sky visibility

Target:

- Utilize photo sensors and/or timers and/or motion sensors
- Use shielded or directional exterior lighting
- Reduce use of directional up-lighting

Strategy:

- Use energy efficient luminaries
- Use luminaries with shield or directional lighting; choose and install accent lighting that will shine directionally on specific locations or objects without light trespass beyond 45 degrees above horizontal
- Use luminaries that comply with ranking published in LEED ND or approved by the International Dark-Sky Association

**Requires coordination with Howard County*



6.1 SMART DESIGN

DESIGN BASED ON AVAILABLE MATERIALS

Goal: Avoid creation of material waste at the design stage

Target:

- Use or plan for reuse of 90% or more of purchased/acquired materials in construction

Strategy:

- Design based on material availability and standard dimensions

6.2 CONSTRUCTION MATERIAL SELECTION



USE SUSTAINABLY SOURCED MATERIALS

Goal: Use environmentally preferable materials that minimize toxicity and embodied energy in the design and construction of infrastructure

Target:

- Acquire ≥ 50% of all site construction materials from reused, recycled content, regional, and rapidly renewable sources

Strategy:

- Reuse materials on-site in their original form or location
- Reuse materials on site in another form or location
- Use material with recycled content
- Use materials sustainably sourced or manufactured locally
- Use rapidly renewable materials
- Use materials certified and sustainably harvested
- Choose materials based on a life cycle analysis
- Use materials with non-toxic materials sealants or additives
- Choose materials based on life span, maintenance and recyclability considerations



HEAT ISLAND EFFECT

Goal: Reduce heat island effect from paving

Target:

- Use light-colored and/or high albedo materials with a minimum Solar Reflectance Index of 29 for at least 30% of site hardscape surfaces
- Use light-colored and/or high albedo shade structures over dark-colored and/or low albedo surfaces such as parking and top level of parking structures

Strategy:

- Use lightly colored or high albedo materials for paved surfaces (walkways, plazas, streets, parking lots/structures, etc)
- Use pergolas, trees, and/or photovoltaic arrays to shade surface parking or the top level of parking structures

6.3 CONSTRUCTION WASTE

MANAGE CONSTRUCTION WASTE

Goal: Reduce the amount of construction waste sent to landfills



Target:

- Divert 80% or more of non-hazardous construction waste from landfills or incineration

Strategy:

- Reduce quantity of construction waste through smart design inspect, store and manage materials carefully to prevent damage and rejected materials
- Plan for separation of different types of construction wastes for reuse or recycling

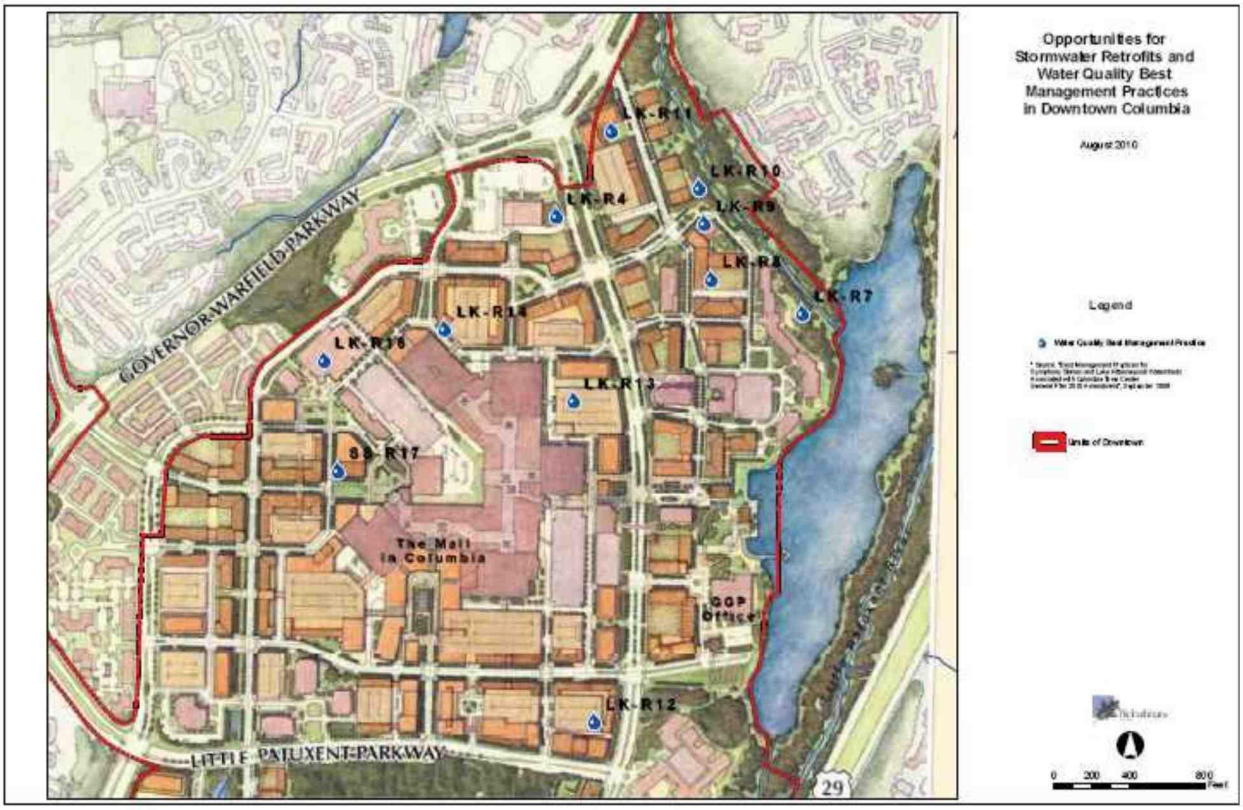
BEST MANAGEMENT PRACTICES FOR SYMPHONY STREAM AND LAKE KITTAMAQUNDI

Remediation locations

General Growth Properties and its ecological consultant Biohabitats, performed watershed assessments for the three Columbia sub watersheds of Symphony Stream, Wilde Lake and Lake Kittamaqundi located up stream of *Downtown Columbia's Town Center Merriweather and Crescent Environmental Enhancements Study* area. Watershed assessments were performed to target storm water retrofits and riparian corridor restoration opportunities for the watersheds of the two streams flowing through Downtown Columbia.

The chart to the right captures projects located within Downtown Columbia from this study. As Downtown develops, property owners should consult this list and the recommendations and suggestions in the Best Management Practices document for ways to include environmental restoration and enhancements in their projects.

Location	Existing Conditions	Drainage Area (acres)	Target Water Quality Volume (cubic ft)
LK-R04 (One Mall North on Little Patuxent Parkway)	West side of parking lot drains to single storm drain inlet that is upstream of an unutilized swale and depression.	1.50	3,790
LK-R07 (Sheraton Hotel)	Outfall conveying flows from hotel, adjacent parking lot, and commercial areas discharges to channel behind the Sheraton. The channel cuts through an open space with trees and grass before crossing the recreational path and entering Lake Kittamaqundi	8.50	17,550
LK-R08 (Sheraton Hotel)	Outfall conveying flows from hotel parking lot and adjacent commercial areas discharges to top of steep streambank.	3.40	9,860
LK-R09 (Parking Lot between Chamber of Commerce and Sheraton Hotel on Little Patuxent Parkway)	Outfall conveying flows from parking lot and commercial areas discharges to top of steep streambank, causing pipe sections to separate and large scour hole and eroded channel.	4.70	8,850
LK-R10 (Chamber of Commerce Office Building on Little Patuxent Parkway)	Existing pond lacks direct inflow and may or may not have been designed for stormwater management.	6.90	14,030
LK-R11 (Chamber of Commerce Office Building on Little Patuxent Parkway)	Small portion of Chamber of Commerce parking lot drains to eroded swale via curb cut.	0.60	1,190
LK-R12 (10-70 Columbia Corp Center)	Outfall conveying flows from parking deck, adjacent parking lot, and commercial areas discharges to open channel/ existing stormwater facility. The vegetated channel cuts through an open space with trees and grass before passing under Governor Warfield P	6.70	13,750
LK-R13 (Columbia Mall)	The east parking structure of the mall appears to drain to the storm sewer system with no stormwater treatment.	1.80	5,560
LK-R14 (Columbia Mall)	The north parking lot of the mall appears to drain to the storm sewer system with no stormwater treatment.	10.20	28,950
LK-R16 (Columbia Mall)	The roof drains of the AMC Columbia 14 Cinemas building appear to drain to the storm sewer system with no stormwater treatment.	1.70	4,930
SS-R17 (Columbia Mall)	The west parking lot of the mall appears to drain to the storm sewer system with no stormwater treatment.	18.70	48,790



COLUMBIA TOWN CENTER MERRIWEATHER AND CRESCENT ENVIRONMENTAL ENHANCEMENTS STUDY

A natural resources assessment was performed by General Growth Properties on over 5000 linear feet of streams and 120 acres in the Merriweather-Symphony Woods & Crescent neighborhoods of Downtown Columbia. The report describes the findings of the assessment and articulates proposed environmental improvements to streambeds, wetlands, forests and vegetation management. These mitigations and improvements to be implemented by property Owners in these neighborhoods strive to enhance the ecological environment by restoring and maintaining the current Symphony Stream and Little Patuxent River riparian corridors. The environment will be enhanced through corridor management activities such as invasive species management, reforestation, stream bed restoration, wetlands enhancement and creation, and understory plantings.

TABLE 5. SUMMARY OF PROPOSED IMPACTS & ENHANCEMENTS
(all numbers approximate)

	EXISTING	IMPACT	RESTORATION		TOTAL
			CREATION	ENHANCEMENT	
Forest (Acres)	106	41	34	56	90
Wetland (Acres)	5	0.1	2	5	7
Stream (Linear Feet)	5000	945	0	4880	4880
Floodplain (Acres)	40	2.74	2	47	49
Trees (Individuals)	1214	588	13600[1]	5600[2]	19200

[1]Based on reforestation using 400 trees per acre. [2]Based on supplementation of existing forest using 100 trees per acre.

This plan was created prior to adoption of CB58-2009, may not reflect the actual roadway network or neighborhood configurations identified in the final legislation.

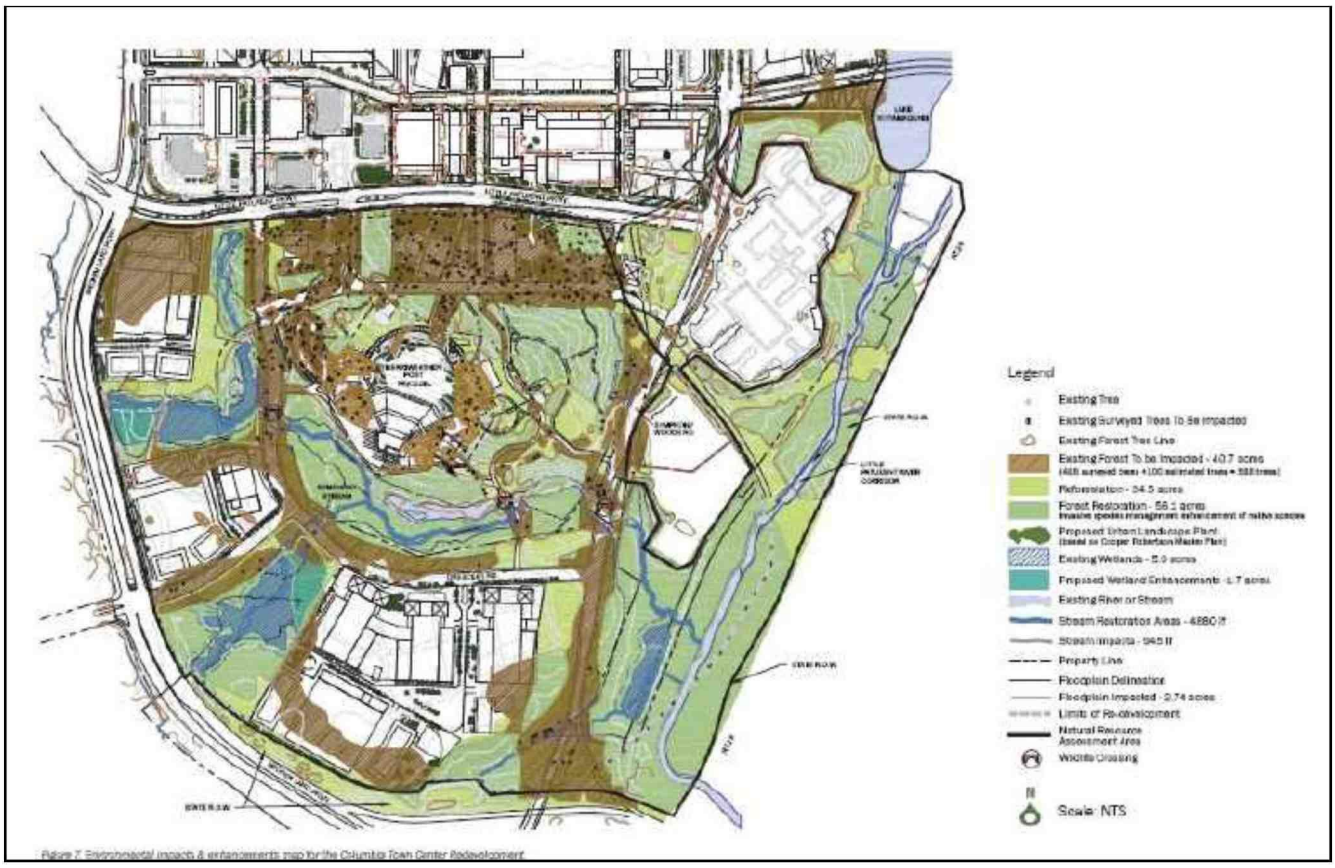


Figure 7: Environmental impacts & enhancements map for the Columbia Town Center Redevelopment

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09 DEFINITIONS

09 DEFINITIONS

The definitions in Section 103.A of the Howard County Zoning Regulations are to be applied to the terms used in the Design Guidelines. The following definitions explain terms used in the Design Guidelines and General Plan that are either not defined in the Zoning Regulations or have a different meaning in the Design Guidelines.

Alley: A street that typically has one or two lanes and is designed to provide access to parking garages and service areas.

Amenity Space: A separate lot or area designated for plazas, promenades, greens, gardens, parks, pedestrian and bicycle circulation systems, enhanced streetscapes, and Downtown Arts, Cultural and Community uses. Amenity Space also includes the enhancement or rehabilitation of environmentally sensitive areas.

Arcade: A continuous walkway or passageway adjacent to a building, which runs parallel to and opens to a street or Amenity Space, or a passageway within a building open to public use, usually covered by a canopy or permanent roofing.

Avenue: A street that typically has 2 to 4 lanes, intended to provide access to or links between Downtown neighborhoods.

Bioswale: Landscape element designed to remove silt and pollutants from surface runoff water in open areas. Swales are typically lined with stone and are planted with wet/dry tolerant vegetation in order to filter and infiltrate rainwater, allowing for improvements in water quality and reduction in volume before discharge to water bodies.

Block: An increment of urban land, typically circumscribed by thoroughfares and/or streets.

Boulevard: A divided street that typically has 4 lanes and a center median.

Build-To-Line: A line established on a parcel to indicate the placement of the principal structure upon the parcel, parallel to the frontage and/or right-of-way, facing a street or Amenity Space. The intent of the build-to-line is to align structures framing a street or Amenity Space.

Civic Building: A structure whose principal purpose is a public or civic use, such as government offices, school, post office, Columbia Association headquarters, meeting house or community center.

Downtown Arts, Cultural and Community Use: Land areas, uses, and facilities established for cultural, civic, recreation, educational, environmental, entertainment or community use or benefit, whether or not enclosed and whether publicly or privately owned or operated for profit, including, but not limited to, libraries, fire stations, schools, museums, galleries, artistic work, transit facilities and eating, seating and gathering areas.

Downtown Building Frontage: Means each linear segment of a building perimeter located within Downtown Columbia which adjoins a private street, public right-of-way, Downtown Community Commons, or Downtown Parkland.

Downtown Columbia: Means that area defined as “Downtown Columbia”, in the Howard County Zoning Regulations

Downtown Columbia Illustrative Master Plan: The Downtown Columbia Illustrative Master Plan identifies possible locations and configurations of uses, the potential layout and dimension of streets, blocks, and amenity spaces, within the six distinctive neighborhoods.

Downtown Columbia Plan: The General Plan Amendment for Downtown Columbia approved by County Council Bill No. 58-2009.

Downtown Signature Building: An existing or proposed structure which requires premier attention to its architectural design because of its cultural significance or prominent location in relationship to the public realm, such as its position on a street or open space, or as the terminus of a vista.

Expression Line: An architectural treatment extending or offset from the surface plane of the building wall, or change of material, color or other treatment of the facade. Expression Lines typically delineate the transition between floor levels and base-middle-top of a building.

Frontage Coverage: The percentage of a block occupied by building facades. The frontage coverage is calculated as the sum of the length of the building facades divided by the block length.

Frontage Facade: The front facade of a built structure parallel to a street or public right-of-way and coinciding with the build-to-line.

Frontage Street: The street bordering on a property toward which the front facade and main entrance are oriented.

Green Roof: A roof that is partially or completely covered with vegetation and a growing medium, typically placed over a drainage layer above the roof's waterproofing. Benefits include reduction in stormwater runoff, increase in roof life span, heat and noise insulation value, reduction of the urban heat island effect, and creation of wildlife habitat.

Mixed-Use Building: A structure consisting of multiple uses, whose ground floor use is typically, but not limited to, retail, restaurant or similar service businesses, with residential, office or other uses on upper floors.

Porous Pavement: Permeable pavement such as porous asphalt, concrete, and pavers to be considered for pedestrian walkways and bike paths, plazas, and low traffic volume streets and parking lanes. Benefits include water quality treatment and infiltration, storm water flow control, reduction of water pooling/ponding on paved surfaces and reduction of urban heat island effect by cooling paved surfaces.

Primary Pedestrian Street: A Primary Pedestrian Street is intended to be the focus of pedestrian activity. Primary Pedestrian Streets typically have wide sidewalks with amenity spaces, or other pedestrian features.

Private Street: A privately-owned roadway including, Alleys, Driveways, Avenues, Streets, or Boulevards that provide access to and through Downtown.

Rainwater Planter: An area designed to capture stormwater runoff from sidewalks, roadways, and other paved areas, in order to reduce peak stormwater flows, volume, and pollution. Plant beds along street edges and walks might be de- signed as a series of small infiltration beds filled with plants and linked to drainage systems in natural areas by means of covered channels below the pavement.

Storefront: The facade or portion of a building's front facade (typically the ground level only) with business or retail uses typically aligned along the frontage line with the entrance to the business or retail use at sidewalk grade.

Street: A roadway that typically has 2 lanes and is designed to provide local access and disperse traffic within Downtown. Street and Block Plan: The Street and Block Plan frames a possible layout and dimension of streets, blocks, open spaces, and illustrates how buildings, streets and landscape support and reinforce the urban grid of Downtown Columbia.

Streetwall: The vertical plane of a building façade along a roadway.

Street Type: A street classification based on the distinctive character of the roadway and sidewalks, which may be defined by number of potential lanes, and the presence of medians or other special treatment of the vehicular and pedestrian ways.

Vista: A view framed by buildings, landscape, or other structures.

Vista Terminus: A building, significant feature of a building, or site element that terminates or punctuates a framed view. Civic buildings, sculptural pieces, iconic natural areas, and special building elements serve as the most appropriate view terminators.

A APPENDICES

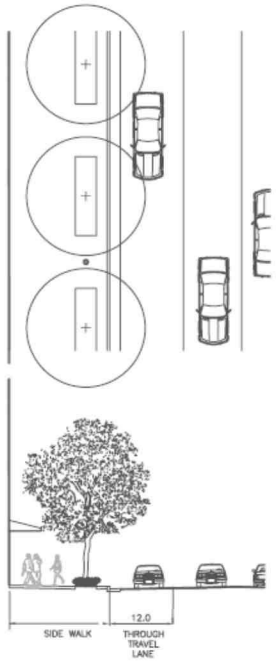
APPENDIX A1
Street Type Sections and Plans (Enlarged)

APPENDIX A2
Bicycle and Pedestrian Guidelines

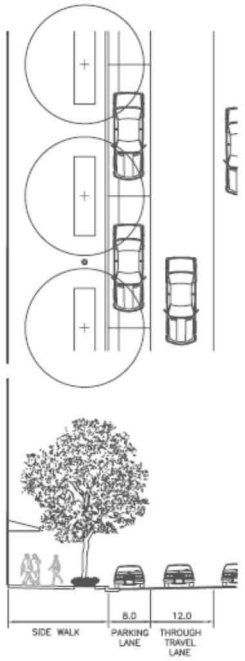
APPENDIX A3
Preservation Guidelines

A 1 STREET TYPE SECTIONS AND PLANS (ENLARGED)

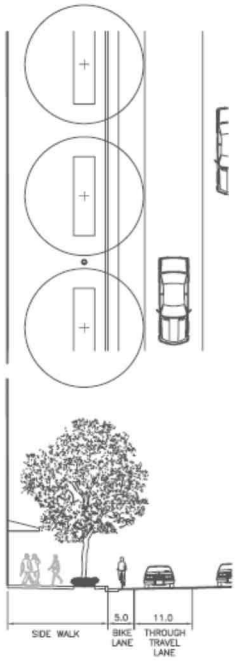
A1 LANE AND PARKING SPACE WIDTHS



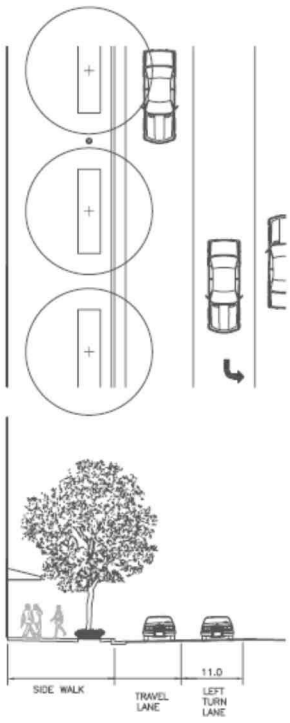
1 THROUGH TRAVEL LANE WIDTH (ADJACENT TO CURB): 12'-0"



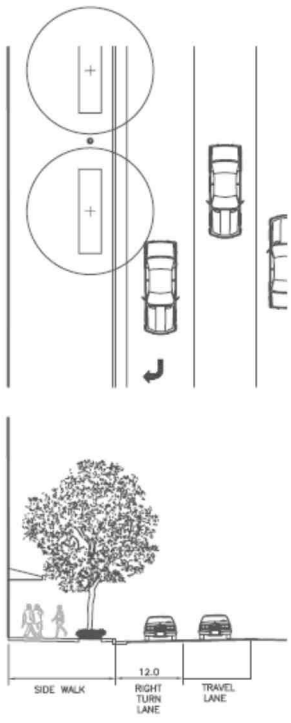
2 THROUGH TRAVEL LANE WIDTH (ADJACENT TO PARKING LANE): 12'-0"



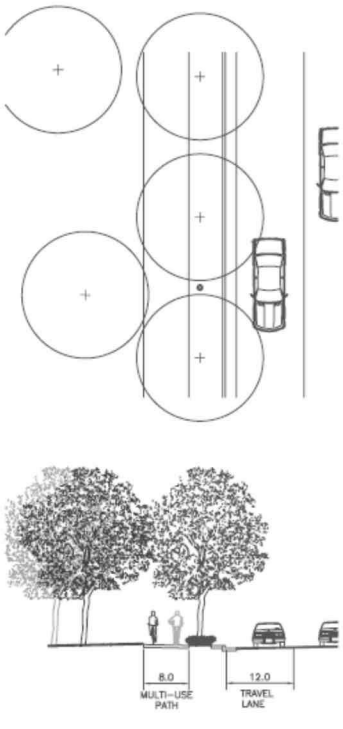
3 THROUGH TRAVEL LANE WIDTH (ADJACENT TO BIKE LANE): 11'-0"



4 LEFT TURNING LANE WIDTH: 11'-0"

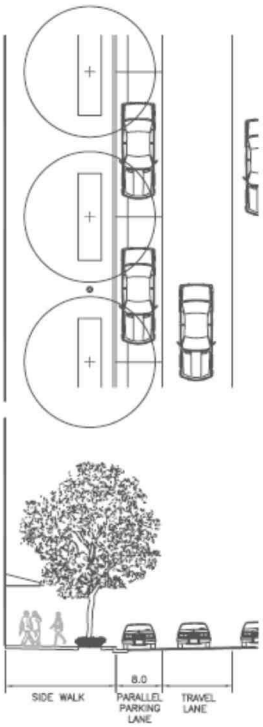


5 RIGHT TURNING LANE WIDTH: 12-0"

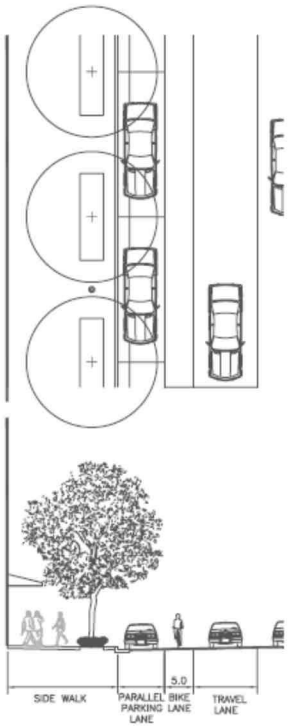


6 MULTI-USE PATHWAY WIDTH: 8'-0" MIN.

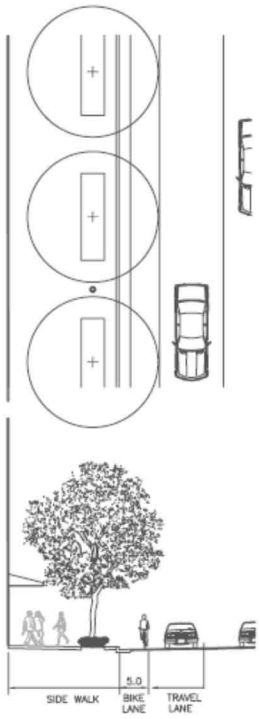
A1 LANE AND PARKING SPACE WIDTHS



7 ON-STREET PARKING SPACE WIDTH: 8'-0"



8 ON-STREET BIKE LANE WIDTH (BETWEEN OUTSIDE LANE AND PARKING LANE): 5'-0"



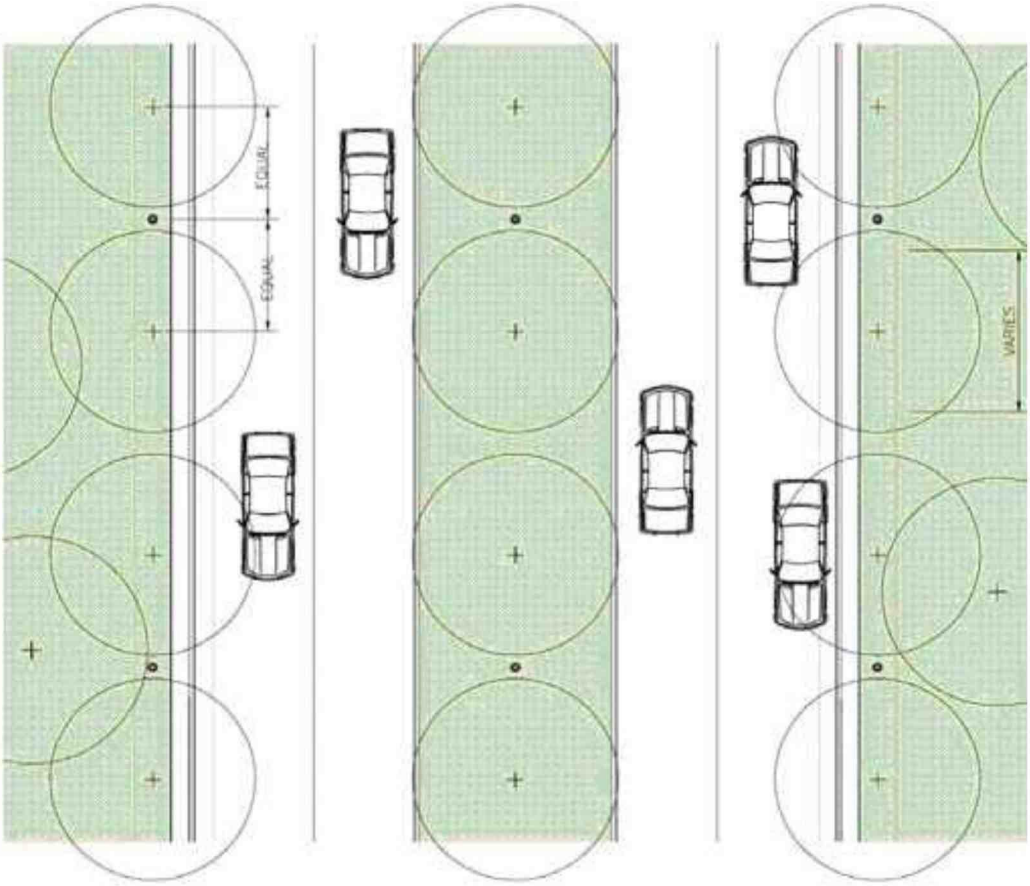
9 ON-STREET BIKE LANE WIDTH (BETWEEN OUTSIDE LANE AND CURB): 5'-0"

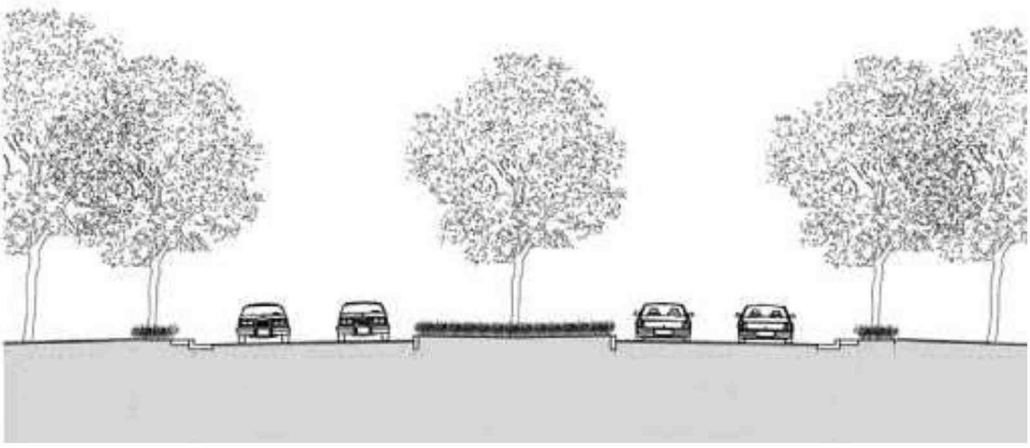
A1 STREET SECTIONS AND PLANS (Enlarged)

STREET TYPE SECTIONS AND PLANS

Parkway

- Multi-lane highway with median
- No parking

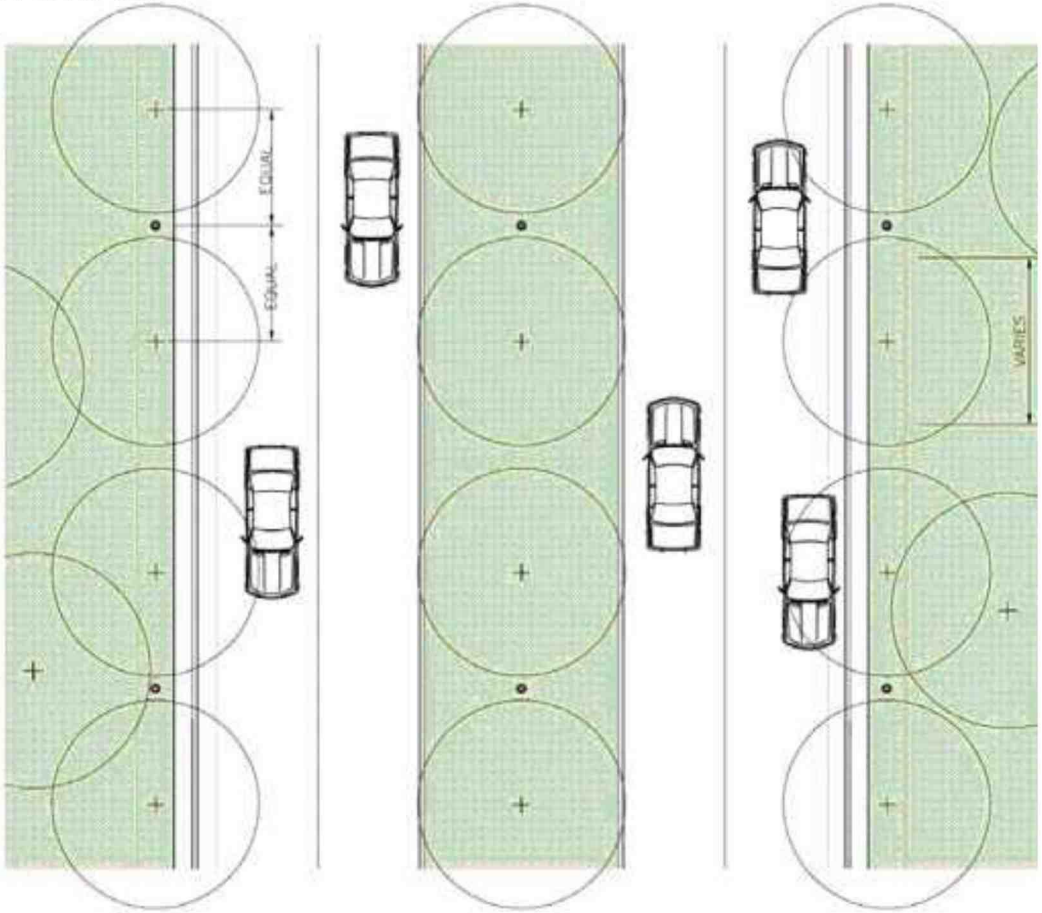


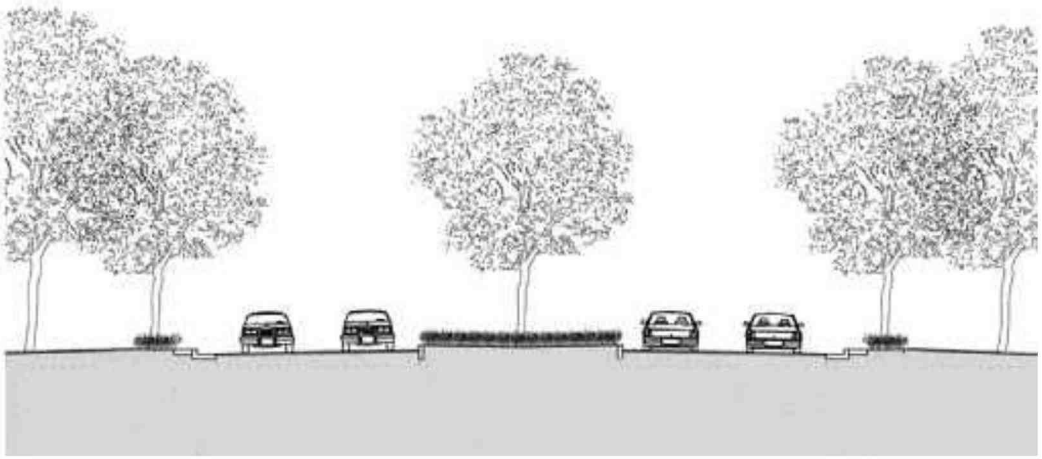


Note: Bicycle lanes or bike ways can be incorporated into the street typical cross sections as shown in this Appendix

Boulevard

- 4 lanes with median
- Parking on both sides
- Buildings on both sides
- Promenade on one side

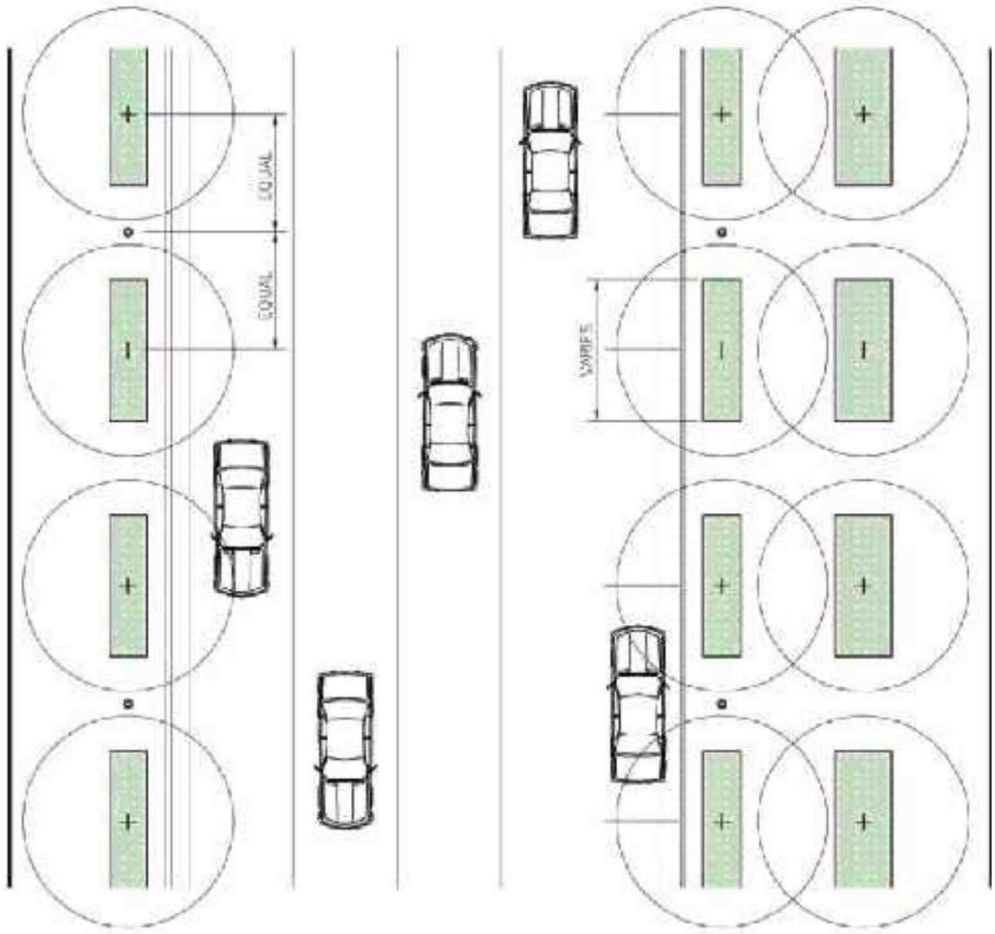


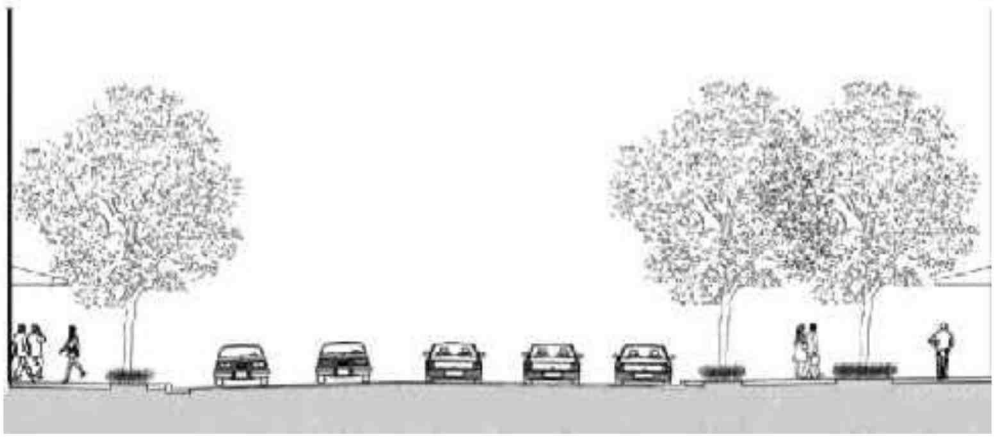


Note: Bicycle lanes or bike ways can be incorporated into the street typical cross sections as shown in this Appendix

Avenue Type 1

- 4 lanes
- Parking and promenade on one side
- Buildings on both sides

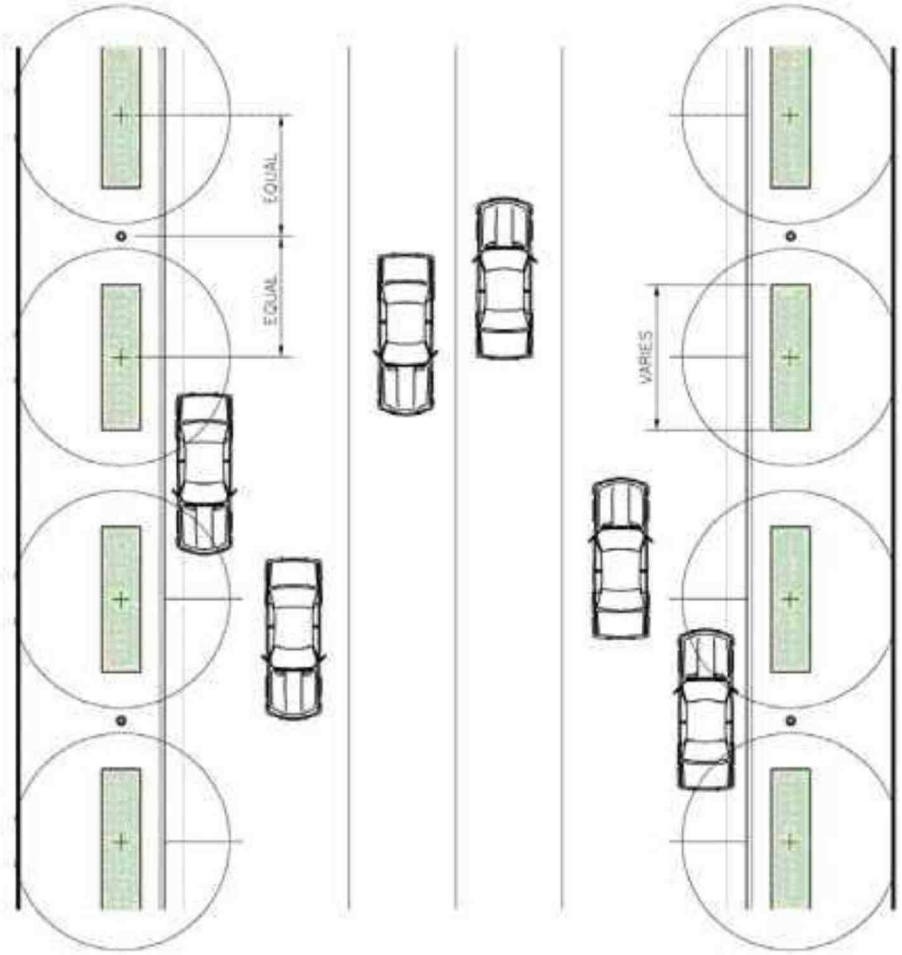


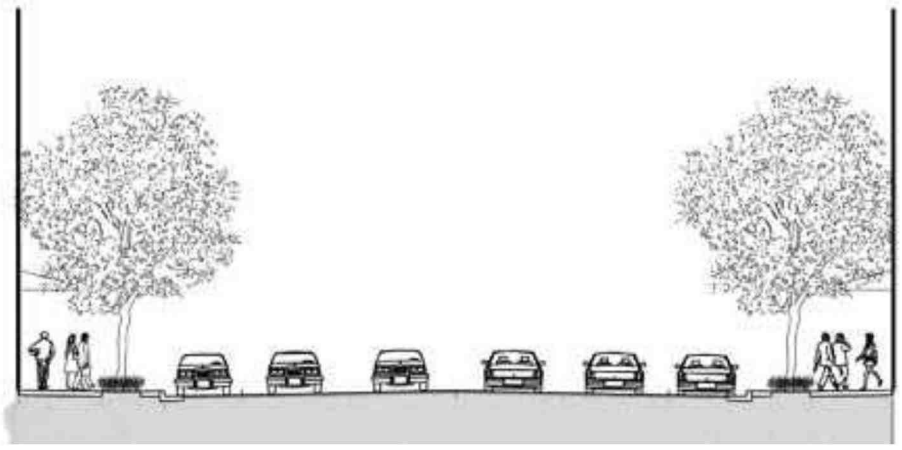


Note: Bicycle lanes or bike ways can be incorporated into the street typical cross sections as shown in this Appendix

Avenue Type 2

- 4 lanes
- Parking on both sides
- Buildings on both sides

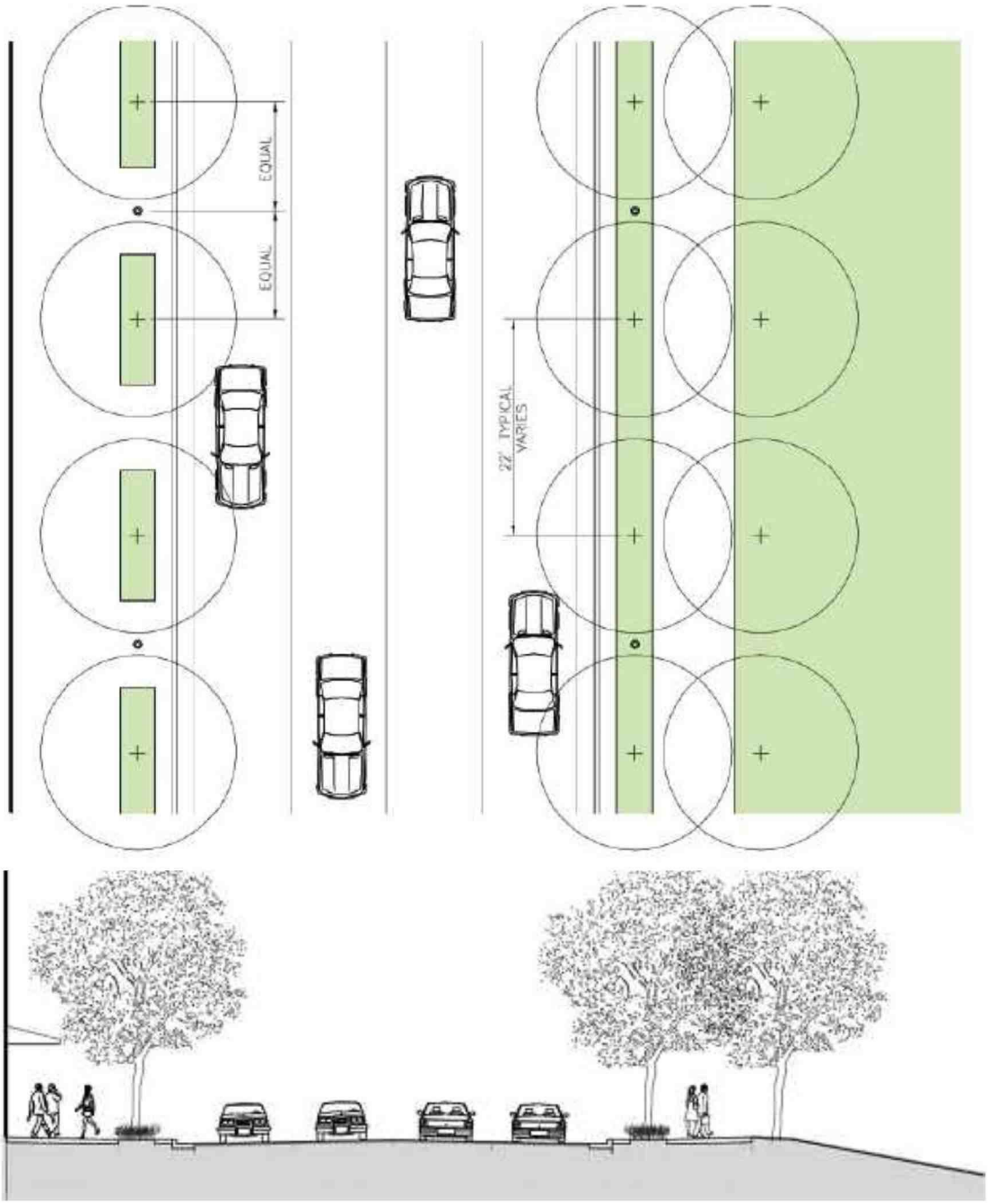




Note: Bicycle lanes or bike ways can be incorporated into the street typical cross sections as shown in this Appendix

Avenue Type 3

- 4 lanes
- No parking
- Buildings on one side, adjacent to open space



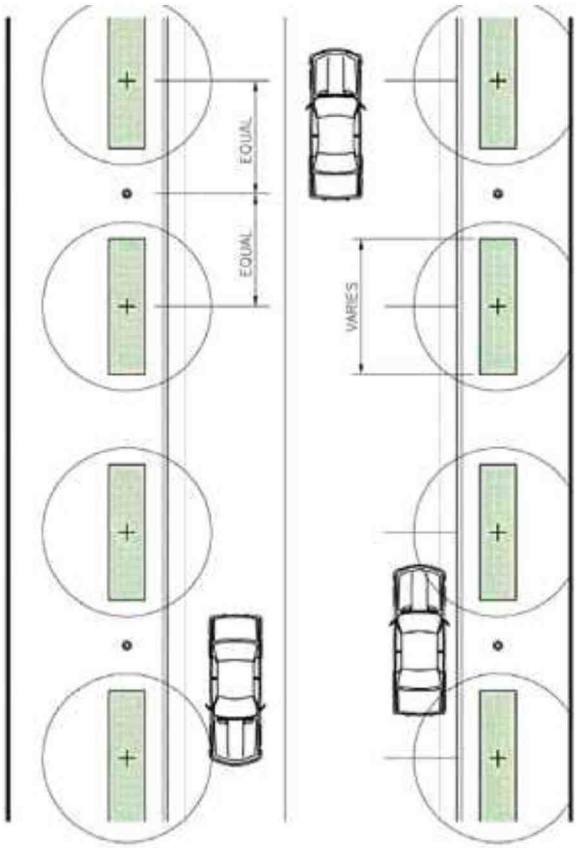
Note: Bicycle lanes or bike ways can be incorporated into the street typical cross sections as shown in this Appendix

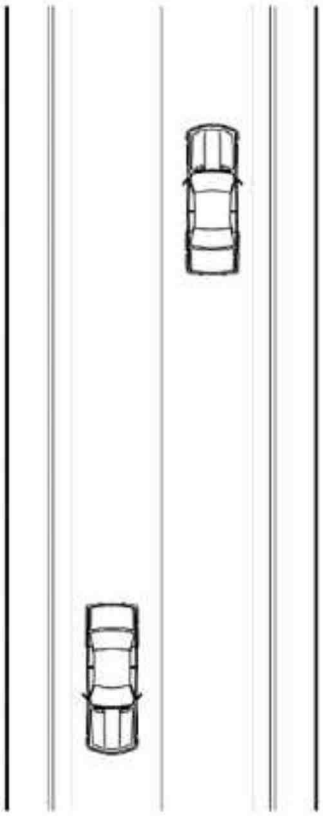
Street

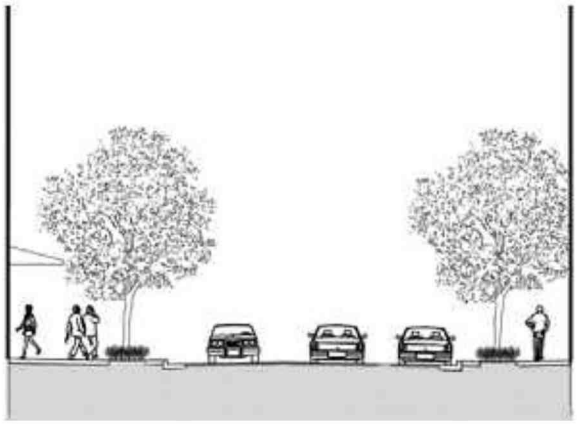
- 2 lanes, two-way (one-way on some locations)
- Parking on one side or both sides
- Buildings on both sides

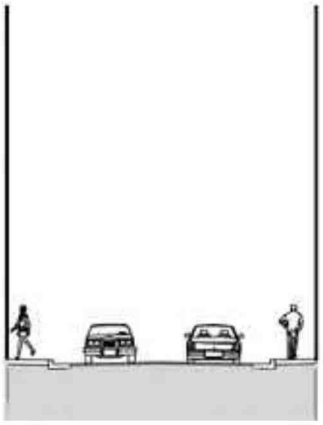
Alley

- 2 lanes
- No parking
- Buildings on both sides







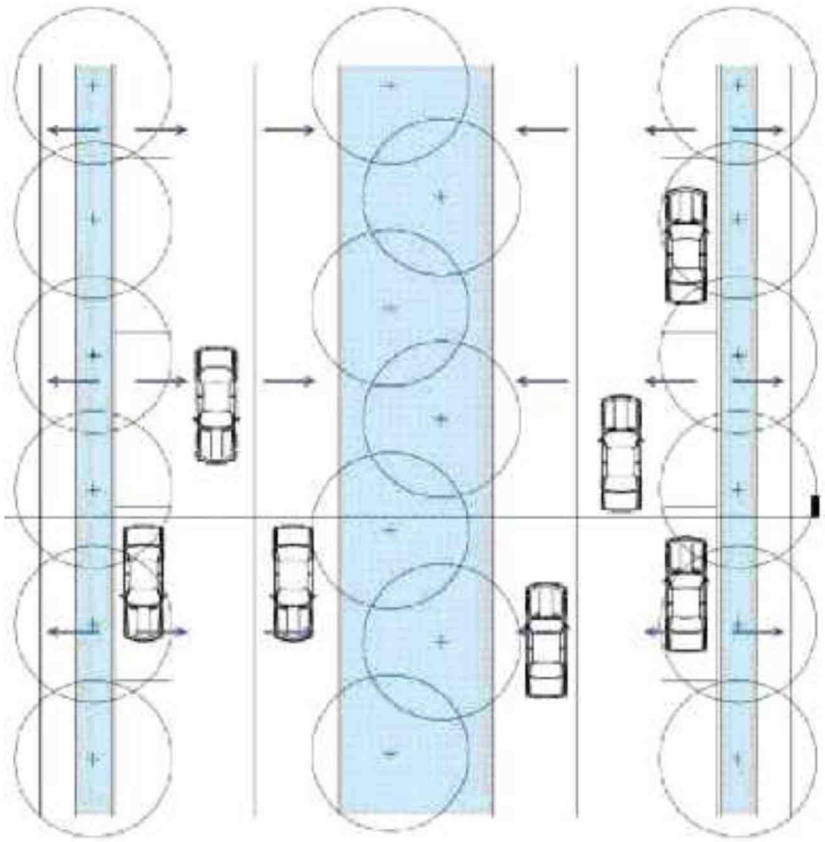


Note: Bicycle lanes or bike ways can be incorporated into the street typical cross sections as shown in this Appendix

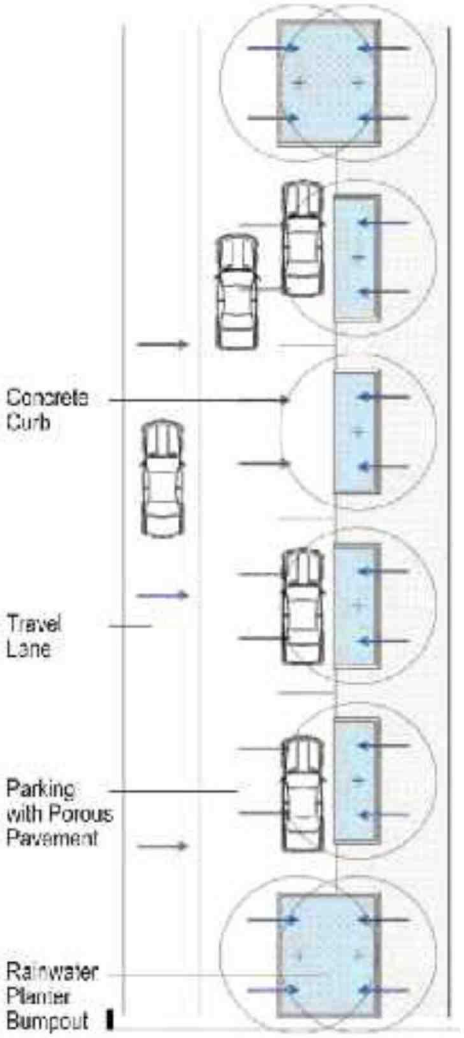
STORMWATER SUSTAINABILITY STRATEGY

Rainwater Planters, Bioswales, and Porous Paver Options

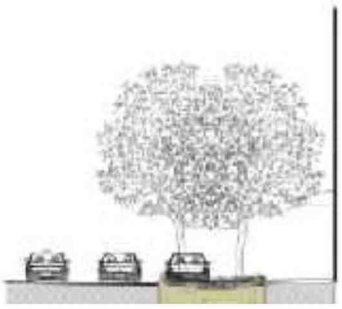
Bioswale with Closed Planter



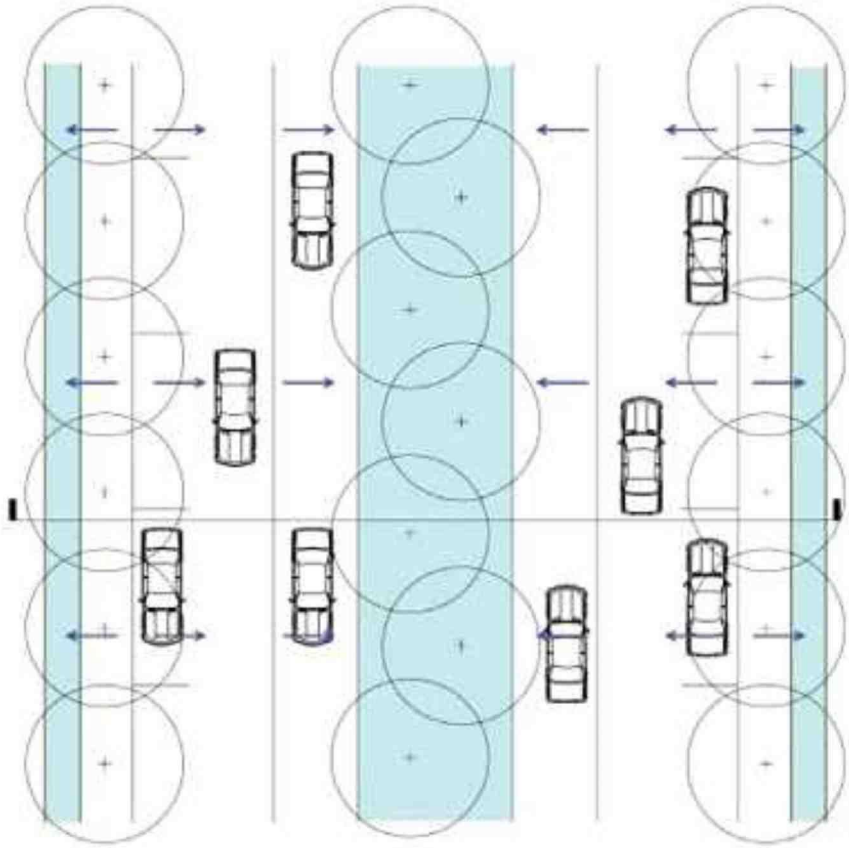
Rainwater Planter with Bumpout





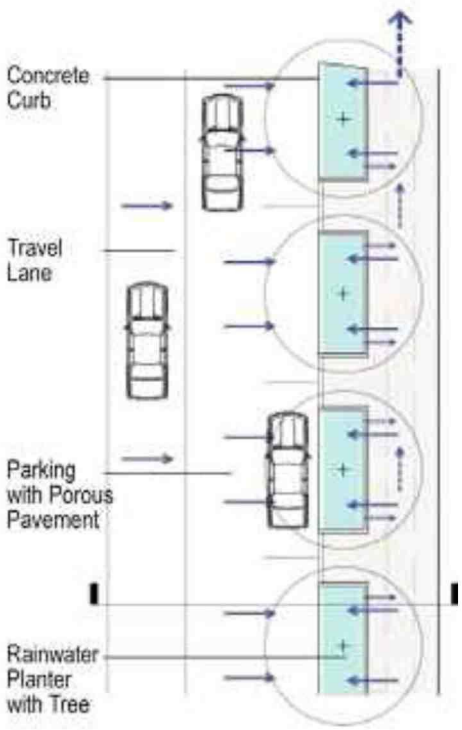


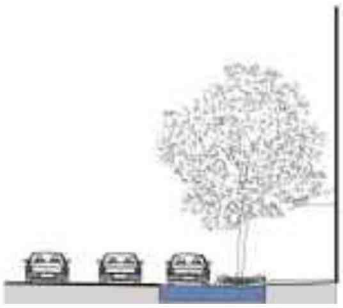
Bioswale with Open Section





Rainwater Planter





A 2 PEDESTRIAN & BICYCLE LANE GUIDELINES



Clearly marked bike lane



"Bike box" at intersection with distinctive color



Going against the flow - Contra Flow bike lane

PEDESTRTIAN & BICYCLE GUIDELINES

Bicycle lanes are essential in creating the multimodal character desired for Downtown Columbia.

On designated streets in Downtown Columbia as illustrated in the Pedestrian and Bicycle Map, space should be dedicated for this mode of travel, demarcated by highly visible pavement markings and lane striping.

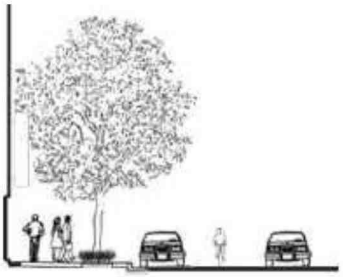
A distinctive fill color could be used as bike lanes extend through intersections; this lets motorists know that, when they are making a turn and are crossing a bike path. Similarly, "bike boxes," currently in use in Portland, Oregon, create a special stopping place for bicyclists at intersections that is in front of the stopping place for cars. This allows drivers to clearly spot cyclists at an intersection before initiating a turn. Bike boxes and colored lanes that ex- tend across an intersection are especially effective at preventing collisions between automobiles turning right and cyclists going straight.

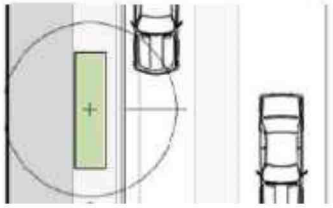
All of these design strategies signal to others that the bike lane, separate from automobile lanes and street parking, is to be respected and carefully regarded. Along those lines, bike lanes must be maintained and kept free of debris if they are to be used to their potential.

Montreal has a lot of one-way streets where cyclists regularly ride against the traffic. One of the strategies may be to create Contra-Flow bike lanes that go against the traffic on one-way streets. This provides safety for the bicyclist being able to see the coming cars coming toward.

Illustrative images for potential bicycle lane locations

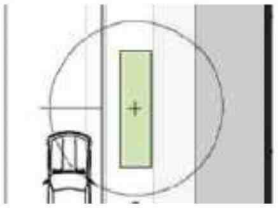
Option A
Bicycle lane as part of street



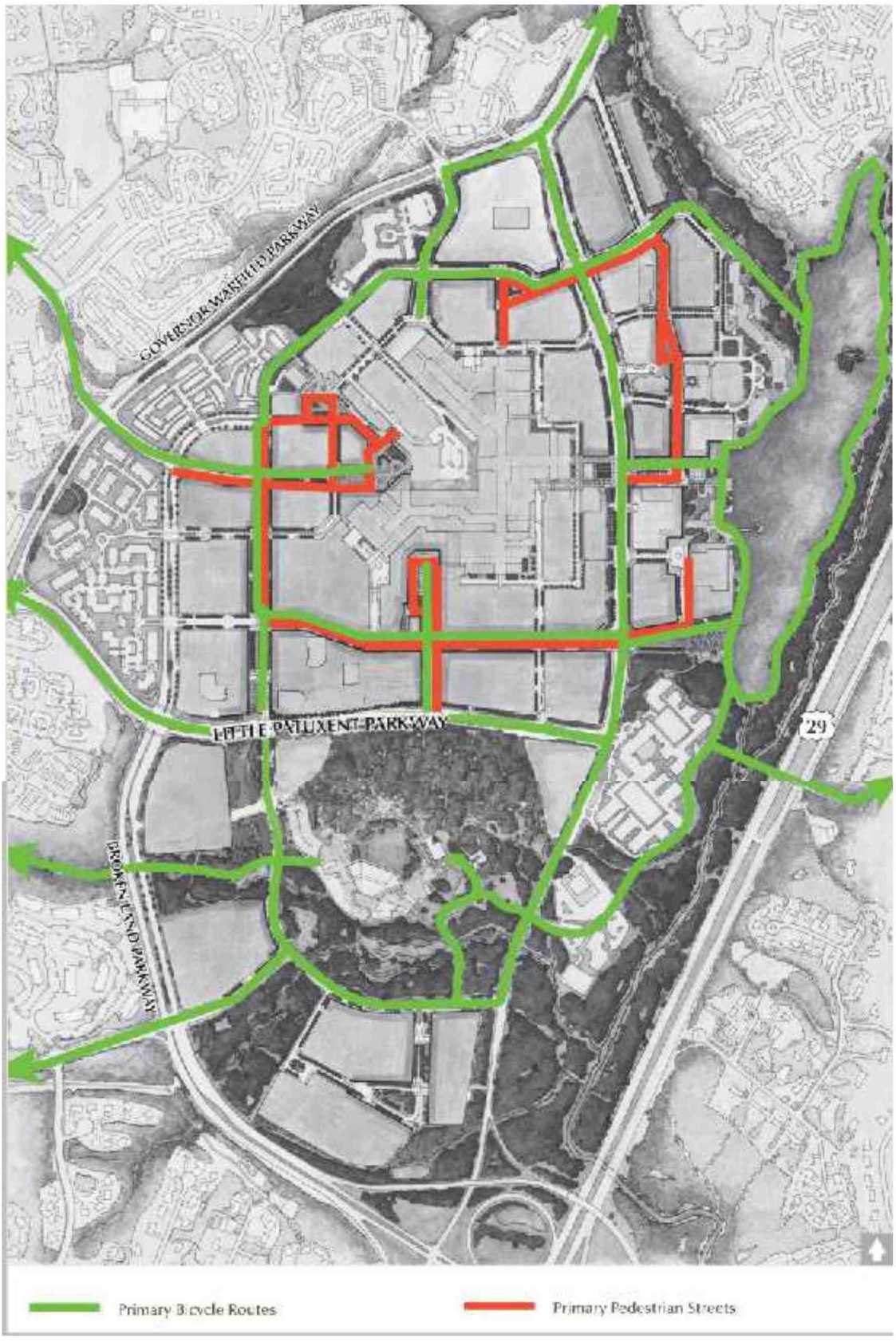


Option B
Bicycle lane as part of sidewalk





BICYCLE AND PEDESTRIAN CIRCULATION PLAN



A3 PRESERVATION GUIDELINES
(Former Rouse Co. Headquarters)

Downtown Columbia Design Guidelines

PRESERVATION GUIDELINES for the Former Rouse Company Headquarters Building

Columbia, Maryland

November, 2010

Prepared for:
General Growth Properties
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Columbia, MD 21044

Prepared by:
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Thomas Jacobs, AIA, Associate Principal
Jamie Cook, Project Architect
Jennifer Stanovich, Architect

INTRODUCTION

Executive Summary

Acting as preservation consultant and expert in matters of restoration and adaptive reuse, Krueck and Sexton Architects present guidelines in this study which specifically set forth criteria for acceptable alterations to the exterior of the Former Rouse Company Headquarters building.

Goal

In recognition of the varied interests that are inherently involved in this project, the goal of these Preservation Guidelines is to strike a mutually supportive and symbiotic balance between the interests of protecting a signature building, and providing for a vital and thriving economic future for the building as a key component of the Columbia community.

Criteria

The criteria used to determine which exterior alterations shall be allowable were developed based upon a value judgment of what is in the best interest of the building itself, the Columbia community, and General Growth Properties as the owner of the property. The list of criteria includes Building Vision, Community Connectivity, Vitality, Environmental Performance, Accessibility, Authenticity, and Reversibility.

Rouse and Gehry

The importance of the original key players can not be overstated. The vision, commitment, and business savvy of Jim Rouse, and the innovation and creative drive of Frank Gehry are the key factors for the building to have become a cultural landmark. They created a custom tailored, non- standard structure that allowed flexibility over the years.
Much written correspondence documents their concern for the future viability and relevance of the building.

Both Rouse and Gehry can be viewed as visionaries who's constant drive to innovate and improve whatever they were involved in was directly linked with a need for change.
In that spirit, changes to the Former Rouse Company Headquarters building which improve it with regard to Jim Rouse's goals for Columbia shall be allowed.

Building Flexibility

The office building function requires additional consideration. More so than other building types, both a single tenant office building and a multi-tenant commercial use building inherently have to allow a significant amount of flexibility to remain viable and flourish. As such, we sup- port the notion that a fully occupied, broadly used and frequently visited building is the most beneficial condition to assure the long-term life and existence of the building.

Building Reuse and Sustainability

With regard to sustainable development, it is of special importance that by not allowing demolition of the Former Rouse Company Headquarters Building as defined in Council Bill 58-2009, its continued use and occupancy is the most effective sustainable strategy any project can follow. Additionally, the many design features of the building that are beneficial from a day lighting, shading, heating, and air-conditioning point of view can serve as an effective model for all future development in Columbia. In general, these guidelines encourage and allow improvements that increase the energy efficiency and reduce the use of natural resources as it relates to the building exterior.

Specific Recommendations

Specific recommendations of allowable alterations to the building exterior are defined in a "Preservation - Alteration Matrix". The guidelines allow for more flexibility on the Lake and Main Levels, where the likelihood of active commercial and retail tenants occupying the building in the future is greater than on the Upper and Multi-Purpose Levels

Limits of Scope

Borrowing from a fellow Chicagoan, Mes van der Rohe, it is our experience also that "*God is in the details*". The scope of this study does not address all the details and decisions that will be required in moving forward with the adaptive reuse of the building. It is our intent, however, that this study does provide a solid framework from which to move forward, and that the spirit and overall intent of allowable changes has been clarified to a greater extent.

Good Faith Effort

The sensitivity of all decision makers involved, and their commitment to a good faith effort in the continued analysis of what is in the best interest of the building, the owner, and the community, is of greatest importance.

Purpose of Report

At the request of General Growth Properties (GGP), Krueck & Sexton Architects (KSA) has prepared the Preservation Guidelines for the Former Rouse Company Headquarters building in Columbia, Maryland.

The guidelines have been developed with specific reference to Howard County Council Bill 58-2009, and the development of recommendations with respect to adaptive reuse scenarios that result in allowable alterations of the exterior envelope. The intent of the guidelines is to provide a decision-making framework for alterations to the building exterior.

It is the further intent of the Guidelines to permit alterations to the building to allow for its adaptive reuse; to better integrate the building with its surroundings; to activate existing and proposed adjacent pedestrian spaces and Downtown Community Commons; and to assure the buildings economic vitality.

The guidelines incorporate both philosophical preservation recommendations as well as specific technical recommendations for reuse, alteration, and renovation of the building exterior components and materials.

The scope of this study addresses the building envelope (roofing, facades, windows, terraces, and exterior building components). This study does not address building mechanical, electrical, and plumbing systems; interior features; or space programming, although these issues are commented on where relevant to the exterior envelope or preservation strategies. In accordance with CB 58-2009, the guidelines do not prohibit interior alterations to the building which should be anticipated to allow the building to flourish and to remain vibrant.

Compliance with CB 58-2009

The Revitalization of Downtown Columbia is described in Howard County Council Bill 58-2009, which was approved on February 1, 2010. The bill legislates and details a 30-year master plan aimed at providing a redeveloped and urbanized downtown. Among the many aspects of community life that this legislation addresses, it also specifically sets out to address preservation of its history along with accommodation of plans for its future.

This study complies with the intent of the documentation requirements as described in Council Bill 58-2009.

Excerpts from page 4 of CB 58-2009:

"The former Rouse Company Headquarters building, located at the Lakefront Core and designed by renowned architect Frank Gehry, is recognized as an existing signature building in downtown. Many residents view the building as a symbol of Jim Rouse and a reminder of Columbia's beginnings and growth as a planned community. This plan recognizes the cultural significance of the building and recommends that it be part of Columbia's future, although some interior and/or exterior renovation may be needed to assure its economic viability."

"This plan recommends that consideration be given in the feasibility study to how the building might integrate better with its surroundings and how to activate the adjacent pedestrian spaces, including the existing open space plaza at the Lake."

From page 21 of CB 58-2009:
"Downtown-wide Design Guidelines will provide for the preservation of the former Rouse Company Headquarters building and ***specifically set forth criteria for acceptable alteration to the exterior of that building****. The Guidelines will not prohibit interior alterations or future adaptive reuse that would better integrate the building into its surroundings and activate the adjacent pedestrian spaces as described in the guidelines and this Plan or prohibit reconstruction of the building in the event of casualty."*

From CEPPA chart in CB 58-2009, CEPPA #13; Prior to issuance of a building permit for the 500,000sf of redevelopment:
"GGP will enter into and record in the land records of Howard County, Maryland, a declaration of restrictive covenants that shall (1) prohibit the demolition of the former Rouse Company Headquarters building, and (2) prohibit the exterior alteration of the former Rouse Company Headquarters building, except as provided for in the Downtown-wide Design Guidelines. GGP shall provide a copy of the recorded declaration to the County. The declaration of restrictive covenants will not prohibit interior alterations or future adaptive reuse that would better integrate the building into its surroundings and activate the adjacent pedestrian spaces as described in the Downtown-wide Design Guidelines and this Plan or prohibit reconstruction of the building in the event of casualty."

Use of Study and Methodology

The development of the Preservation Guidelines is intended to provide a basis for present and future decision making for the Former Rouse Company Headquarters building as it relates to the building exterior.

The Guidelines are organized in 4 Chapters, as follows:
- Introduction
- Analysis
- Criteria
- Guidelines

This structured presentation of information collected and conclusions reached is important with regard to clearly delineating which portions of the study are informational or analytical in nature, and which portions of the study represent a value judgment made by Krueck and Sexton Architects.

The working process methodology followed in the creation of the Preservation Guidelines included archival research, field survey and condition assessment, analysis, and development of preservation guidelines as presented in this study.

The team of stakeholders assembled by GGP provided valuable information and opinions during the development of this study. Their input has contributed to a more comprehensive understanding of the varied interests associated with the preservation and adaptive reuse of the building, and highlighted challenges and opportunities in planning for the building's future.

The floor plans, perspectives, elevations and other diagrams included in these Guidelines are conceptual and illustrate permitted alternatives for the successful preservation of the former Rouse Company Headquarters. Other alternatives might be equally successful and may be permitted provided the intent of these Guidelines is met, and the final building design is shown on a site development plan approved by the Planning Board.

ANALYSIS

Brief Description of Building



Project Site

The former Rouse Company Headquarters Building, a four story, approximately 150,000 sf office building designed by renowned architect Frank Gehry, is located at the Lakefront Core in Columbia, Maryland. The front (West side) of the building faces Little Patuxent Parkway, the main artery serving downtown Columbia, while the building's East side overlooks Lake Kittamaqundi. The North facade faces Lakefront Plaza, the downtown center of Columbia.

Between the main parking lot and the lake, the site slopes downwards approximately one story. The lowest floor, "Lakefront Level", is at grade with the surrounding Lakefront Park and smaller parking lot to the South, while "Main Level" is at grade with the main parking lot.



View from North-East

The building is architecturally distinct and articulated as a rigorously organized, clean and white box, dubbed "an elegant warehouse" by Gehry. Terraced setbacks and wooden trellises add to the unique character of this office building, and trim or decorative elements are substituted by a remarkable richness and depth of materiality.

The building is recognized as an existing signature building in downtown Columbia, and many residents view it as a symbol of Jim Rouse and a reminder of Columbia's beginnings and growth as a planned community. The building was originally designed and built as a single office user corporate headquarters for the use of The Rouse Company.



Interior Atrium

In the interior, the building has several features that combine to give the interior the "elegant warehouse" look and feel not engendered by office buildings of this period. A skylit central atrium provides the zone of vertical circulation, allows daylight into the center of the large floor plate, and serves as a coherent orientation and organizational device. This central atrium zone was thought of as a "street" connecting the floor plates with each other, thus creating a "community" center.

Mechanical systems were designed to support the idea of a neutral, flexible interior and to keep the ceilings free of visual clutter. Structural columns were boxed out to include HVAC ducts and registers, leaving the ceiling free of ductwork. A raised flooring system was designed for electrical and telecom cabling to accommodate changes in layout.

History of Building Design and Construction



Jim Rouse and Frank Gehry in Rouse's HQ building office

Fall 1968
Jim Rouse notifies all staff about the plan to move company headquarters to Columbia.

March, 1969
The Rouse Company (TRC) proposes inclusion of a 10,000 sf multi-purpose room as part of headquarters building.

April, 1969
Frank Gehry is selected as Design Architect for the new Rouse Company Headquarters building.

August, 1969
Proposed Multi-Purpose Space is presented to Executive Committee. Proposed functions include Columbia and County-wide activities, Rouse company uses, conference and convention use, arts and entertainment.

Nov, 1969
Concept design is presented to Jim Rouse, and Frank Gehry is instructed to begin Schematic Design. Design is for 190,000sf of office space, with *"Headquarters Building to be principally oriented to the lake. It will take full advantage of its proximity to the water..."*

"...the desire to have the building appear complete at the conclusion of each phase of development..." [1)]



Building model with proposed addition to the North

Jan 22, 1970
Executive Committee Meeting Notes
"The model of the overall building and site is designed to illustrate the proposed building system. The system permits the addition of a presumably infinite series of 60'x60' modules limited only by the requirements of the client population, the availability of parking support and other constraints imposed by the Lakefront site."

"The model demonstrated the adaptability of the modular principle and showed a number of ways in which such modules may be massed to accommodate The Rouse Company growth in relation to other proposed and existing structures on the total site."

"The model also served to draw out attitudes concerning symbolic and spatial relationships connected with the lakefront site." [2)]

1) Quote from Nov 28, 1969 memo.

2) From paragraph 2, *The Significance of the Model*



Steel framed building structure, under construction



Frank Gehry inspects construction site



Concrete masonry unit solid walls

Aug 7, 1970
Letter from Frank Gehry to Bill Finley [3)]

"...the kind of flexibility and inter-disciplinary team work concept discussed during the program development ...lead us to considering an industrial-type large block floor...

"this type of building also created certain problems. It generates more interior space, more offices without windows, raising the question of leasability should the Rouse Company ever move out."

We reasoned that if the interior system were carefully done, the windows could be treated not as a continuous, expensive ribbon of glass to be lined with executive offices but rather as a sequence of community events framing views to be shared by all.

It was a slightly different way of looking at the use of windows and made some sense in the context of the TRC program. It was never our intention to create a windowless block, but instead to heighten the experience of looking out, and to save money.

In general we felt the block building had more benefits for the TRC operation than problems. However, we never felt qualified to make a judgment on the future leasability of this space."

"Consider building a potentially more economical vertical building which would be more conventional and less risky in terms of future releasing."

"...but if there ever is a possibility of redistribution of the dollars in a building project to reflect the actual needs of the project, one must have studied and evaluated the system as a continuum and not just in terms of its separate parts which almost invariably forces the standard solution."

3) Bill Finley was TRC Vice President of General Development and Project Director for Columbia, including the TRC Headquarters Building.





Overhead view from North-East

Jul 7, 1972
Jim Rouse Letter to Albert Keidel [4)]

"One last reason – not one of crucial importance – but of some influence to me, is that the addition of this room [multi-purpose room] on top of the building(which, incidentally, is where I have always wanted it to be) adds tremendously to the design of the building itself. The terraced setback at the forth level emphasizes and gives added strength to the other setbacks at the corners of the building as you will see from the photographs of the new model.

Isn't there a special "rightness" about The Rouse Company providing this kind of a place in the new city which it is developing at the side of the lake in the heart of the new down town? It seems so to me..."

Nov 22, 1972 Groundbreaking

Oct 18, 1974 Building Opening

Feb 2, 2010 Howard County Council unanimously approves Council Bill 58-2009 and Council Bill 59-2009 General Plan Amendment and conforming legislation.

4) Albert Keidel Jr. was a Vice President for The Rouse Company and the Howard Research and Development Corporation. He was also a personal friend of Jim Rouse.

Stakeholder Commentary

Topic:	Downtown Columbia GGP HQ Building – Preservation Guidelines Meeting
Date + Time:	8 June 2010
Location:	GGP Headquarters Building, Columbia MD, Harbor Room
Participants:	Peter Johannknecht, GGP Gabrielle Koeppel , GGP Barbara Nicklas, GGP Brian J. Spencer, Principal, Development Management Group, LLC Roger K. Lewis, Professor Emeritus University of Maryland Laurin B. "Monk" Askew, Jr., Architect, MONK LLC Robert Tennenbaum, Architect and Artist Barbara Kellner, The Columbia Archives Jean Moon, Jean Moon and Associates

Lewis:
- Open Office Plan Concept, era of "Buerolandschaft". Perimeter of building not to be taken by private offices, only partial height walls allowed initially
- Building has lack of porosity
- Importance to study potential building contribution to surrounding area.

Tennenbaum:
- in 2009, the former Rouse Company Headquarters building is included on the Top Ten Endangered Sites list by Preservation Howard County. Additional effort is underway to protect Lakefront ensemble, consisting of Rouse HQ building, Reception (Exhibit) Building (also by Frank Gehry), the Teacher's Building, and the American City Building.

Askew:
- Rouse HQ is a transitional building for Gehry, between early work and current language
- Southern Californian in character
- "The Rouse HQ building was Jim Rouse's building, not the company's."
- Was TRC design director, left in 1999, lived in building for many years and loved it
- Amoeba-like structure, ability to change constantly was important to accommodate reconfigured development teams at Rouse. Maintenance staff was able to and did reconfigure over night.
- Interior was to foster great collaboration atmosphere.
- Building has been planned and occupied for single user, however, JR always saw other uses in the future
- Notion of an "elegant warehouse". Simple, very flexible.
- Building interior as kit of parts: wall panels, connectors, light fixtures, etc.
- JR was one of first building occupants. Within 6 months, acoustical issues lead to glass wall enclosure around his office. No office wall was allowed to touch ceiling, which leads to use of clerestory lights.
- Building siting: emphasis on and connection with exterior spaces. JR had an ideal view of the lower level with public functions. Lower level configuration set up for porosity in N-S direction. Pedestrians from lake pathway could move in and through lower level .
- Interior atrium is focal point, orientation device and organizing element. Functions as pass-through space which fosters constant communication.
- With regard to new development, GGP headquarters building needs some space around it, does not want to be crowded off the edge of the lake.
- Importance of views of building, as well as views out. Some clearing of trees/shrubbery might be part of recommendations.
- "Elephant in the room": building is owned by developer.

- "Togetherness" of Columbia: all future tenants need to somehow buy in.
- Within the Columbia master plan, HQ building is a threshold building: bridges between the suburban/bucolic to the urban/city. Building was conceived in suburban environment, whereas now, the proposed master plan creates density commensurate with a city.
- Building is typologically anomalous
- Sustainability opportunities: "if Frank were here he'd be happy with modernization"
- Value Judgement
- Signage elements: not to look like they were part of the original design, to be distinct and properly detailed
- If original stucco exterior is preserved/ renovated, proper execution will introduce many more control joints. Most stucco has already been replaced at least once over the years.
- The exterior detailing in general is minimal, looks like it doesn't have much detail.

Kellner:
- From the Jim Rouse papers: "the most humane office building..."
- Relationship of Rouse Company and Town of Columbia: Jim Rouse always saw it as symbiotic. Columbia community has great affinity to building.

Moon:
- Has seen building work for variety of uses, including weddings, concerts, poetry readings, services, etc.

Possible functions for building:
- Art gallery (in atrium)
- Restaurant(s)
- Columbia Association headquarters
- Not-for-profits

Significant Architectural Elements:
- White stucco, with very rough texture
- Setting of windows flush with exterior wall, kept coplanar w/ exterior, and in contrast to trellises and terraces
- Exterior space definition
- Exposed connections of trellis (detailing)
- Existing trellis, incorporation of color and other materials

Architectural Evaluation of Building

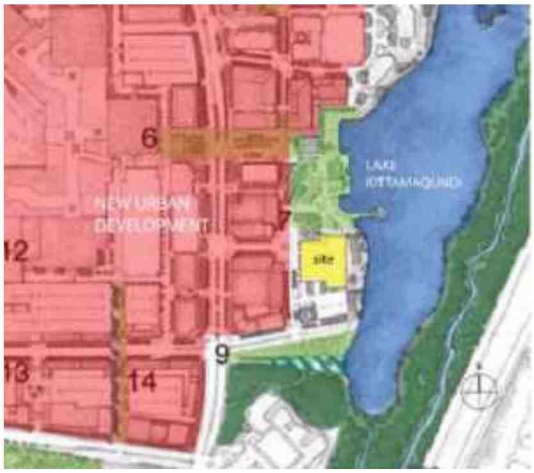
The methodology chosen for the architectural evaluation of the building in order to distill the architectural merit is based upon Preservation Brief 17, *Architectural Character- Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character.* It is published by the Technical Preservation Services, a branch of the U.S. Department of the Interior's National Park Service, and is the nation's leading provider of information and guidance on the care of historic buildings.

Preservation Brief 17 provides a framework to determine the significance and architectural merit of buildings through a three step process: Overall Visual Aspects, Visual Character at Close Range, and Interior Spaces, Features, and Finishes.

OVERALL VISUAL CHARACTER: Site



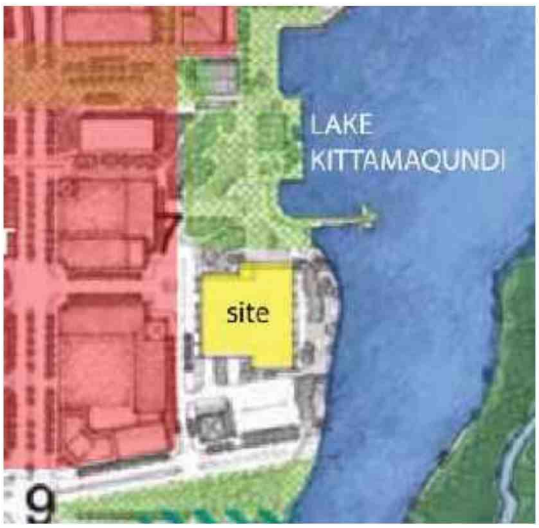
Downtown Columbia today



Downtown Columbia tomorrow

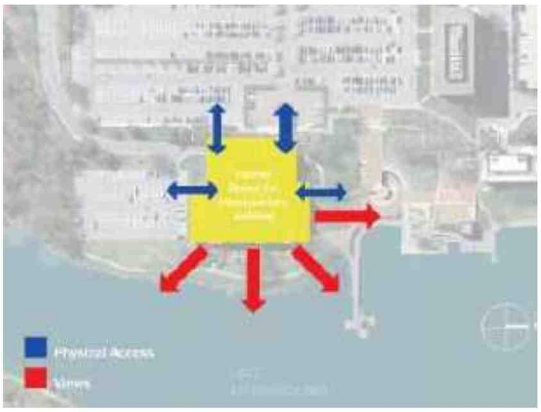


Parking lot to West of building is of suburban character



Street and adjacent new development is of urban character

OVERALL VISUAL CHARACTER: Setting



Existing Building Access and Views

The existing overall visual character of the building is defined by its setting. As a freestanding structure, the setting is suburban in character, and all four facades are articulated in direct response to the varying conditions of the immediate surroundings, such as arrival and parking, Lakefront Plaza, Lake, and Visitor parking.



Building West Side:

- Arrival side, formal facade character due to symmetry
- Physical access side with formal and secondary entrances
- Porte Cochere, spatial and function connector between building and parking lot
- Greenhouse extensions and wood trellises define streetscape
- Upper Level windows only instance not flush with stucco



Building North Side:

- Topography level change from parking lot to Lake Level
- Directly adjacent to Lakefront Plaza, with physical access to building Lake Level
- informal facade character
- Landscape screening at grade change



Building East Side:

- directly adjacent to Lake Kittamaqundi and Lake Path
- Calm and ordered façade, maximizing views and daylight
- Wood Trellises and landscape screening on building Lake Level, exterior buffer zone



Building South Side

- adjacent to parking lot
- Building services side (loading dock)
- Horizontal exterior sun screens

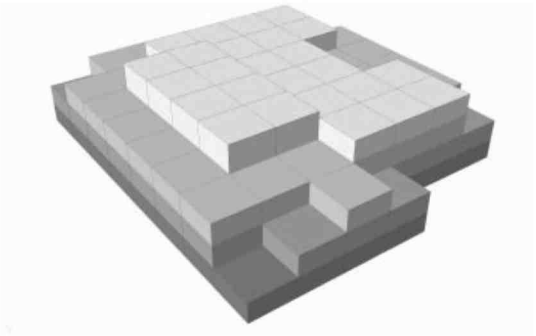
OVERALL VISUAL CHARACTER: Shape



View from South-East

The shape of the building, primarily defined by the white stucco framework or "armature" of the solid walls, is fundamental to the character of the building, including stepped terraces at various levels and corners. The park-like character of the surroundings is extended onto and in the building.

The building massing is cleanly defined by straight surfaces and lack of trim, reminiscent of international style modernism.



Enclosed (Conditioned) Space

	Footprint	Enclosed	Exterior	% of Floor
Lake	45,400 sf	45,400 sf	0 sf	0%
Main	45,900 sf	43,950 sf	1,450 sf	3%
Upper	41,400 sf	38,800 sf	2,600 sf	6%
Multi-purpose	39,600 sf	22,600 sf	17,000 sf	43%
Total	172,300 sf	150,750 sf	21,050 sf	
		87%	12%	



North Facade East Facade South Facade West Facade



OVERALL VISUAL CHARACTER: Terraces



Significant portions of the building's flat roofs are accessible and utilized as exterior terraces.

Mechanical roof equipment is carefully integrated in open roof wells, concealing them from view from all sides.

OVERALL VISUAL CHARACTER: Openings



Dark bronze glass with dark bronze aluminum frames.

Windows are arranged as ribbons or clustered groups. Glass appears as continuous within framework from a distance.

Plane of enclosure (glass) within framework defines a carefully considered rhythm and enhances integration of interior with exterior environments.

OVERALL VISUAL CHARACTER: Trim (Trellises and Greenhouses)



Wood trellises/shading devices give a sense of scale and define exterior space

Greenhouse projections

VISUAL CHARACTER AT CLOSE RANGE: Materials and Craftsmanship



Coarse textured stucco (white) with natural wood finished trellises.

Carefully considered stucco joints.

Wood joint details (galvanized steel) are thoughtfully designed and executed.

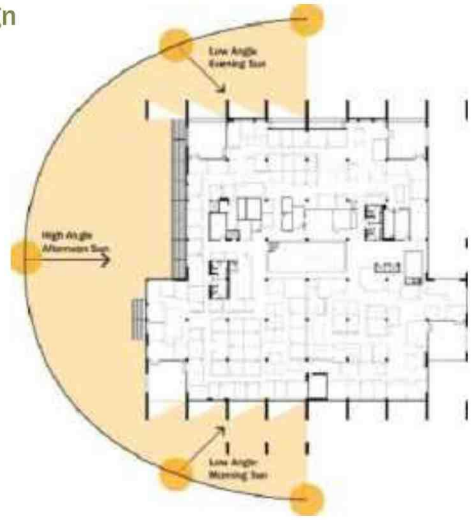
Brick pavers contribute to informal integration of interior & exterior spaces. Contrast with monolithic character of exterior stucco “framework”.

SUSTAINABILITY: Building Reuse and Passive Solar Design

Building Reuse: Life Cycle, embedded energy etc.

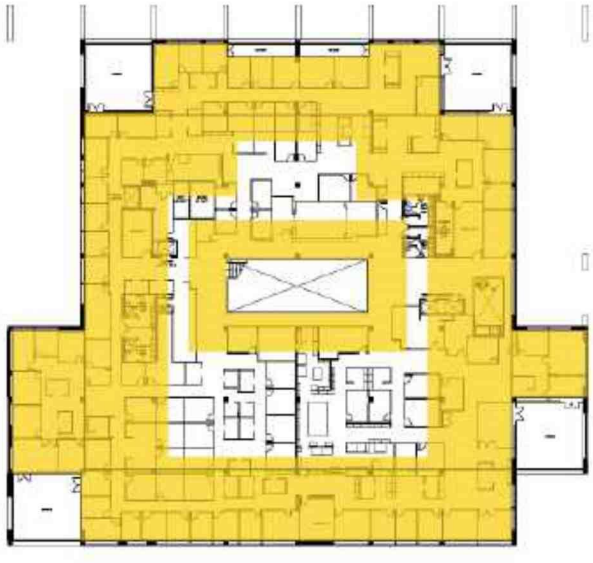
Massing:
- beneficial volume - surface ratio for reduced heat loss
- Daylighting
- provision of useable outdoor space

Exterior shading:
- reduce summer heat gain with vertical piers at East and West (low sun angles) and horizontal louvers at South (high sun angle)
- Deciduous landscaping close to building: sun shading in summer, allowing passive solar gain in winter



Building Exposure and Exterior Shading





Daylight Access



CRITERIA

Value Judgments

James Rouse Goals:
- provide a real, comprehensive, and balanced city
- respect the land, which is allowed to impose itself as a discipline on the form of the community
- provide the best possible environment for the growth of people
- realize a profit.

The Former Rouse Company Headquarters building can be viewed as the physical embodiment of Jim Rouse's vision to create a *"thriving, socially responsible and environmentally friendly place for people of all ages, incomes and backgrounds."*

Professional Peer Appreciation
In 1976, the former Rouse Company Headquarters building receives the Southern California Chapter AIA "Honor Award". The jury is made up of Charles Moore, Architect; Paul Goldberger, Architectural Critic for the New York Times; and Panos Koulermos, Professor of Architecture at the University of Southern California. In their jury comment, they state that this was one of the most humane office buildings, both inside and out, they had ever seen. [5)]

Building Value Summary:
The physical building represents real value, based on three key observations:
- Building occupants were happy and productive. The Rouse Company staff loved the building. Outdoor terrace spaces were extensively used.
- The building is environmentally sound. Reuse/continued use of existing building, advantageous mass-to-perimeter ratio for temperate climate, and passive solar strategies (orientation, day lighting, external shading) all contribute to a building that can serve as a model for future sustainable development in downtown Columbia.
- The Former Rouse Company Headquarters is a signature building. As such, it entails numerous advantages such as community identification, visibility, and image, which represent a significant marketing potential.

5) from October 20, 1976 letter from Frank Gehry to Jim Rouse.

Criteria for Recommendations of Allowable Exterior Alterations

Criteria		Comments
Building Vision	Does the proposed exterior alteration adhere to the original building vision and aesthetic intent?	Proposed changes shall compliment the distinct nature of the building, and build upon the principles of the overall building vision.
Community Connectivity	Does the proposed exterior alteration contribute to better integrate the building with its surroundings?	Given the temperate climate of Columbia, outdoor areas adjacent to the building and the many terraces on the upper floors will be usable for significant portions of the year. This will also further the building's role as a focal point of downtown Columbia. Due to visibility and access requirements that would be necessitated by potential commercial lease areas, the Lake and Main Levels allow for flexibility in the allowable openings and glazing recommendations.
Vitality	Does the proposed exterior alteration contribute to the long term vitality of the building?	The premise of this criteria is that in general, an occupied building is better served than one that stands empty. For instance, certain material characteristics, like the color, clarity, and reflectivity of a piece of glazing, can make a difference in the viability of a space for potential commercial tenants. As such, they should be allowable.
Environmental Performance	Does the proposed exterior alteration allow improved sustainable performance with regard to the Downtown Columbia Sustainability Guidelines?	Proposed improvements that are in line with the stated objectives of environmentally friendly development in the Downtown Design Guidelines shall be allowable if developed in coordination with the Building Vision criteria. Preservation Brief #03, *Conserving Energy in Historic Buildings* , as published by the National Park Service, can be used as further reference.
Accessibility	Does the proposed exterior alteration allow improve accessibility to and from the building and its surroundings?	Proposed improvements that implement ADA or Universal Accessibility components shall be allowable if developed in coordination with the Building Vision criteria. Preservation Brief #32, *Making Historic Properties Accessible* , as published by the National Park Service, can be used as further reference.
Authenticity + Detailing	Does the proposed exterior alteration make use of authentic materials and detailing? If new materials are proposed, are they carefully selected and detailed to establish a clearly readable hierarchy between existing and new?	Whenever possible, replacement materials shall adhere closely to the original material type, finish, and specification. Preservation Brief #16, *The Use of Substitute Materials on Historic Building Exteriors* , as published by the National Park Service, can be used as further reference.
Reversibility	Is the proposed exterior alteration reversible?	Proposed alteration that do not come in physical contact with the building or that may be removed in the future without damaging or changing the building shall be allowable.

Preservation - Alteration Matrix

Preservation Recommended Repair, renovation, and replacement of building components allowed.	Building Shape, Massing	4 story height limitation per CB-58 2009. White stucco frame, or building "armature", to be preserved, except as provided in Chapter 4, Guidelines.
	Terraces and Balconies	Shall not be converted to interior/conditioned space.
	White Stucco	Stucco repair to match original aesthetic, including color and texture.
	Openings	Quantity: Overall number of windows shall be preserved, i.e., filling-in of existing glazed building portions with solid walls shall not be allowed. New glazed areas shall not be allowed, except as provided in Chapter 4, Guidelines.
		Placement in Jamb: The predominant flush placement of the windows with the exterior stucco shall be preserved. At other locations (building entries, etc.), the original position within the opening shall be retained also, except as provided in Chapter 4, Guidelines.
		Sill and head heights: to be preserved, except as provided in Chapter 4, Guidelines.
		Glazing System TYPE 1: Keep existing glass or replace to match dark bronze appearance. Glass with improved solar and thermal performance shall be allowed. Dark bronze framing to remain or match if replaced. Window framing module to remain per original. At all grade locations and areas with direct access to exterior terraces, additional exterior doors shall be allowed in order to accommodate improved inside-outside connection. New operable windows shall be allowed within fenestration module.
	Wood Trellises	Quantity and placement to be retained, and replacement/ repair to match original aesthetic, including color, finish, and texture.

Alteration Allowed	Openings	Glazing System TYPE 2: New opening and window within previously solid stucco wall. Glass and framing to match dark bronze appearance of existing. Fenestration module to match original. At areas with direct access to exterior terraces, exterior doors shall be allowed in order to accommodate improved inside-outside connection. Operable windows shall be allowed within fenestration module.
		Glazing System TYPE 3: New storefront glazing and entrance door system with clear or low-iron glass and new framing system allowed. Reconfigured framing module, additional exterior glass doors, and operable windows shall be allowed.

Alteration Allowed	HVAC Louvers	HVAC louvers for outside air intake and non-grease generating exhaust air will be allowed as follows: 1. Louvers in stucco wall surfaces shall be organized and aligned above or below the edge of glazing openings so that they do not "touch" the window opening, but appear as part of the same vertical elements. All louvers should be painted to match the stucco surface color. 2. Louvers may also be placed within the glazing system framing. If they require less than an entire window panel, they must extend the entire width of the window opening. All louvers will be dark anodized finish to match the framing system. 3. Louvers may also be placed in areas designated by the Guidelines to have new window openings. Louvers shall be organized in a pattern consistent with the windows, and shall be dark anodized finish to match the window framing system.
	New storefront systems at existing Greenhouse locations	Glazing System TYPE 4: New storefront and entrance door system with clear or low-iron glass and new framing system allowed, including operable windows and additional exterior doors. Placement of this glazing system beyond the existing line of enclosure is allowed, but shall be kept behind the face of pier by approx. 6 to 12". Existing Greenhouse structures at East and North façades, and Greenhouse projection at North façade may be demolished. It is recommended that this glazing system type have a formally minimal appearance and be distinctly detailed from the original surrounding building elements, while complementing them at the same time. Careful planning that is in support of this objective is of great importance.
	Hard- and Landscape (adjacent to building)	Integration of the building with its surroundings through careful planning is important. Alterations to landscaping shall be planned in the spirit of the many benefits the existing plantings provide, most notably shading, screening, and "bringing the outside in and the inside out". Changes to the hard- and landscape will allow for improved and more active use of exterior building areas.
	Porte Cochère	Due to the significant change in character that the area to the West of the building will undergo as a result of CB 58-2009 (from suburban to urban), removal or alteration of the existing Porte Cochère shall be allowed. The extent of alteration shall be coordinated with the new road alignment per the approved Master Plan.
	Signage	New building and commercial lease space signage shall be allowed. The requirements of the Downtown Columbia Signage Guidlelines should serve as a point of reference, but specific signage appropriate to the building should be carefully studied and documented at the appropriate time.
	Building Addition	Allowable to the South of the existing building, per Council Bill 58-2009.

GUIDELINES

Lake Level - Adaptive Reuse

Existing Conditions

At Lake Level, the large majority of the North, East, and South facades connect to the surrounding park-like landscape at grade. The two entrances at the center of the North and South facades underline the primary North-South direction of circulation within this floor, which parallels the Lakefront walk between the buildings East facade and Lake Kittamaqundi.

Along the North facade, the topography transitions from the main parking lot at Main Level to the Lake Level, with bosque-like plantings and a human-scaled sitting area around a small circular fountain. A sizable lawn area extends East of the Lake Level access walk.

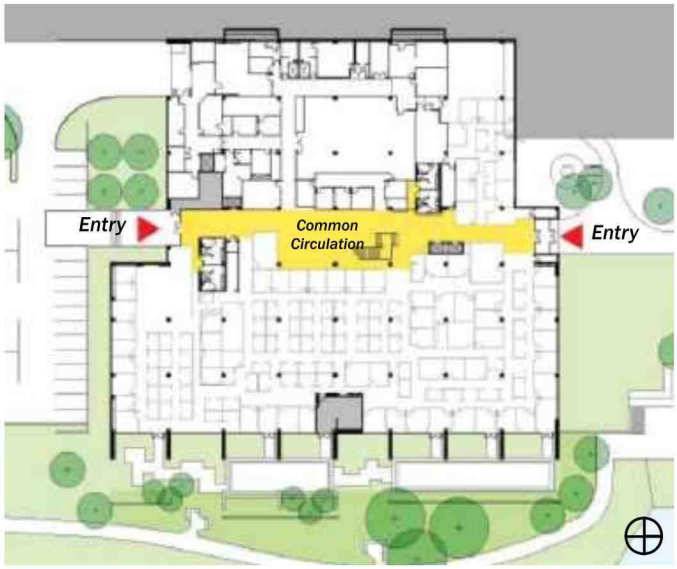
The Lake Level East facade is defined by the exterior stucco piers, which together with the wooden trellises, plantings, and carefully sculpted hardscape terrace form a spatial zone which provides deliberately framed views from inside out and privacy from the Lakefront walk.

At the South facade, the landscaping zone is tight, due to the adjacent Lake Level surface parking lot.

Adaptive Reuse

Both North and East facades offer unique opportunities to extend building activities from the inside to the exterior, and to activate the adjacent Lakefront park areas. Improved visual as well as physical access can be achieved with minor alterations to the existing building.

At the South facade, improvements to the exterior will most likely be considered in conjunction with development of the parcel to the South of the building, and as such, are allowable.



Existing Lake Level Plan



North Facade

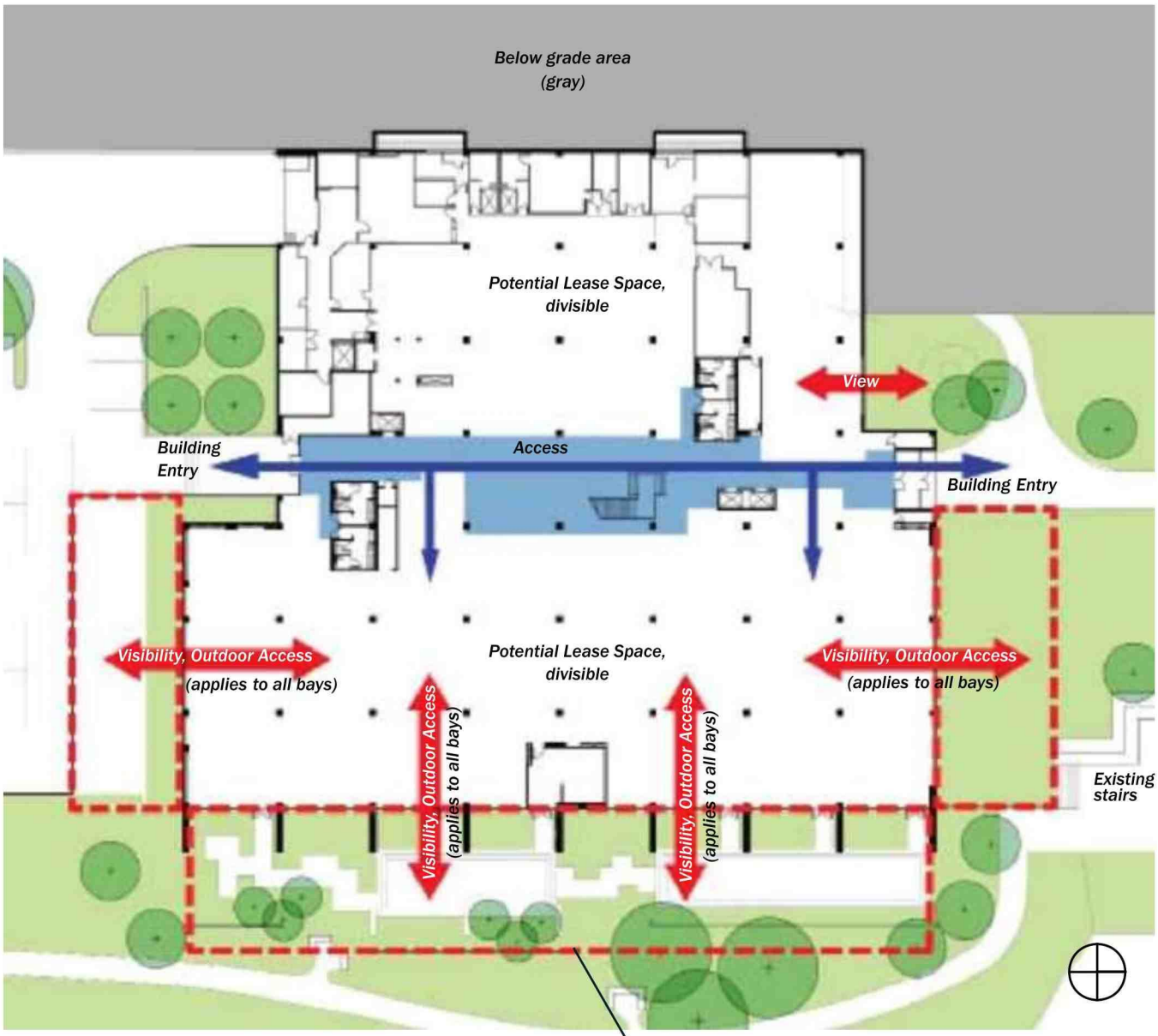


East Facade, with Lake Level Terrace



South Facade, with Lake Level green buffer to parking

Lake Level, Adaptive Reuse



Potential Future Lake Level Use

Red Dashed Areas:
Zones of potential change to landscape and hardscape. Opportunity for exterior space usage and more active integration of building with Lake Plaza.

Main Level - Adaptive Reuse

Existing Conditions

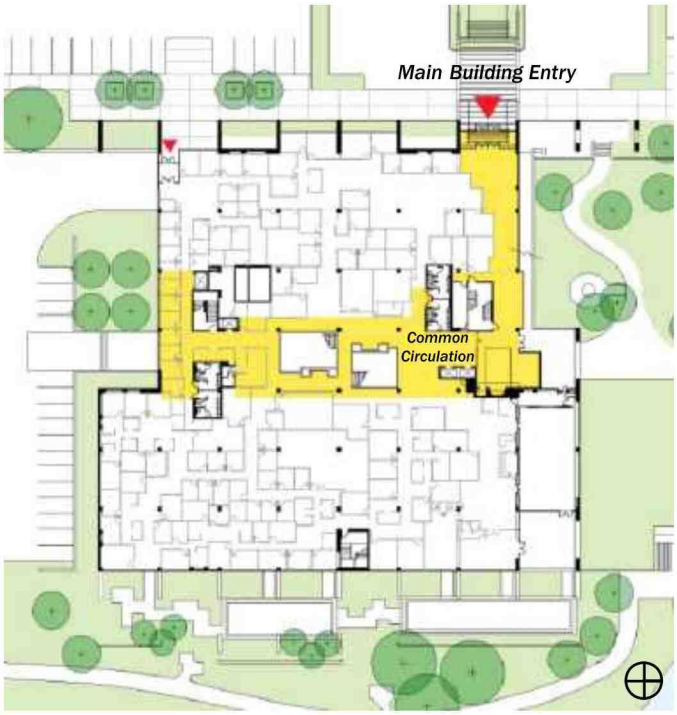
The West facade constitutes the face of the building upon arrival. From the main parking lot, which is sited between Little Patuxent Parkway and the building West facade, a large majority of building occupants enter at the NW building corner, the Main Building Entry.

A Porte Cochere allows for covered drop-off and provides and spatial link between the building and the parking lot.

Along the Main Level West facade, 2 bays contain projecting "greenhouses", and 2 bays contain opaque stucco walls. The Southernmost bay contains a secondary building ingress and egress storefront system.

Overall, the West facade was designed to provide image and access, as well as visual privacy, to represent and accommodate the Rouse Company, a single tenant building user.

Along the North facade, a 6' wide exterior walkway leads to a terrace overlooking Lakefront Plaza, which allows ingress to and egress from the building.



Existing Main Level Plan

Adaptive Reuse

The Default Adaptive Reuse scenario, shown on the following page, assumes the Main Building Entrance to remain in its current location.
If retained, the Porte Cochere may be modified to coordinate with the new master plan road design and alignment.

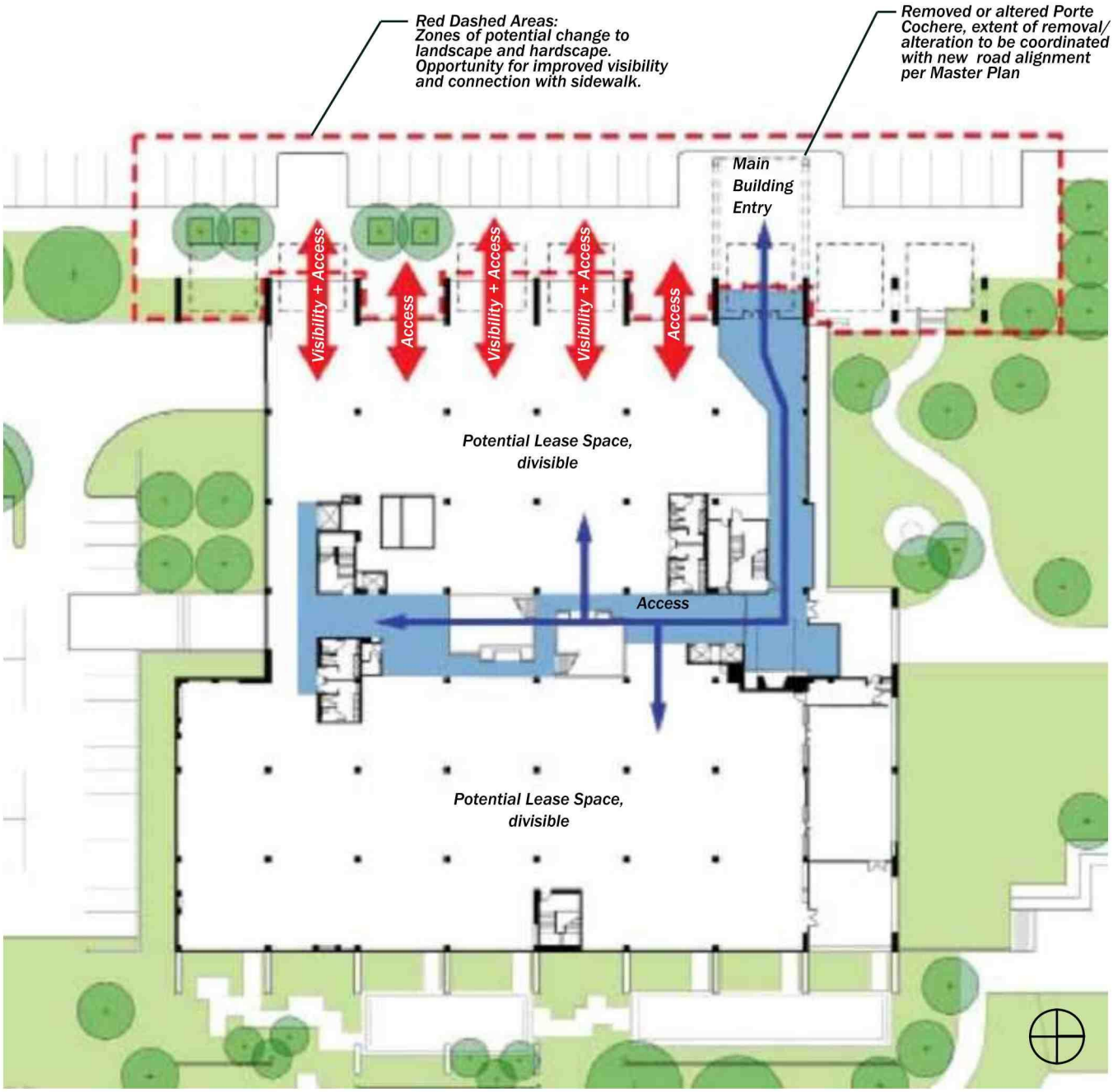
A new storefront system with clear glass and multiple entryways is allowed to take the place of the greenhouses, and may also be placed in the SW corner bay. The two previously opaque bays may receive storefront glazing and additional entrances as well, if found to facilitate adaptive reuse of the associated leasable space.

Redesign of land- and hardscape between building face and new street curb is allowable.

An alternate adaptive reuse scenario could takes advantage of the exterior walkway along the North facade, while allowing the most prominent building bay, at the NW corner of the main level, to be leased. Access to and from the building could thus be similar to the Lake Level, where the lake path is routed through the middle of the floor plate.



Main Level, Adaptive Reuse Scenario



Potential Future Main Level Use

Multi-Purpose Level - Adaptive Reuse

Existing Conditions

The Multi-Purpose or Roof Level is comprised of the Multi-Purpose Room and associated commercial kitchen, an office suite, a significant number of building services spaces, and a generous amount of rooftop outdoor terrace space.

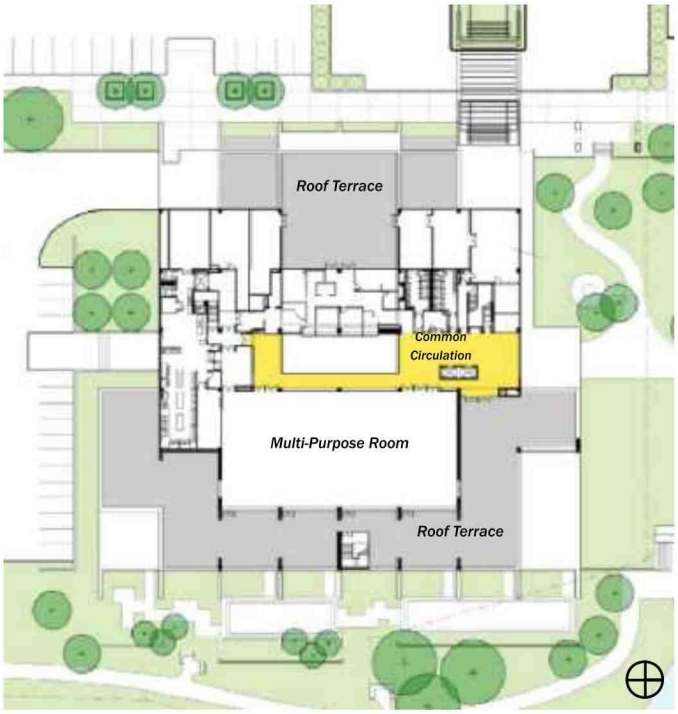
Adaptive Reuse

Given the views from this level, particularly over Lake Kittamaqundi to the East and the Lakefront Town Square to the North, a variety of uses could occur on this level in the future.

Allowable exterior alterations are proposed with focus on additional daylight into the building, increasing access opportunities to the large terraces, and maximising views.

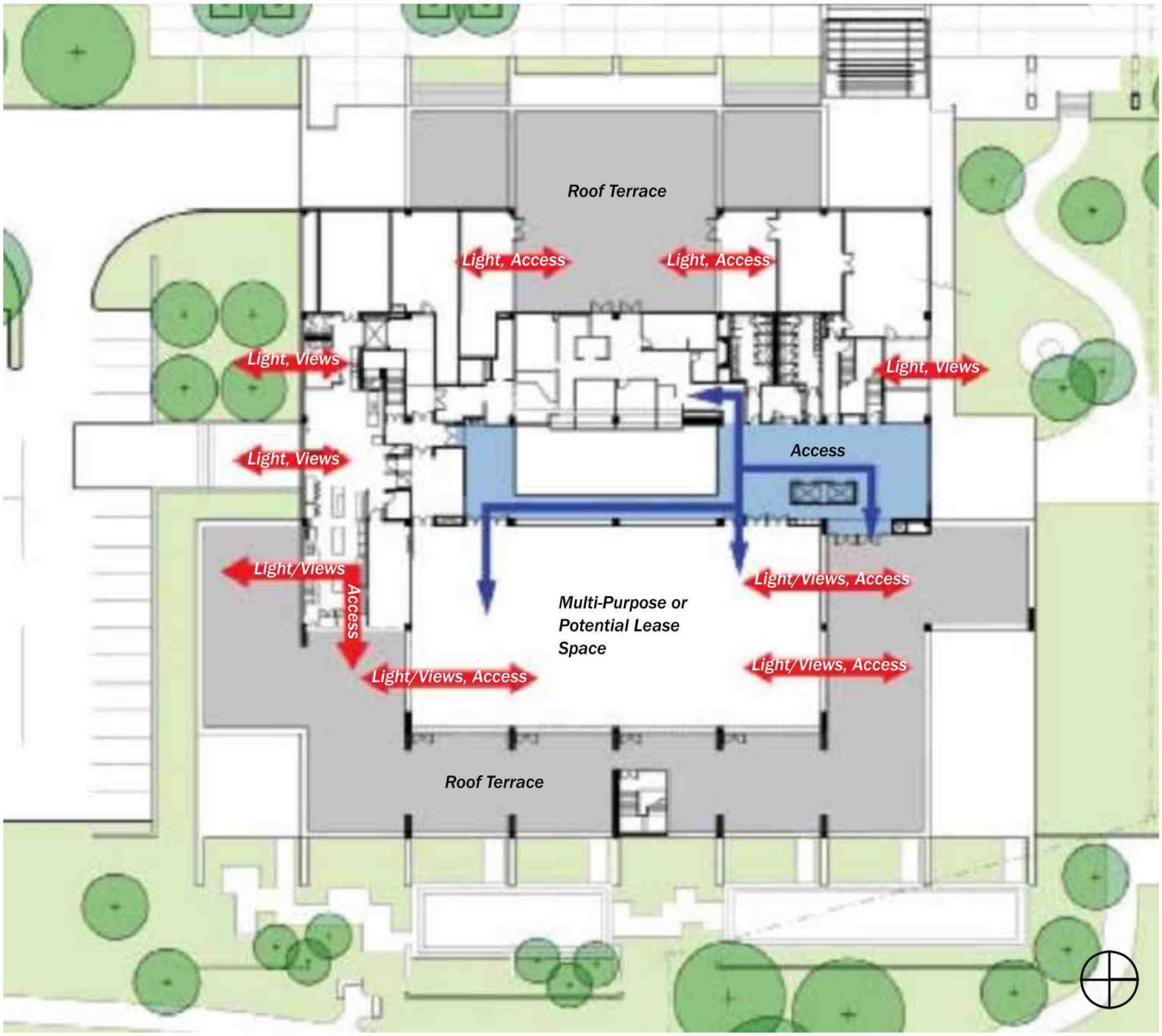
While it may be possible to reduce the total area required for building service areas on this level through use of new mechanical equipment, such equipment shall not be placed on the Multi-Purpose level terraces.

Placement of new rooftop equipment including cooling towers required to accommodate new multi-use tenant configurations to be visually screened by the use of architectural equipment screen walls set back at least 30 feet from the edge of the existing roof edge parapet and shall be no higher than the sup- port structures for the atrium trellis assembly. All screening shall be painted to match dark anodized window framing system. Placement of rooftop mechanical equipment on the roof over the multi-purpose space shall not be al- lowed.



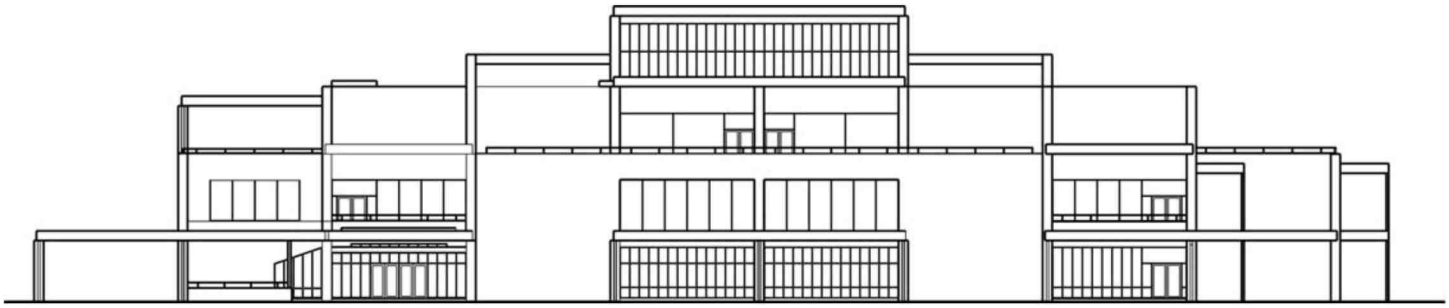
Existing Multi-Purpose Level Plan

Multi-Purpose Level, Adaptive Reuse Scenario

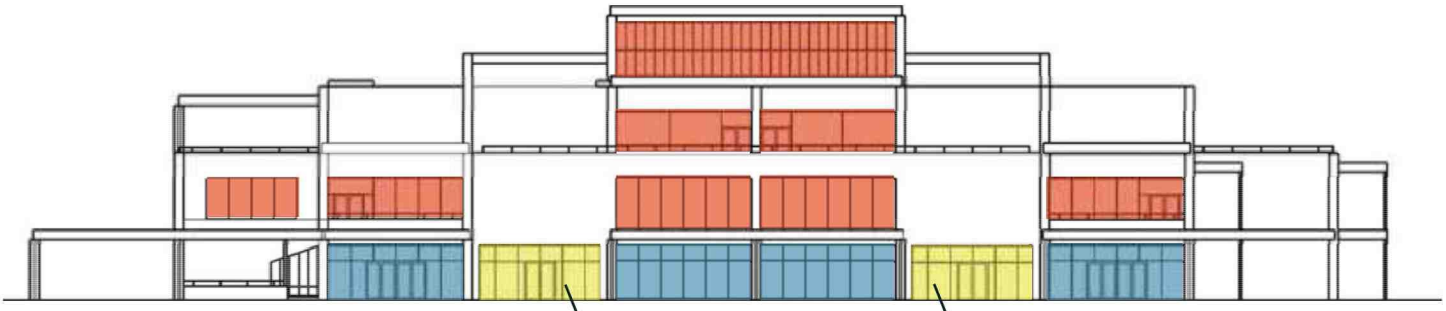


Potential Future Roof Level Use

West Facade - Allowable Alterations



Existing West Elevation



Typology of allowable alterations

Glass, framing system, and fenestration shall match Glazing System Type 4 (shown yellow for clarity, previously solid wall).

Glazing System TYPE 1: *Preserve existing, with certain alterations allowed*

Glazing System TYPE 2: *New opening and window within previously solid stucco wall.*

Glazing System TYPE 3: *New storefront glazing and entrance door system with clear or low-iron glass, set flush with solid stucco walls.*

Glazing System TYPE 4: *New storefront glazing and entrance door system with clear or low-iron glass, allowed beyond existing building enclosure.*

Refer to pages 24 and 25 for detailed description of Glazing System Types



Rendering of Existing West Elevation

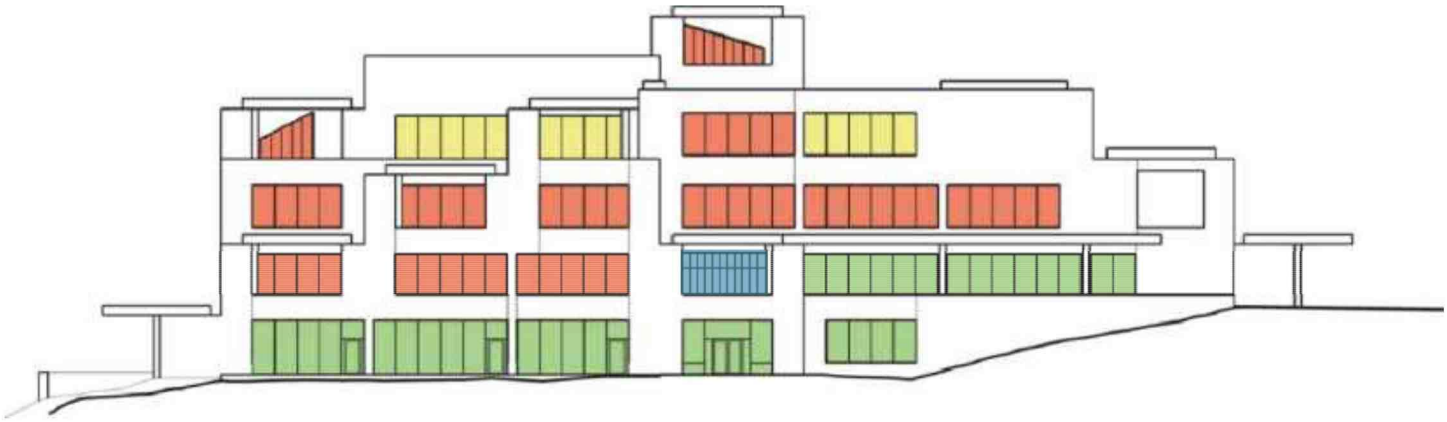


Rendering of potential New West Elevation

North Facade - Allowable Alterations



Existing North Elevation



Typology of allowable alterations

Glazing System TYPE 1: *Preserve existing, with certain alterations allowed*

Glazing System TYPE 2: *New opening and window within previously solid stucco wall.*

Glazing System TYPE 3: *New storefront glazing and entrance door system with clear or low-iron glass, set flush with solid stucco walls.*

Glazing System TYPE 4: *New storefront glazing and entrance door system with clear or low-iron glass, allowed beyond existing building enclosure.*

Refer to pages 24 and 25 for detailed description of Glazing System Types



Rendering of Existing North Elevation



Rendering of potential New North Elevation

East Facade - Allowable Alterations



Existing East Elevation



Typology of allowable alterations

Glazing System TYPE 1: *Preserve existing, with certain alterations allowed*

Glazing System TYPE 2: *New opening and window within previously solid stucco wall.*

Glazing System TYPE 3: *New storefront glazing and entrance door system with clear or low-iron glass, set flush with solid stucco walls.*

Glazing System TYPE 4: *New storefront glazing and entrance door system with clear or low-iron glass, allowed beyond existing building enclosure.*

Refer to pages 24 and 25 for detailed description of Glazing System Types



Rendering - Existing East Elevation



Rendering of Potential New East Elevation

South Facade - Allowable Alterations



Existing South Elevation



Typology of allowable alterations

	Glazing System TYPE 1:	*Preserve existing, with certain alterations allowed*
	Glazing System TYPE 2:	*New opening and window within previously solid stucco wall.*
	Glazing System TYPE 3:	*New storefront glazing and entrance door system with clear or low-iron glass, set flush with solid stucco walls.*
	Glazing System TYPE 4:	*New storefront glazing and entrance door system with clear or low-iron glass, allowed beyond existing building enclosure.*

Refer to pages 24 and 25 for detailed description of Glazing System Types



Rendering - Existing South Elevation



Rendering of Potential New South Elevation

EXTERIOR ELEMENTS: SUN AND RAIN SCREENS, SIGNAGE

Existing Conditions

The existing wood trellises adorning the building on the West and East facades, as well as over most of the exterior upper level terraces, constitute an integrated awning system that is an key part of the overall architecture of the building. It defines exterior space and functions as an effective sun screening device. It does not, however, provide protection from rain.

Signage for the Former Rouse Company Headquarters was kept separate from the building structure and was integrated in the Porte Cochere seasonal planting area.



Wood Trellis at West Facade

Sun and Rain Screens

In order to facilitate usage of the various outdoor building areas to the greatest extent possible throughout the seasons, sun and rain screening devices are allowable. Placement of such screens is to occur above the wood trellises. Preferably, screens are to be retractable, and shall be kept at the lowest profile possible in order to minimize visual impact. Screens must not be attached to exterior stucco walls, and shall be attached to wood trellis structure with minimal physical contact. Reversibility shall be a key detailing consideration.

Due to the significant visibility of these screens it is recommended that a detailed design and engineering study be undertaken to validate their addition to the building exterior. Selection of an off-the-shelf, non-building specific retractable shading systems shall not be allowed.

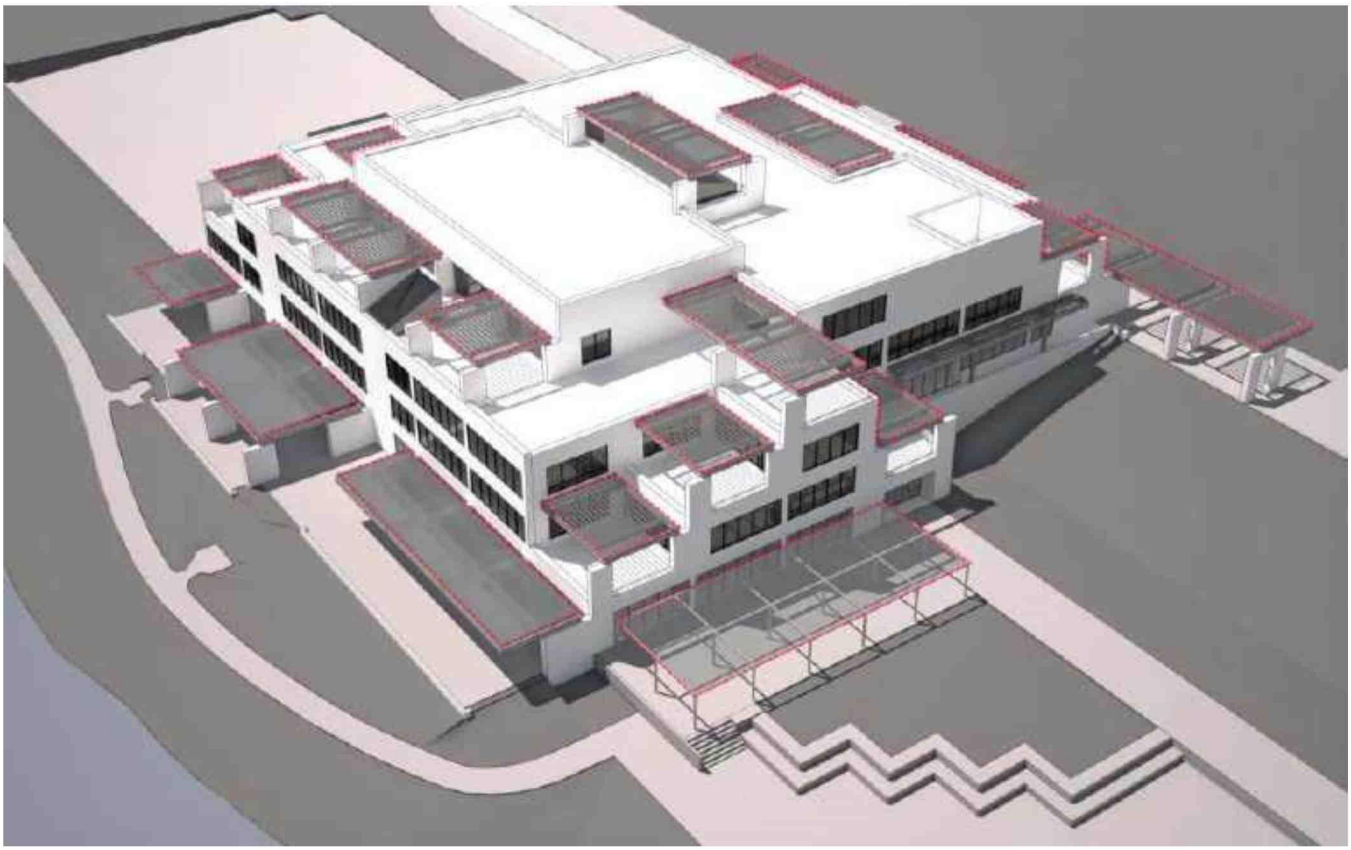
Signage

Given the significant likelihood of a future multi-tenant building occupancy, all new signage is to be carefully designed and coordinated. In general, new signage is to be mounted separate from existing building elements, with reversibility as a key detailing consideration.



Mounting of lettering or signs directly to the exterior stucco or wood trellis elements is discouraged. In case of a main building tenant, signage style and placement per the model photograph (may be allowed).

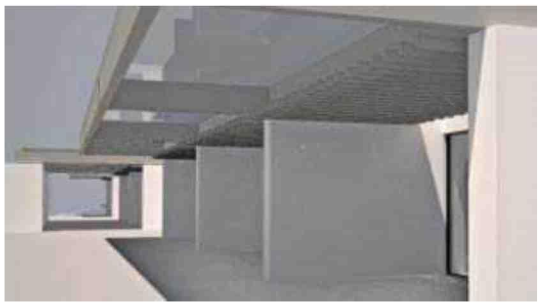
It is recommended that building signage be studied in detail to integrate and coordinate a signage system that is supportive of the overall building character.



Locations of Potential New Rain and Sun Screens (red dashed outlines shown for clarity. New screens at all hidden trellises allowable also.)

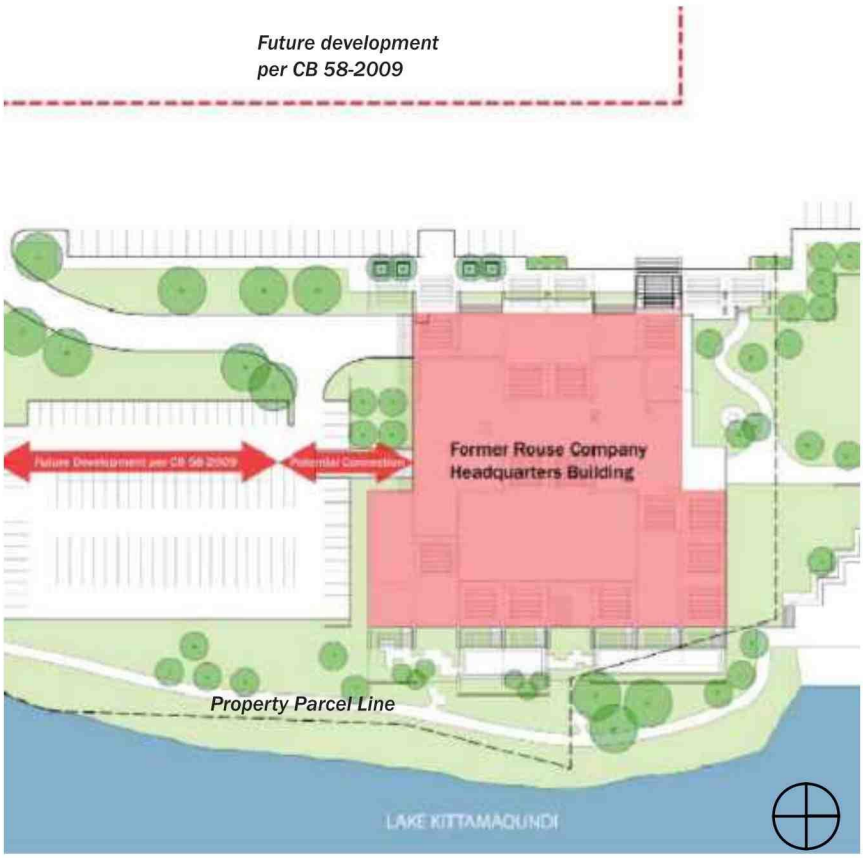


Rendering - Existing Trellis Detail



Rendering - Potential Retractabel Sun and Rainscreen over existing trellis

POTENTIAL ADJACENT DEVELOPMENT



Permissible Adjacent Development



View from Southeast terrace towards future development parcel

Physical connection to Future Development:

- Should touch Former Rouse Co. Headquarters Building as "lightly" as possible, and be of equal visual lightness. This could be achieved by use of a floor to floor, butt-glazed curtain wall system, allowing visual connections to the surrounding areas.

New Future Development at South of HQ Building:

- Due to the close proximity of this site to the Former Rouse Co. Headquarters Building, and the 9-story height potential, planning for future development is of high sensitivity and prominence, and should be conducted with special care and consideration.

- Future development shall be designed in massing, form, and materiality to complement Frank Gehry's architecture, and to engage in a respectful artistic dialogue. The humanistic essence of the Former Rouse Co. Headquarters Building shall be interpreted for the proposed development with the means of materiality and expression of our time.

- Views from the Former Rouse Co. Headquarters Building over Lake Kittamaqundi shall be preserved.

DOWNTOWN COLUMBIA:

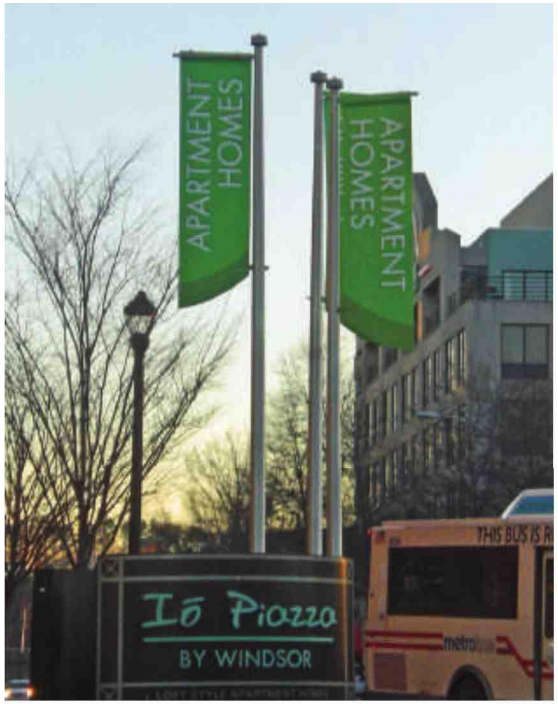
SIGN DESIGN GUIDELINES











DOWNTOWN COLUMBIA: SIGN DESIGN GUIDELINES

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Purpose

The Downtown Columbia Plan envisions Downtown Columbia as a vibrant urban center where people will live, work, visit, and enjoy a variety of cultural and recreational amenities and experiences. The creation of an exciting and interesting environment where retail, commercial, entertainment, recreation and residential uses are easily identified and located will be important to its success. Similarly, the ability to navigate Downtown easily, whether on foot, by bicycle, via transit or in an automobile will also be critical to its success.

The intent of these Guidelines is to facilitate the achievement of this vision for Downtown Columbia through the provision of a coordinated and aesthetically pleasing sign program. These Guidelines are also the basis for establishment of the signage requirements for the Neighborhood Specific Design Guidelines. As such, these Guidelines encourage the use of artistic imagery, lighting, color, texture, graphics and materials to ignite a creative spirit in the design and presentation of information to the public, which will help create a high quality, exciting and interesting Downtown.

All signage in Downtown Columbia should exhibit a high degree of thoughtfulness, imagination,





inventiveness and spirit. While signage should inform the public in a meaningful way, it should also improve the aesthetic qualities of a building or landscape and have a positive visual impact on the surrounding area consistent with the character of a vibrant urban center.

Unlike the sign code, these guidelines are intended to provide visual and textual examples of a variety of signs that should be used to interpret the community's expectation for quality signage. These are not set rules, but supplement the requirements

Goals

The goals of the sign design guidelines are to accomplish the following:

- Promote an aesthetically pleasing high-quality visual environment by encouraging signs that reinforce the planned character of the area, are complementary to their surroundings and effectively communicate their message.
- Establish reasonable design standards for business identification and wayfinding.
- Encourage creative and innovative approaches to signage within the established framework.
- Assist property and business owners in understanding community expectations.
- Promote economic vitality



Sign Overview

- Signs should be designed, fabricated, and maintained comparable to signage found in first class mixed-use projects in major metropolitan areas
- Signs should be designed, fabricated, and maintained comparable to signage found in first class mixed-use projects in major metropolitan areas
- Signs should be designed with the purpose of promoting retail and street activity while enhancing the pedestrian experience.
- Signs should respect the immediate context of the building's location and the overall character of its Downtown Columbia neighborhood
- Signs should relate to their surroundings in terms of size, shape, color texture, and lighting so that they are complementary to the overall design of buildings and their uses.
- Signs should be located in logical "signable areas" which relate to the architectural pattern of the façade. Signable areas are often, but not always continuous wall surfaces uninterrupted by doors, windows or architectural detail.
- Signs should enhance and relate to, not obscure the architectural features of buildings.
- Signs are to be kept in good repair such that they are always in clean, working condition and the copy is not obscured or damaged.

Permitted Signs

Permitted Signs in Downtown

- Flat Wall Signs
- Projecting Signs
- Marquee Signs
- Roof Signs
- Tall Building Signs
- Monument Building Signs
- Directional Signs
- Permanent Identification Signs
- Banner Signs
- Window Signs

Discouraged Signs

- Internally Illuminated Awnings
- Conventional Plastic Faced Box or Cabinet Signs
- Formed plastic faced box or injection molded plastic signs

Sign Types

1. Flat Wall Signs are affixed securely to a building wall. These signs should be legible and easily distinguished from other signage on each building and serve to guide and orient pedestrian and vehicular traffic going to the building.

Flat Wall signs should:

- Be placed within a clear signable area.
- Be mounted in locations that respect the design of a building, including the arrangement of bays and openings.
- Not obscure windows, grillwork, piers, pilasters, and ornamental features. Typically, wall signs should be centered on horizontal surfaces (i.e., over a storefront opening).

2. Projecting signs are affixed perpendicularly to a building and include blade, awning and under canopy signs.

A. Blade Signs are affixed to the face of a building. These signs bring creativity and fun to the streetscape and are oriented to pedestrians passing on the sidewalk in front of the buildings.

Blade signs should:

- Complement the architecture of each building, or a portion thereof, or relate to the design of a storefront
- Reflect the character of each business while fitting comfortably with other adjacent signage
- Be creatively designed with visually interesting elements such as geometric or irregular outlines with painted or applied letters, two or three dimensional symbols or icons and/or internal cutouts.
- Have mounting hardware that is attractive and integral to the sign design.



B. Awning Signs are printed on, painted on, or attached to an awning or canopy above a business door or window. They generally serve to bring color to the streetscape and are oriented toward pedestrians .

While only the signage on an awning is regulated by the Howard County Sign Code, the following design advice is presented to ensure well built, aesthetically pleasing awnings and canopies as the backdrop for awning signs.

- Awnings and canopies must be sturdy and permanently attached to buildings.
- Awnings must be mounted at a height, which ensures that when under canopy signs are included, they will be a minimum of 8 feet from ground level at the base of the building.
- Open-ended awnings are preferred.
- Awnings should be designed to project over individual window and door openings and not project as a single continuous feature extending over masonry piers or arches.
- Awnings with backlit graphics or other kinds of interior illumination are discouraged.
- Metal, glass and matte finish canvas are desirable materials for awnings or canopies.



C. Under Canopy Signs are similar to blade signs except that they are suspended below a marquee or under an awning or canopy. These signs are generally smaller than blade signs and are oriented to pedestrians passing under them.

Under Canopy signs should:

- Be used primarily at ground floor locations but can be considered for upper floor businesses with covered entry porches and balconies.

Sign Types (cont.)

- Impart a sense of creativity in their design.

3. Marquee Signs are affixed to the face of a marquee and used to accentuate primary building entrances, major tenant entrances or other significant building entry points and aid in orienting pedestrian and vehicular traffic going to the building.

Marquee signs should:

- Complement the architecture of the marquee or canopy structure
- Be designed as an integral part of the overall building or storefront architecture



- Scaled so that the signs appear proportional to and well supported by the marquee
- Be encouraged on theaters, cinemas and performing arts facilities



4. Roof and Tall Building Signs are flat signs at the top of a building that enhance the skyline by announcing the identity of a building. They promote wayfinding and are intended to be easily seen from a distance both day and night.

Roof and tall building signs should:

- Integrate signs with distinctive building tops whenever possible.
- Use logos and logotypes over lengthy business names as clear identifiers
- Be designed for subtly with subdued colors and appropriate illumination
- Be constructed of high quality, durable materials that are compatible with the building materials.
- Incorporate cutout letters that are individually pin-mounted and backlit creating a halo around the signs

5. Monument Building Signs have a lower height configuration and are used for building complexes that are separated from adjacent streets by setbacks.

Freestanding monument building signs should:

- Be constructed of materials that complement building structures and their uses
- Have architectural lines that complement the building
- Have a low profile and be flanked by either columns or decorative uprights, or have a solid base on the ground.
- Be illuminated either by external fixtures designed to complement the appearance of the sign, backlit to create a halo around the lettering or internally lit so that only the lettering and logo are visible after dark
- Be limited to the building or project name, logos, and the business address.

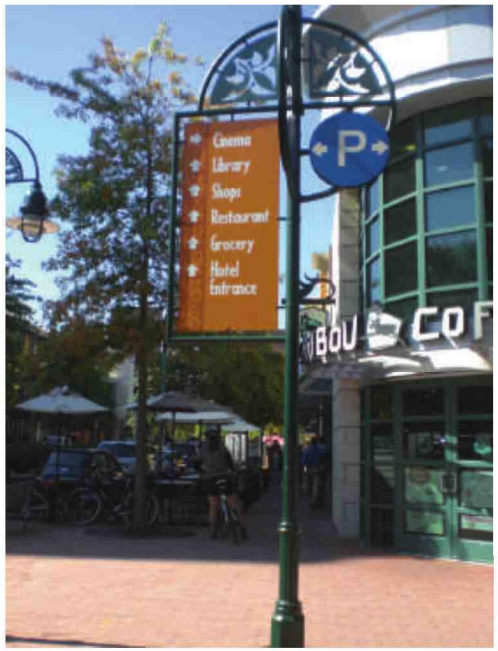


Sign Types (cont.)

6. Directional Signs promote convenient wayfinding in the downtown. They include standardized directional signs, vehicular directional signs, pedestrian directional and directory signs and directory signs that are used to identify businesses within multitenant buildings. Preliminary locations for commercial directional signs must be indicated on each Neighborhood Concept Plan, with final locations approved as part of a site development plan application.

A. Vehicular Directional Signs should be:

- Designed and constructed as a family of signs with an emphasis on clarity and readability for vehicle occupants
- Placed to expedite movement throughout the downtown



B. Pedestrian Directional should be:

- Designed and constructed as part of a family of signs that enhances the pedestrian experience
- Pedestrian in scale and height
- Used to direct and inform pedestrians



C. Directory Signs should:

- Be mounted flat against a wall or incorporated into a freestanding sign located on private property
- Include the building or project name, project logo, address and business tenant names
- Be constructed of materials that compliment its surroundings and its use
- Be scaled to inform pedestrians



7. Permanent Identification Signs announce the primary entry points to Downtown, each of Downtown Columbia's six new neighborhoods, as well as locations such as religious facilities, apartments/ condominium communities, schools and other public/ quasi-public institutions and are oriented to guide pedestrian and vehicular traffic. Preliminary locations for permanent identification signs must be indicated on each Neighborhood Concept Plan, with final locations approved as part of a site development plan application.

Sign Types (cont.)

Permanent identification signs should be:

- Designed as a family of signs during the development of the Neighborhood-specific Design Guidelines
- Designed as an integral part of a site's hardscape and landscaping
- Compatible with the architecture of respective downtown neighborhoods



8. Banner Signs

A. Permanent Banner Signs help to add visual interest and color to facades of buildings. They are vertically oriented, and compatible with the overall character and color of the building.

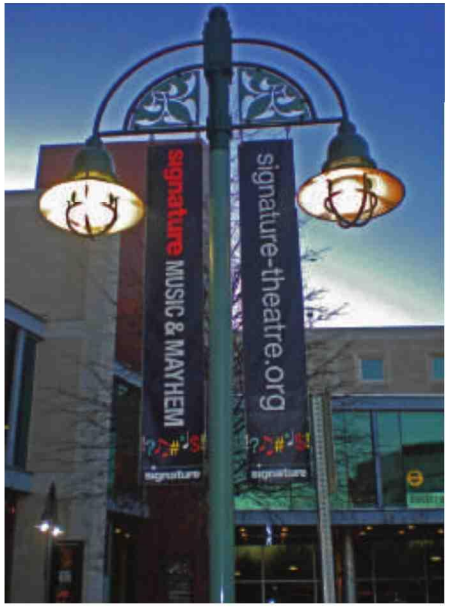
Permanent banners should:

- Look like or complement purposeful elements of the building
- Be fabricated from durable heavy weight fabric, metal, glass or other awning materials
- Be mounted perpendicularly to the building facade at both the top and bottom from metal brackets of a size and design that are appropriate to the banner and the architectural character of the building.
- Contain easily recognized business names and logos

B. Seasonal and Temporary Banners add to the streetscape by either celebrating holidays, advertising community events or the grand opening of a business. They are limited in duration and scaled for both pedestrians and vehicular occupants.

Temporary banners should be carefully designed and constructed to enhance the streetscape and the reputation of the businesses.





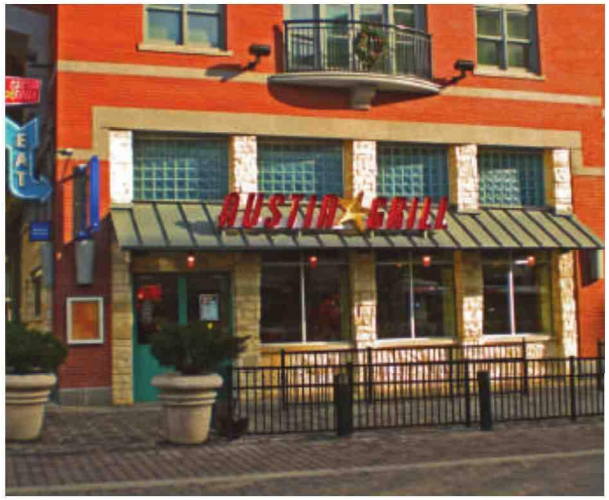
9. Window Signs are professionally painted, posted, displayed, or etched on interior translucent or transparent surfaces, including windows or doors. This type of signage generally contains only text but can express a special business personality through graphic logos or images combined with color.

Permanent window signs may cover 20% of the glass area and should be designed so that visibility into and out of the window is not obscured.

In addition window signs should:

- Be created from high-quality materials such as paint or gold-leaf or techniques including sandblasting or etching
- Be applied directly to the interior face of the glazing or hung inside the window concealing all mounting hardware and equipment.

General Guidelines



1. Design & Materials

- Quality materials and creative design should be used as a means to attract attention rather than excessively bright colors or over-scaled letters.
- Signs should respect the neighborhoods dominant characteristics.
- While design and alignment of signs on multiple use buildings should generally complement each other, the colors and lettering styles should also complement the building façade and harmonize with neighboring businesses
- Signs should be professionally constructed using high-quality durable materials such as metal, stone, hardwood or brass-plating.
- Dimensional signs, letter forms and decorative bracketry are encouraged.
- Sign letters should be pin mounted and have dimensional returns to give the appearance of solid dimensional material.
- Internally lit plastic letters or plastic box signs are highly discouraged.

2. Sign Placement

The architecture of the building often identifies specific locations for signs, and these locations should be used.

- The size of signs should be in proportion to the size of their location.
- Repetitious signage information on the same building frontage should be avoided, regardless of the sign area square frontage allowed in the sign code.
- To minimize irreversible damage to masonry, mounting and supports should be inserted into mortar or other joints and not into the face of the building skin. This technique minimizes damage to the building and allows for easy removal.



3. Sign Lighting Details

Lighted signs help create the night streetscape while assisting with identification and wayfinding. It is important to illuminate signage carefully to ensure safety.

- Arrange any external spot or flood lighting such that the light source is directed away from passersby. The light source must be directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians.



- Backlit, halo-lit illumination, or reverse channel letters with halo illumination are highly encouraged for lighting purposes. Such signs convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.
- Projecting light fixtures used for externally illuminated signs should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.

General Guidelines (cont.)

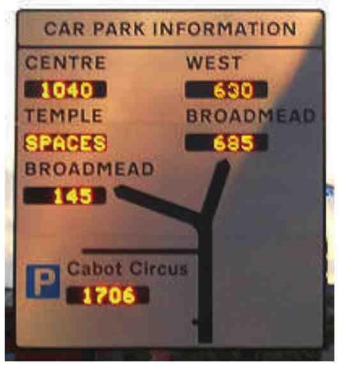
- Sign lighting should be designed and installed to achieve appropriate illumination of the particular sign type and condition. Effort should be made to only illuminate the graphic surfaces, background and letterforms of the sign, while limiting light spill over to other adjacent uses, buildings, pedestrians and vehicles. All raceways and transformers for individual letters and signs should be hidden.
- Signs that use blinking or flashing lights are not permitted.

4. Digital Displays

Digital Displays provide for the electronic display of text, images, video, animation, motion of images and interactivity. It is envisioned that this technology will primarily be used to enhance the overall experience in Downtown Columbia by displaying creative images, graphics and other information to complement the distinctive, vibrant and dynamic character envisioned for Downtown.



Selective and imaginative use of digital displays as part of the overall signage plan in each Downtown neighborhood will help create a sense of place that is



unique in Howard County and which will further the continuing evolution of Downtown Columbia as the County's urban center.

To achieve these objectives, Digital Displays should:

- Employ unique designs to include creative imagery that emphasizes graphics and color over text
- be programmed to include public service messaging and other programming designed to enhance the streetscape and provide a benefit to the community
- Utilize LED, LCD, plasma displays, projected images and other emerging technologies
- Complement and enhance the architectural elements of buildings and be of a size that is in scale with the setting and intended audience
- Be located in such a way that existing communities surrounding Downtown Columbia are not adversely impacted
- Be placed in the downtown so as to avoid visual clutter

Although not the primary use, digital displays may also identify or advertise businesses, products and services. Advertising should be integrated into the overall programming and be designed to emphasize the unique and creative capabilities of this technology.



General Guidelines (cont.)

5. Sign Style

Well-designed signage that coordinates multiple uses and messages is more effective than disjointed, “in your face” signage.

- Sign titles should be as brief as possible, to promote ease of use and readability.
- Sign fonts should be selected to provide both clarity and artistic integrity.



Encouraging Creativity & Innovation

Creativity in signage is encouraged in Downtown Columbia. Not all creative signs will meet the requirements of the sign code, but a variance process exists to facilitate innovative design. The variance process can be found in Section 3.513 of the Howard County Code. The examples on this page may not meet the sign code requirements, but they are included for inspiration.



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PRESENTATION FOR

PINEHURST SMALL AREA PLANS

THE VILLAGE OF PINEHURST, NORTH CAROLINA

JUNE 24, 2020

Design Collective



AGENDA

Introduction

Brief Team Overview
Initial Thoughts on Focus Areas
Understanding of Project
Project Approach
Public Engagement
Outcomes & Deliverables

Questions & Answers



TEAM ORGANIZATION

To address your project objectives and to support philosophy, a diverse team is needed

VILLAGE OF PINEHURST

MANAGEMENT / DESIGN TEAM

Design Collective, Inc.

Principal-in-Charge
Matt D'Amico, PLA, ASLA

Project Manager
Cecily Bedwell, AICP, LEED AP BD+C

Planner/Urban Designer
Caitlin O'Hara

Landscape Architect
Brian Reetz, PLA, ASLA

Housing/Mixed-Use Architect
Nick Tomaszewski, AIA

Office/Medical/Life Sciences
Scott Vieth, AIA, LEED AP BD+C

CONSULTANT TEAM

Duggal Real Estate Advisors, LLC

Market Analysis
Melina Duggal, AICP

Ramey Kemp Associates, Inc.

Transportation Consultant
Roger Henderson, PE, AICP

PLANNING & URBAN DESIGN

NEIGHBORHOODS & DOWNTOWNS

SMALL AREA PLANS



PUBLIC ENGAGEMENT



FBC'S & DESIGN GUIDELINES



MIXED-USE DEVELOPMENT

LANDSCAPE ARCHITECTURE & PLACEMAKING

GREEN INFRASTRUCTURE

STREETSCAPE & COMPLETE STREETS





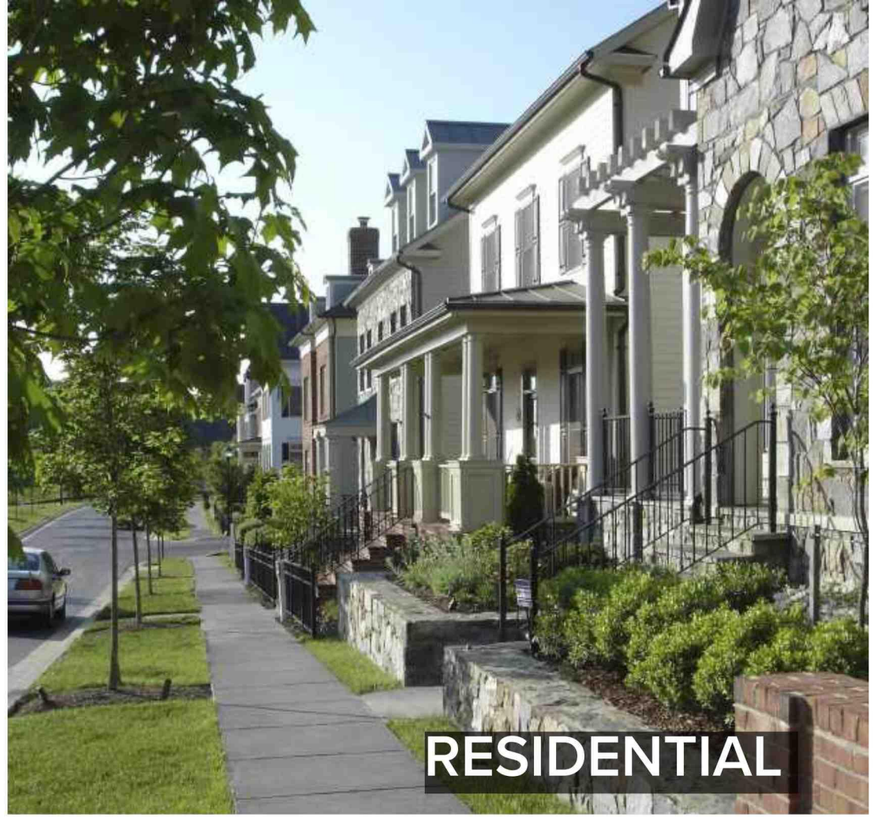
NEIGHBORHOOD PARKS



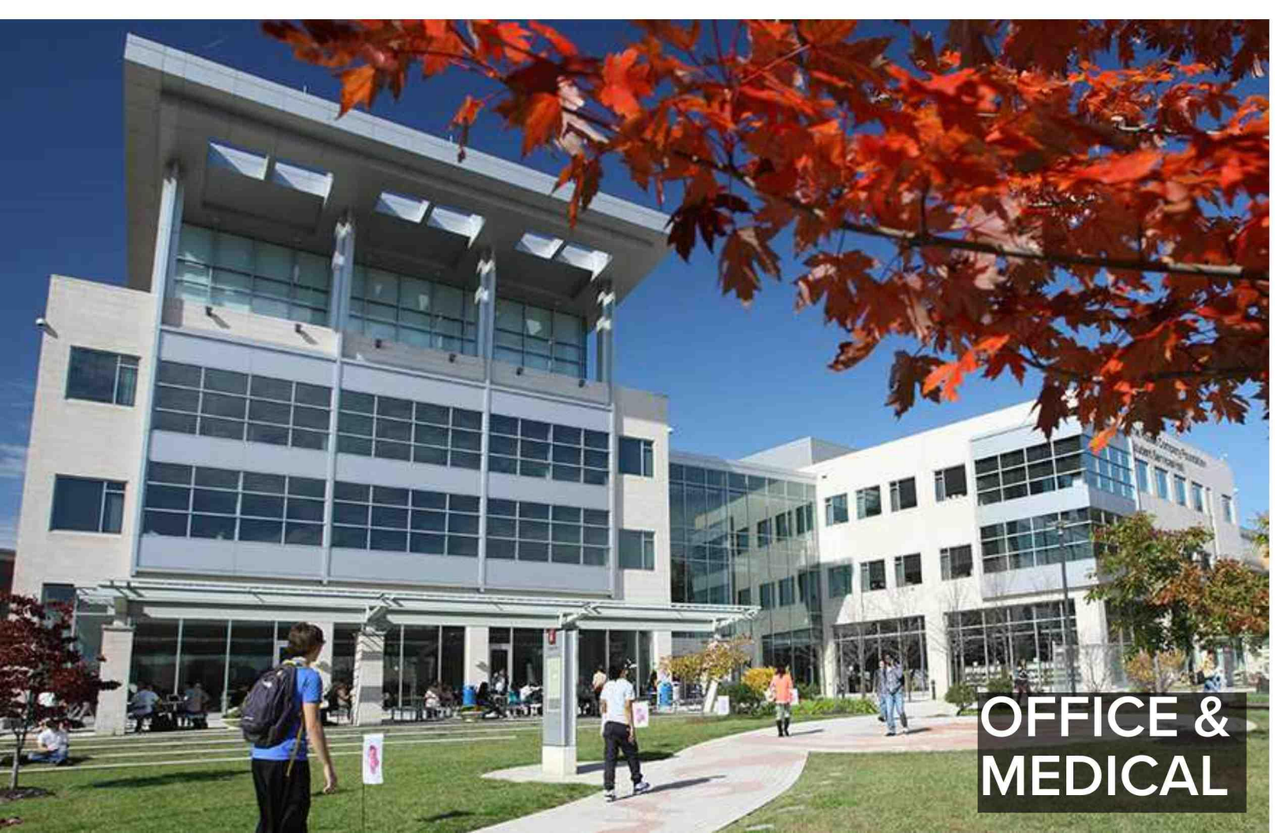
PUBLIC OPEN SPACE

ARCHITECTURE EXPERTISE



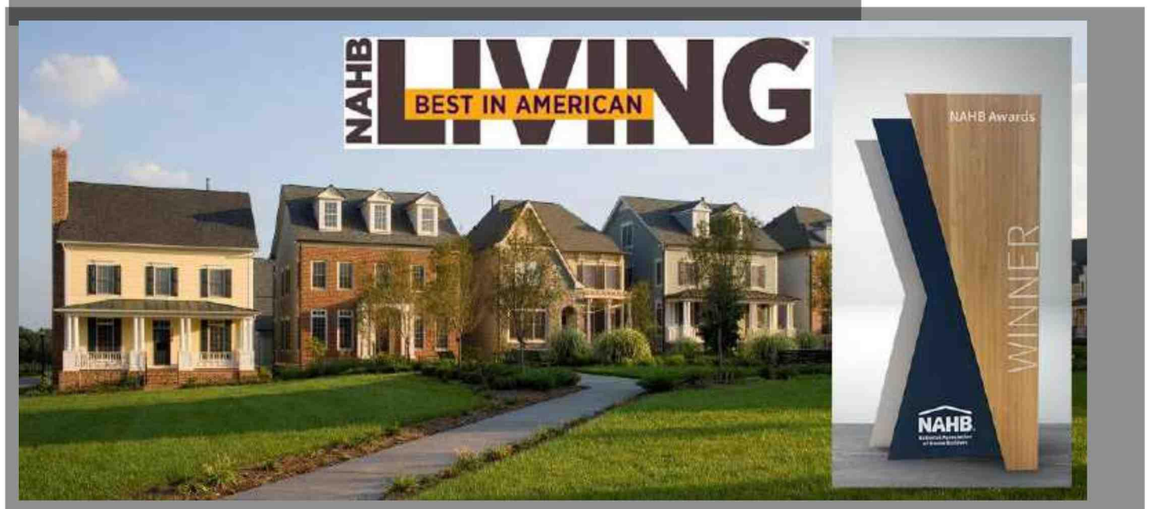


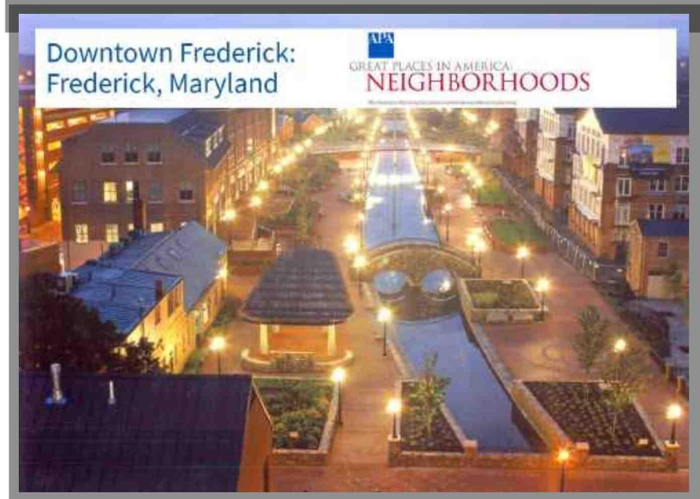














NOTABLE PLANNING & DESIGN AWARDS

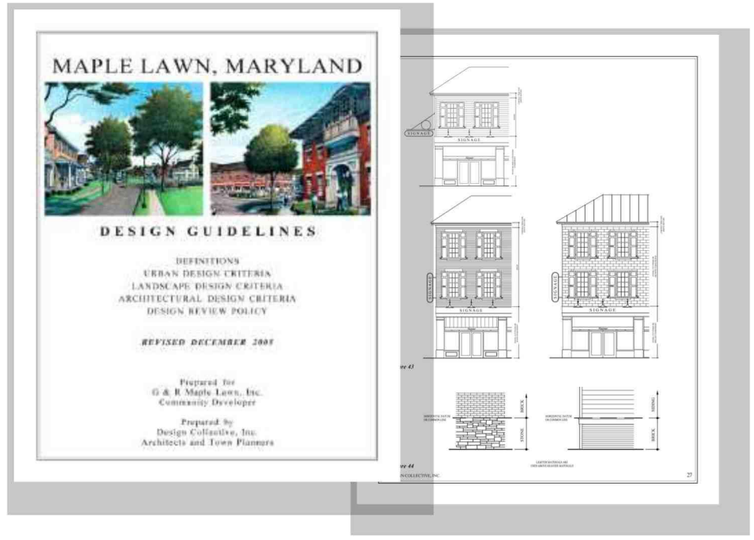
- » Downtown Columbia Master Plan: CNU Charter Award
- » The Westside Strategic Plan: International Making Cities Livable Award
- » State Center TOD Master Plan: CNU Charter Award, ASLA Award
- » The Can Company Historic/ Adaptive Use: Governor's Smart Growth Award
- » Tide Point Historic/Adaptive Use: Governor's Smart Growth Award
- » Maple Lawn TND Master Plan: NAIOP, NAHB Awards of Excellence
- » Fitzgerald: ULI Global Award for Excellence
- » Shady Grove TOD: APA Excellence Award
- » Twinbrook TOD: APA Excellence Award
- » Cascade Village: BEST Smart Growth Award

FORM BASED CODES & PATTERN BOOKS



DESIGN GUIDELINES

a. Criteria
b. Format & organization
c. Regulating Plan - flexibility
d. Content – narrative, diagrams, graphics, precedent
e. Review process & administration
f. User friendly (user + administration)



Q4





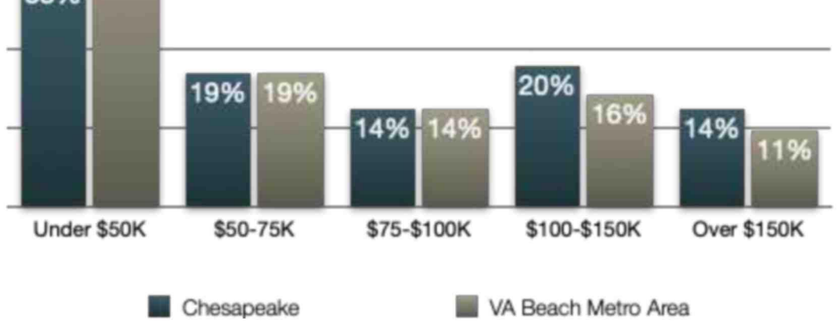
DUGGAL ADVISORS

MARKET/ECONOMIC

DUGGAL
REAL ESTATE ADVISORS

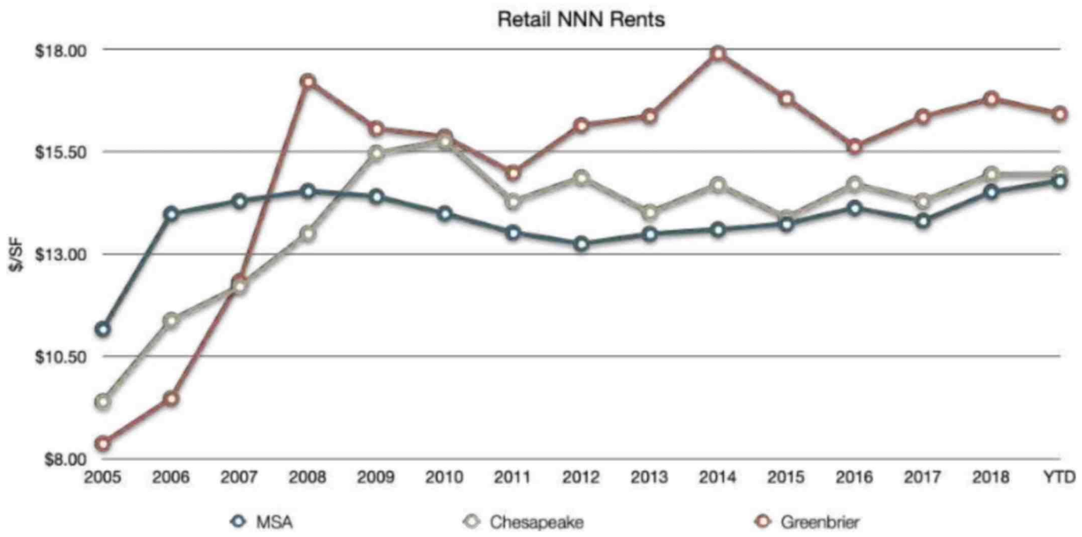
a. Woman-owned
b. 25 years of experience
c. Focusing on SE, Midwest & Mid-Atlantic
d. Public and private sector

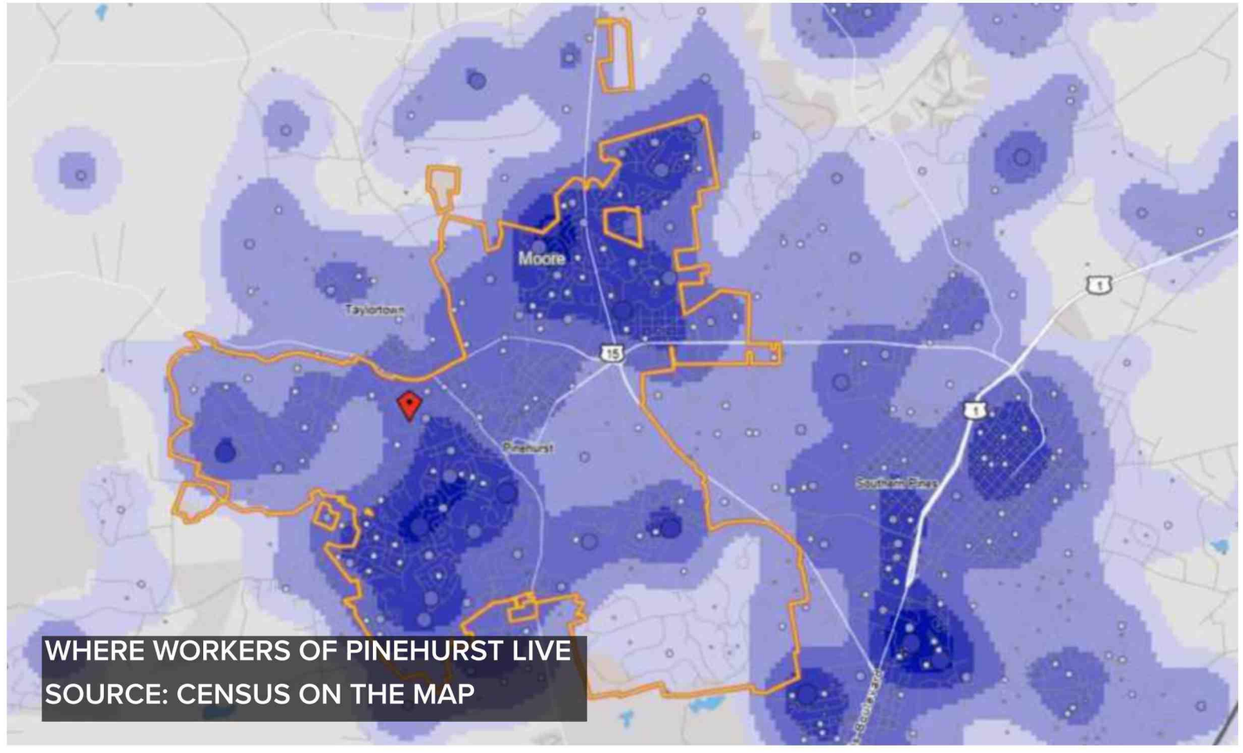
Map	Addresss	Year Built/ Renovated	Lease Rates
1	2700 Remington Ave (Remington Row)	2016	High $20s/ SF/Yr Full Service
2	120 W North Ave (The Motor House)	2015	$12/SF/ Yr NNN
3	1501 N Chester St (Southern Streams Health & Wellness)	Planned	NA
4	1734 Maryland Ave	Ren 2017	High $20s/ SF/Yr Full Service



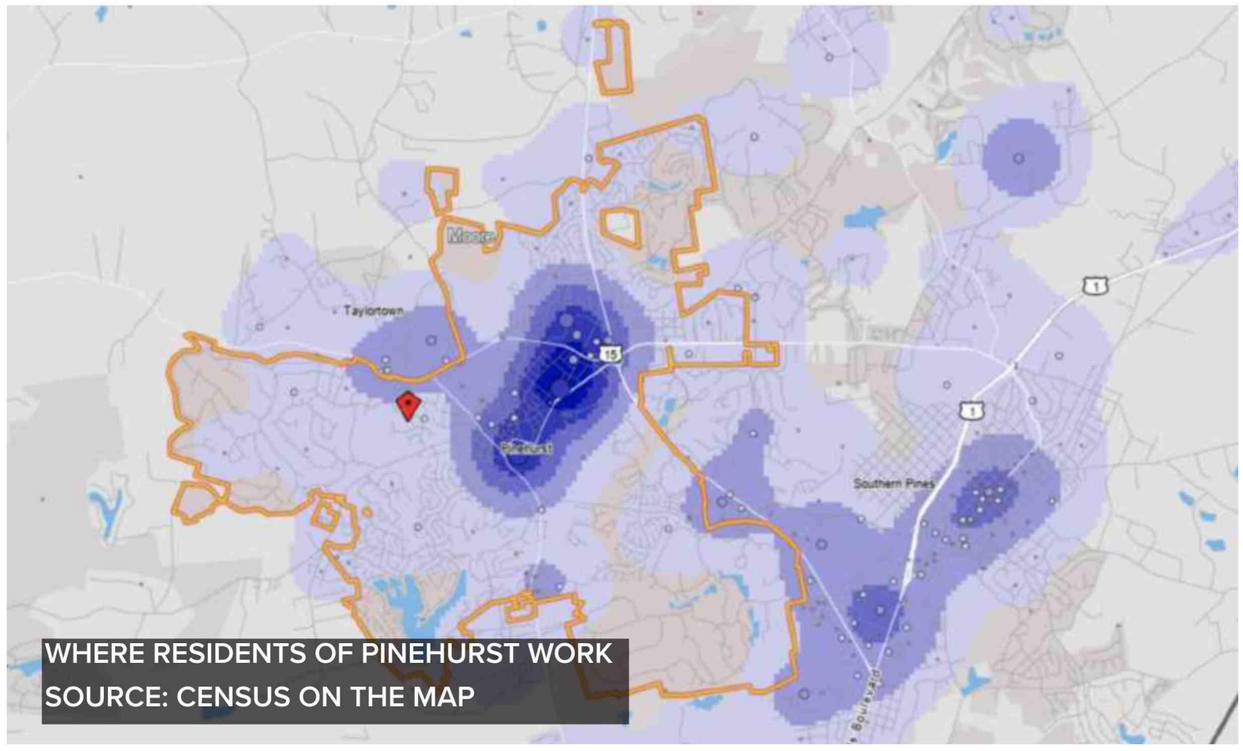








WHERE WORKERS OF PINEHURST LIVE
SOURCE: CENSUS ON THE MAP



WHERE RESIDENTS OF PINEHURST WORK
SOURCE: CENSUS ON THE MAP

DUGGAL ADVISORS

SCOPE & APPROACH

- SITE ANALYSIS
- DEMOGRAPHIC & ECONOMIC ANALYSIS
- COMPETITIVE SUPPLY & DEMAND ANALYSIS
- INNOVATION HUB ANALYSIS
- REVENUE & COST OF LAND USE ANALYSIS
- RECOMMENDATIONS

Innovation District Example Ingredients
Physically compact
Mixed-use
Location of cultivators (Incubator, accelerator, tech transfer offices, etc.)
Neighborhood amenities
Public realm spaces (parks, plazas)
Availability of space for start up businesses or inexpensive housing

2019 COMP PLAN GOALS

PINEHURST SOUTH

» Study Innovation Hubs & compare attributes of Pinehurst South to critical success factors

- What's already in place
- What can & can't be changed
- What needs to be done

Q2

SMALL AREA PLANS
BENEFIT TO COMMUNITY

OVERVIEW COMES FROM MARKET RECONNAISSANCE

SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

For-Sale Residential Opportunity Summary

Overall Market Strength	Strong
Downtown Suitability	High
Land Uses Along Main and Center Streets	Townhomes Condos – isolated units above retail
Land Uses Along Route 27	Single-family Detached Townhomes
Target Market Audience	SFD – Families TH – Singles, Couples, Families Condo – Singles, Couples
Product	Small to mid-lot SFD Townhomes Condo as second story use
Opportunities	Help bring additional people downtown with residential
Level of Opportunity	SFD: High TH: High Condo: Low

DETAIL COMES FROM FULL MARKET STUDY



Small Lot SFD
24-36 Annual Sales
Range: $425K-$525K
Size: 1,500-3,500 SF



Townhomes
10-26 Annual Sales
Range: $275K-$350K
Size: 1,300-2,500 SF

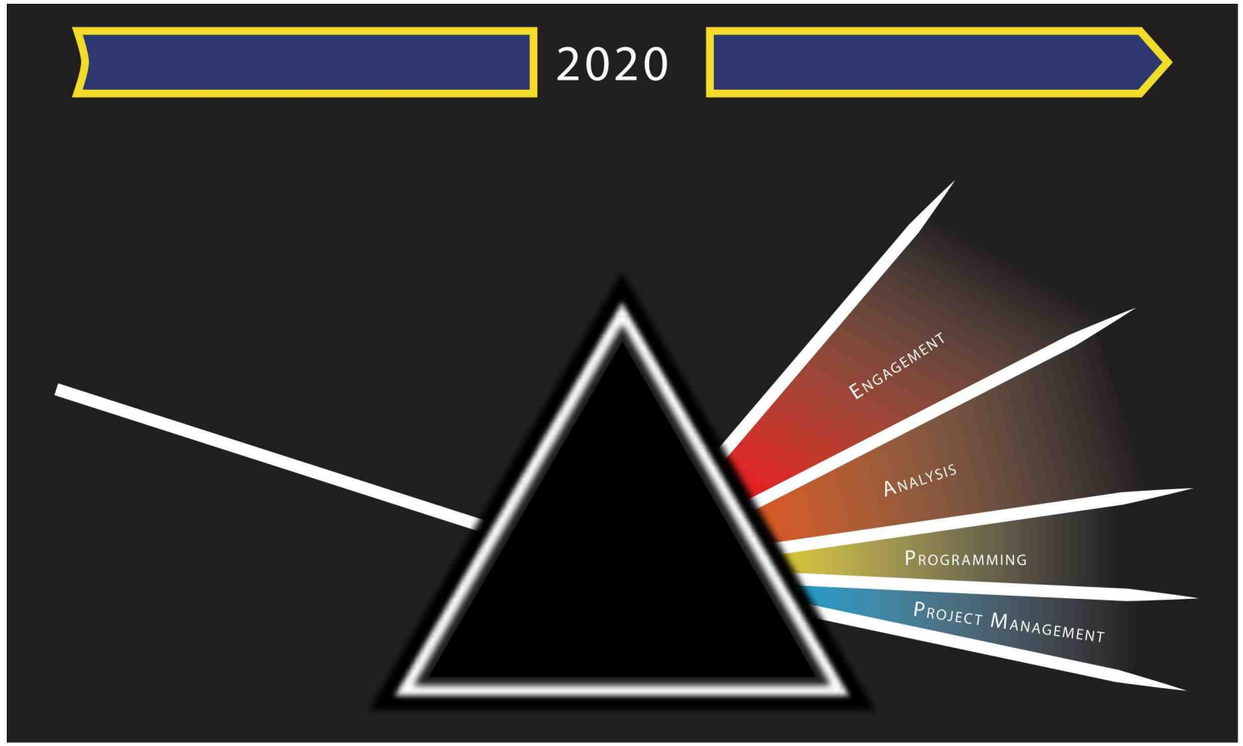


Condominium
Few Annual Sales
Range: Under $300K

The price ranges, sizes, and absorptions provided are of a general nature, and any specific site could do better or worse than the projected average.

DESIGNCOLLECTIVE ARCHITECTURE | PLANNING | INTERIORS · DUGGAL REAL ESTATE ADVISORS · Sabra, Wang & Associates, Inc. Engineers · Planners · Analysts

Q3

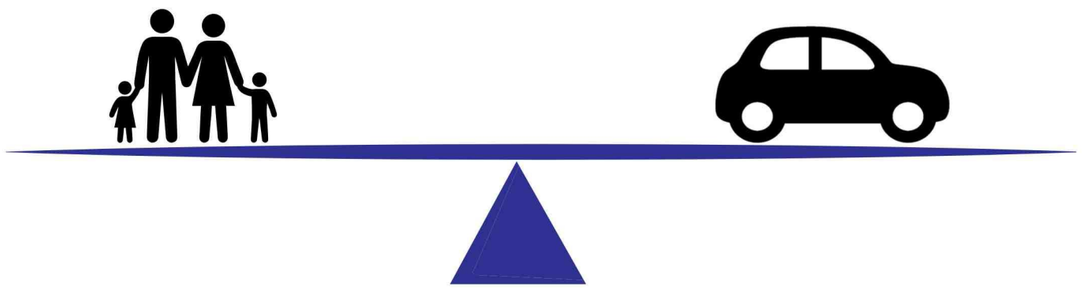




RAMEY KEMP
TRANSPORTATION

Moving forward.
RKA
RAMEY KEMP ASSOCIATES

a. 6 offices in NC, SC and VA
b. 75 employees
c. Focus exclusively on transportation
d. Roger has worked with Design Collective
e. RKA currently working with Village & NCDOT on NC 5 widening study







RAMEY KEMP

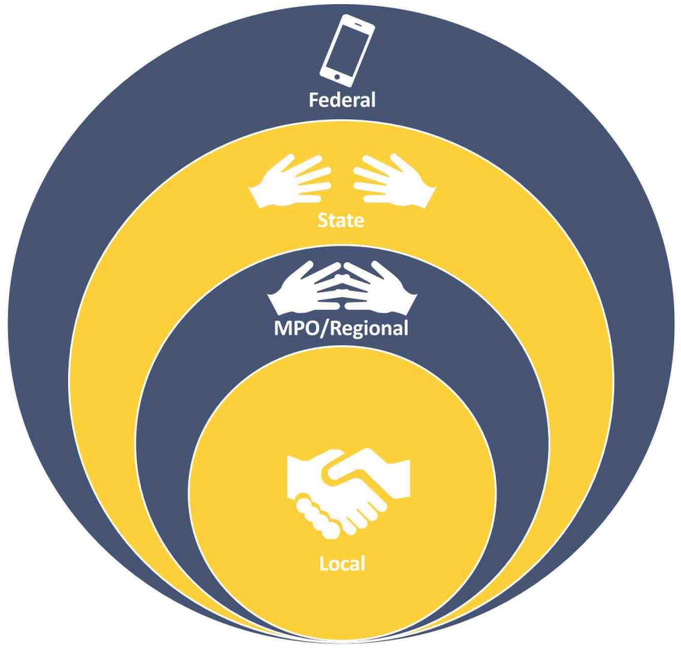
SCOPE & APPROACH

DISCOVERY

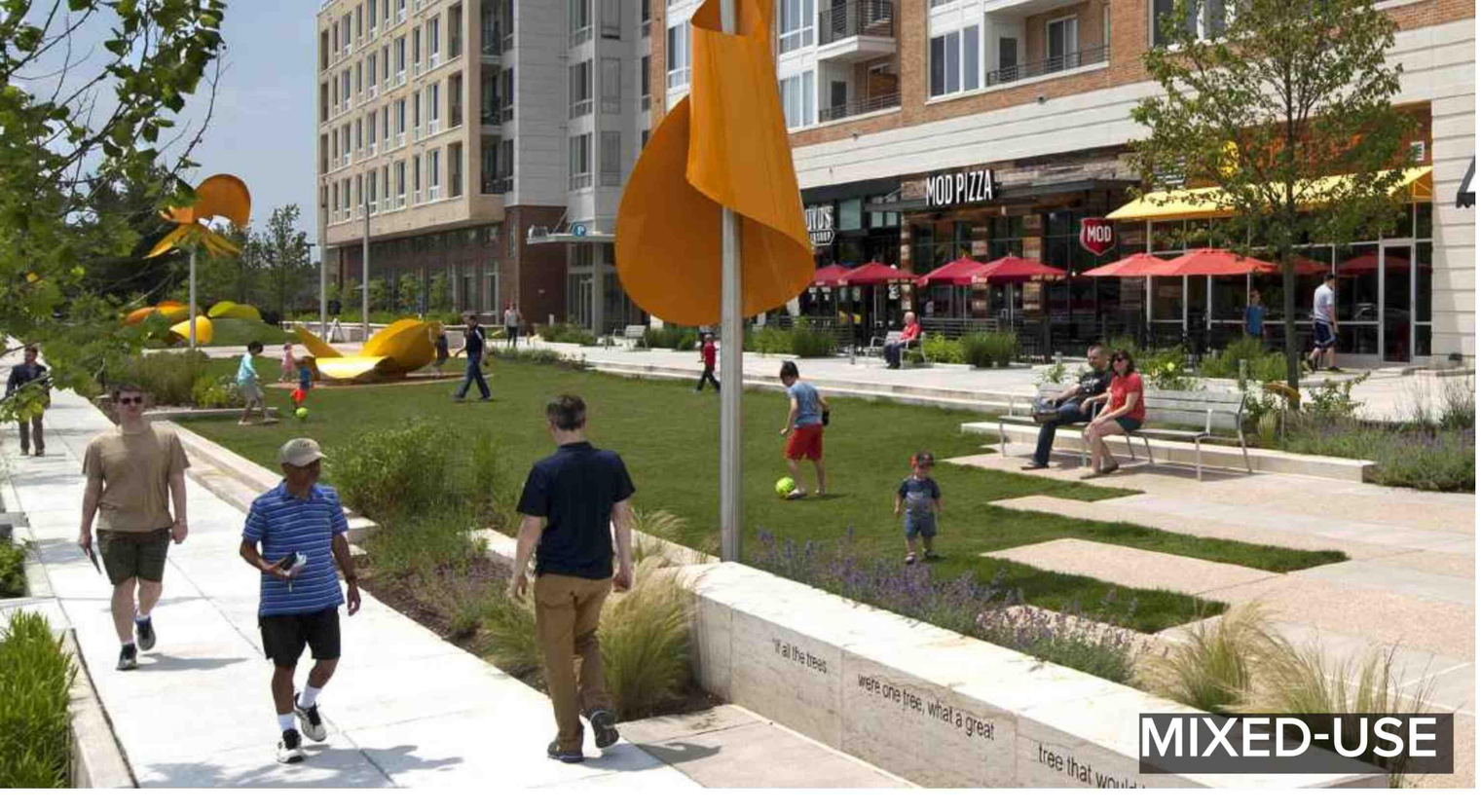
ENGAGEMENT

EVALUATION

RECOMMENDATIONS



PLANNING & URBAN DESIGN PRINCIPLES



MIXED-USE



CONTEXTUAL DESIGN

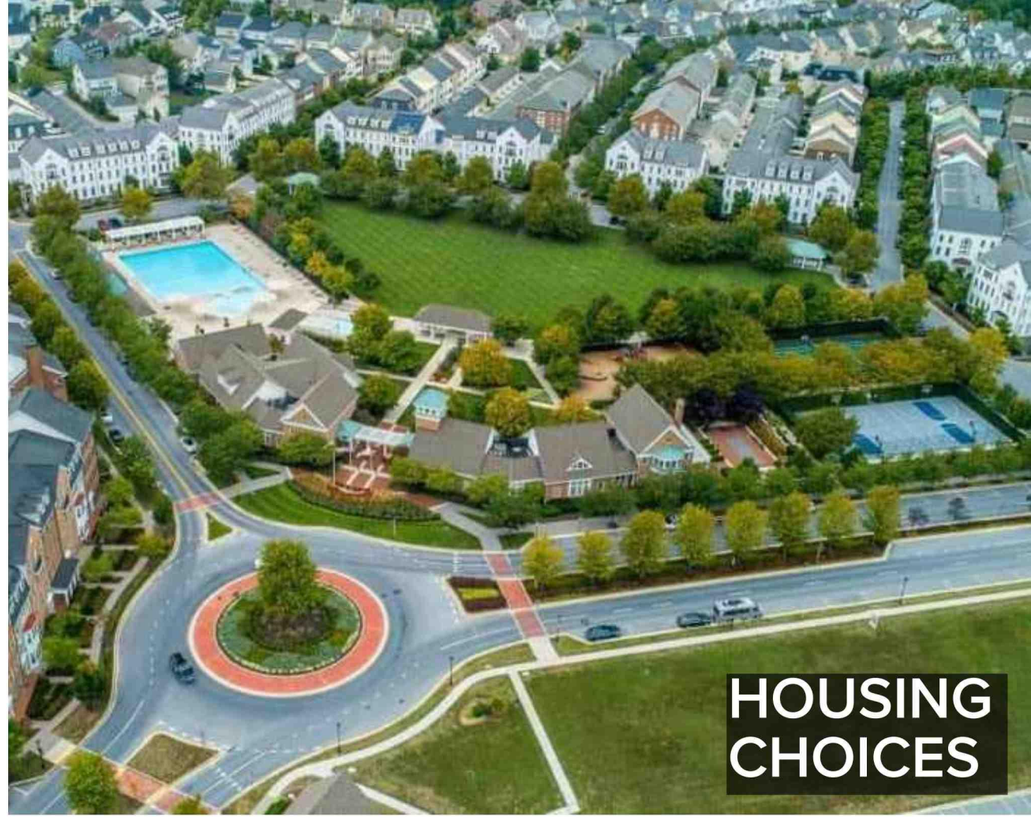


ECONOMIC DEVELOPMENT



CONNECTIVITY


WALKABILITY


HOUSING
CHOICES


PLACEMAKING



VILLAGE OF PINEHURST, NORTH CAROLINA
2019 COMPREHENSIVE PLAN

ADOPTED: OCTOBER 2019

2019 COMP PLAN GOALS

VILLAGE PLACE

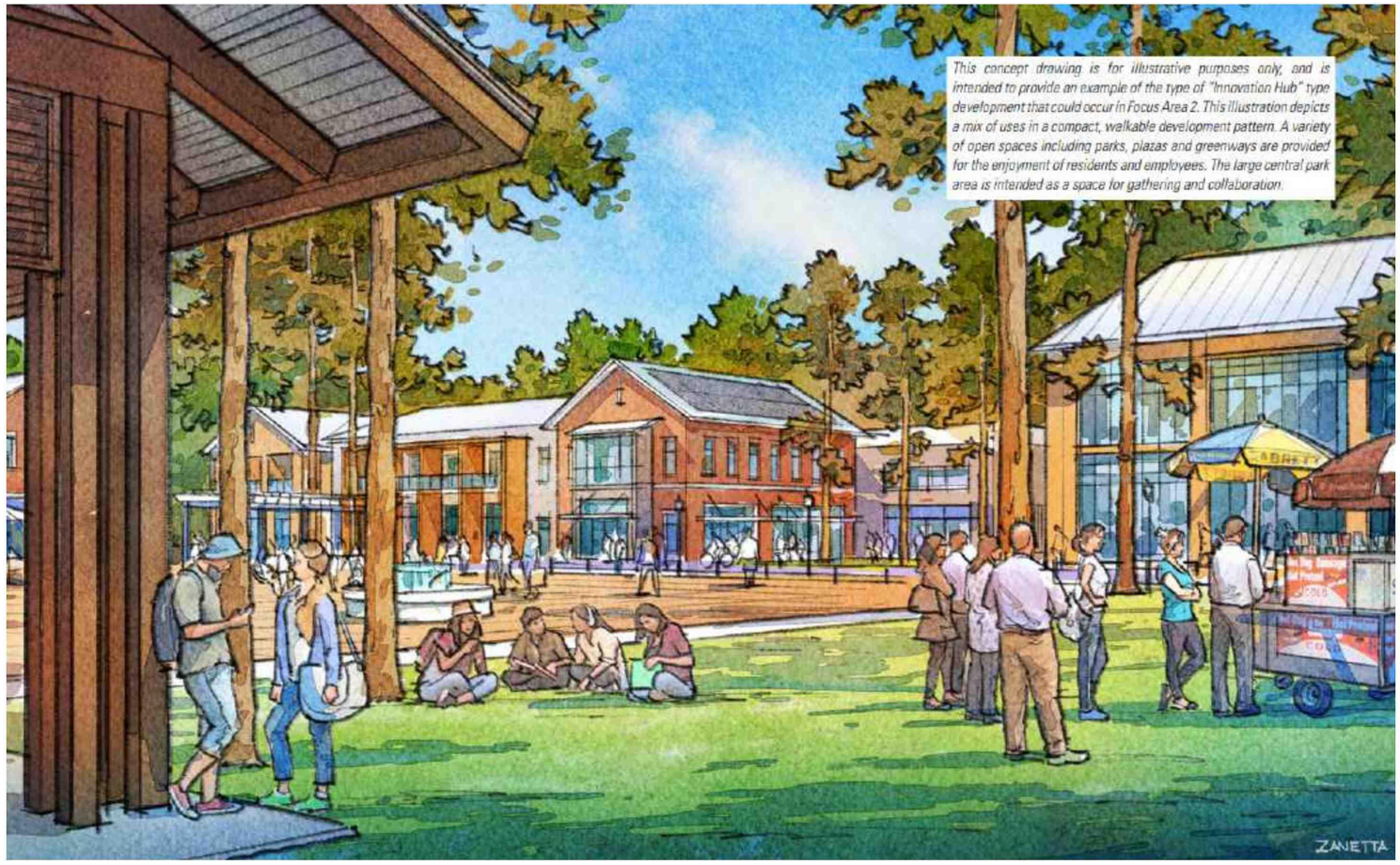
- » Create a mixed-use, walkable, destination
- » Connect to the Village Center
- » Create a gateway at 211
- » Enhance with arts and cultural attractions
- » Emulate Pinehurst character
- » Respect Guiding Principles 1, 2, 3, and 7
- » Respect and emulate the Olmsted/Manning principles



Q1

2019 COMP PLAN GOALS

PINEHURST SOUTH



- » Create an Innovation Hub
- » Support business expansion, jobs, entrepreneurs
- » Consider strategies to minimize/ mitigate traffic impacts
- » Respect Guiding Principles 1, 2, 5, and 7

Q1











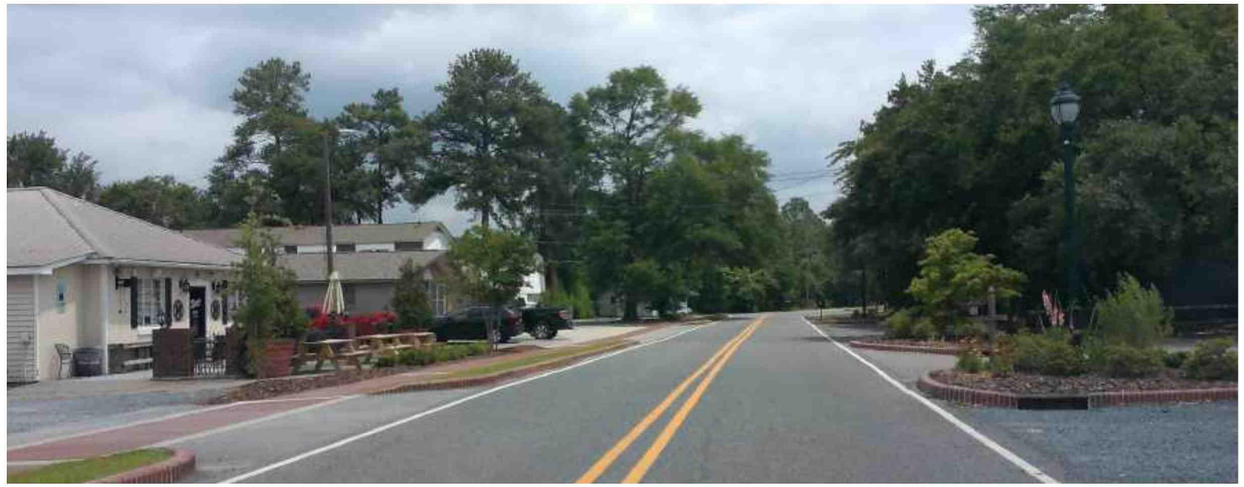
SMALL AREA PLANS

BENEFIT TO COMMUNITY

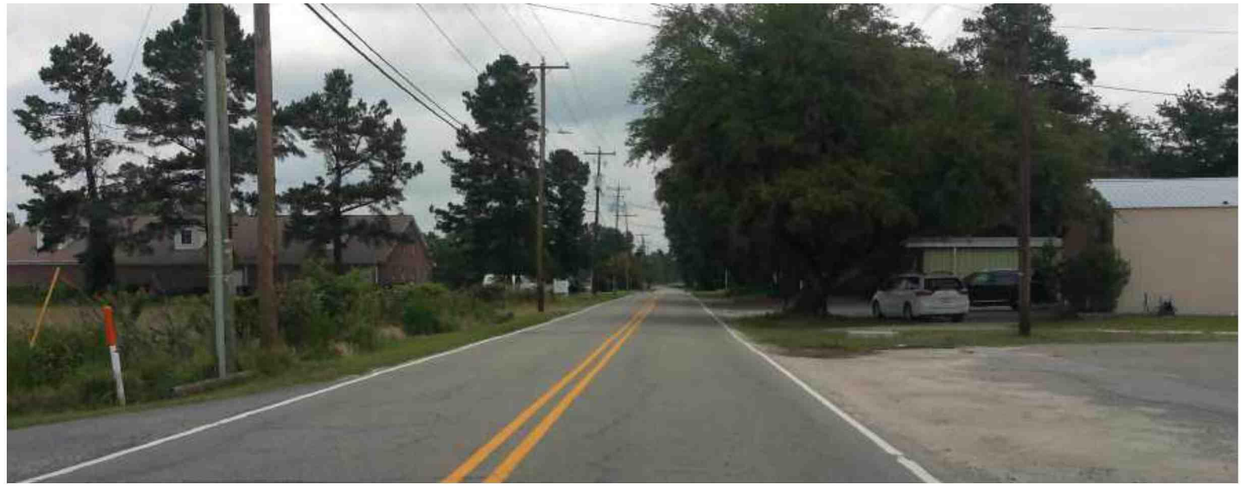
1. Define an agreed upon Plan
2. Define a strategy for the public services land
3. Guide predictable change with measurable metrics
    i. Quantitative and qualitative measures
    ii. Implementation strategies
4. Define and ensure quality of life benefits



Q1





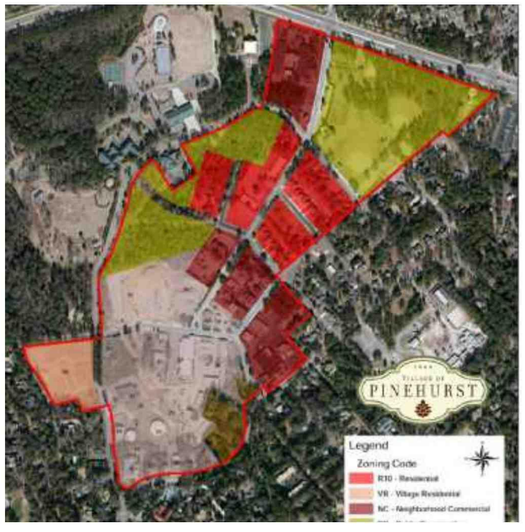


INITIAL THOUGHTS

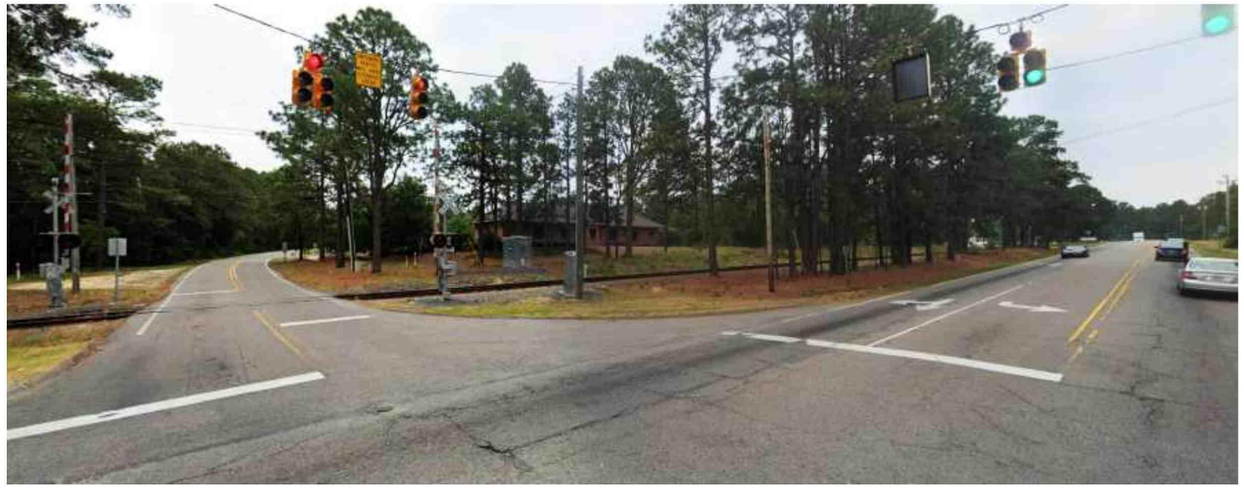
VILLAGE PLACE

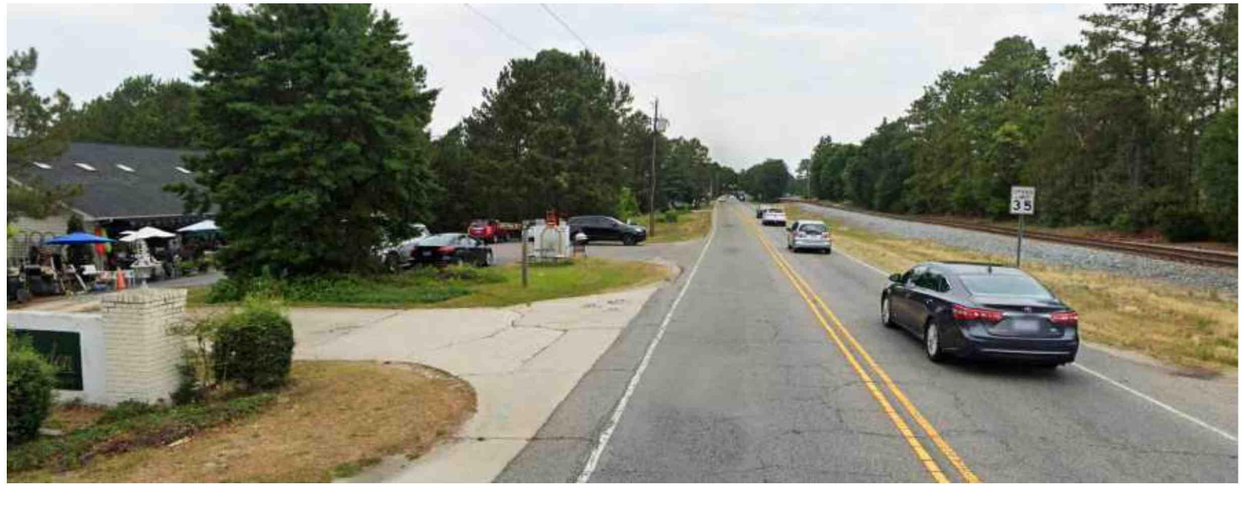
1. The Vision – extension of Village Center – streets v pathways (Pine Crest Inn)
2. Grow small town character out - not highway commercial in
3. Transformative – Olmsted/Manning
4. Coordination - major landowners
5. Much of area is not in Historic District
6. Connect to Greenway Trails and parks







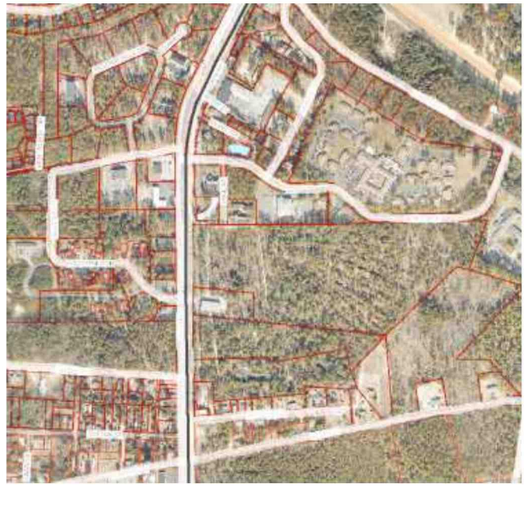


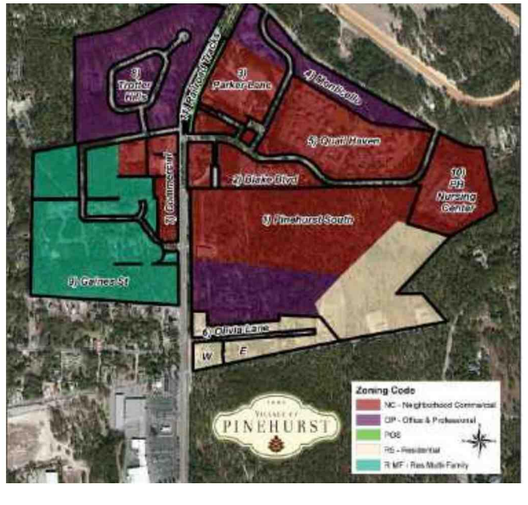


INITIAL THOUGHTS

PINEHURST SOUTH

1. The Vision – an Innovation Hub
2. Goals are achievable; approach may need refinement
3. Relocation of public services complex?
4. Calm traffic along Highway 5
5. Create a gateway and enhanced branding
6. Address traffic and RR impacts
7. Transformative – reshape fragmented development patterns





PROJECT UNDERSTANDING & GOALS









1. Prepare two small area plans
2. Why? Change is inevitable
3. Define and guide change
4. Define and guide change to be consistent with Village Character
5. Create a predictable implementation strategy
6. Build support through a robust engagement process



PROJECT APPROACH

3-PHASED APPROACH – 7 MONTHS

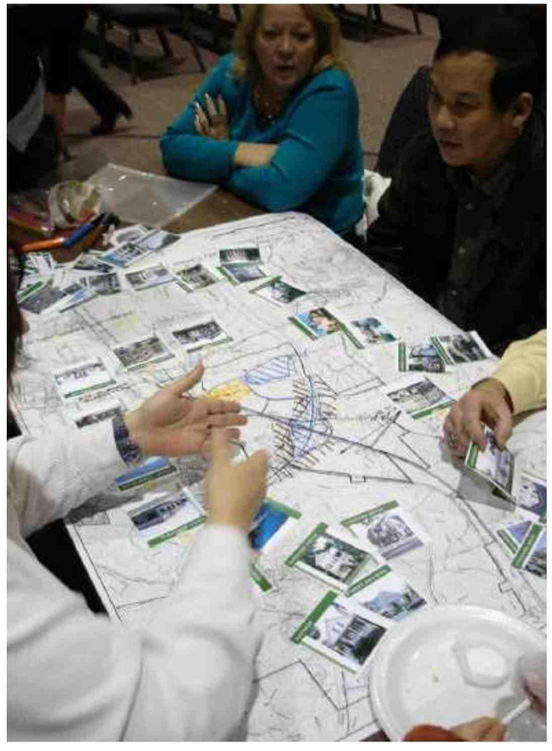
1. Data Collection, Assesment/Inventory of Exsiting Conditions and Analysis (2 months)
2. Planning, Urban Design, and Plan9s0 Evaluation (3 months)
3. Final Small Area Plans and Report (2 months)
4. Plan Adoption (3 months)



SCHEDULE

	PHASE ONE		PHASE TWO			PHASE THREE		PLAN ADOPTION PHASE			
	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
PHASE 1: DATA COLLECTION, ASSESSMENT/INVENTORY OF EXISTING CONDITIONS, & ANALYSIS											
Task 1: Kick off meeting & study area tour											
Task 2: Prepare updated schedule											
Task 3: Establish website											
Task 4: Stakeholder interviews (in person and via conference call)											
Task 5: Inventory of existing conditions and analysis											
Task 6: Market Demand Analysis											
Task 7: Transportation Analysis											
Task 8: Online surveys (if desired)											
Task 9: Best practices											
Task 10: Public Workshop 1: Visioning											
PHASE 2: PLANNING AND URBAN DESIGN											
Task 11: Conceptual Plan Options											
Task 12: Client review and comments											
Task 13: Update and finalize 2 or 3 development scenarios											
Task 14: Prepare workshop presentation											
Task 15: Public Workshop 2: Plan Options and Evaluation											
Task 16: Online surveys (if desired)											
PHASE 3: FINAL DELIVERABLES								IF NEEDED			
Task 17: Draft plans/graphics/illustrations/implementation strategies											
Task 18: prepare workshop presentation											
Task 19: Public Workshop 3: Open House - Final Plan											
Task 20: Final Plan											
Support during adoption											
Trips to Pinehurst for public events, client coordination Meeting											
		INTERVIEWS	ANALYSIS	WORKSHOP		PLAN OPTIONS	REFINED PLANS	WORKSHOP	DRAFT PLAN REPORT	WORKSHOP	
INTERIM DELIVERABLES											
COUNCIL FEEDBACK											

Q10







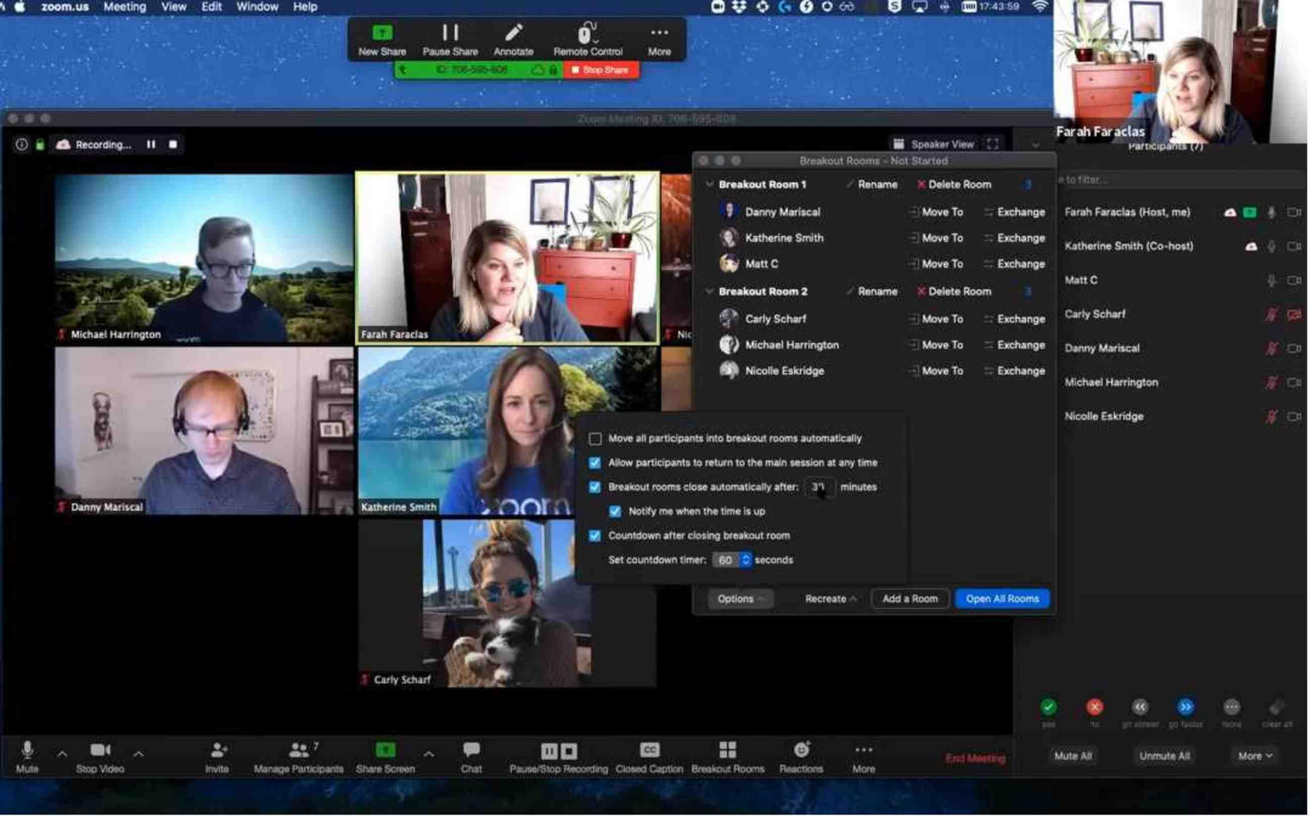


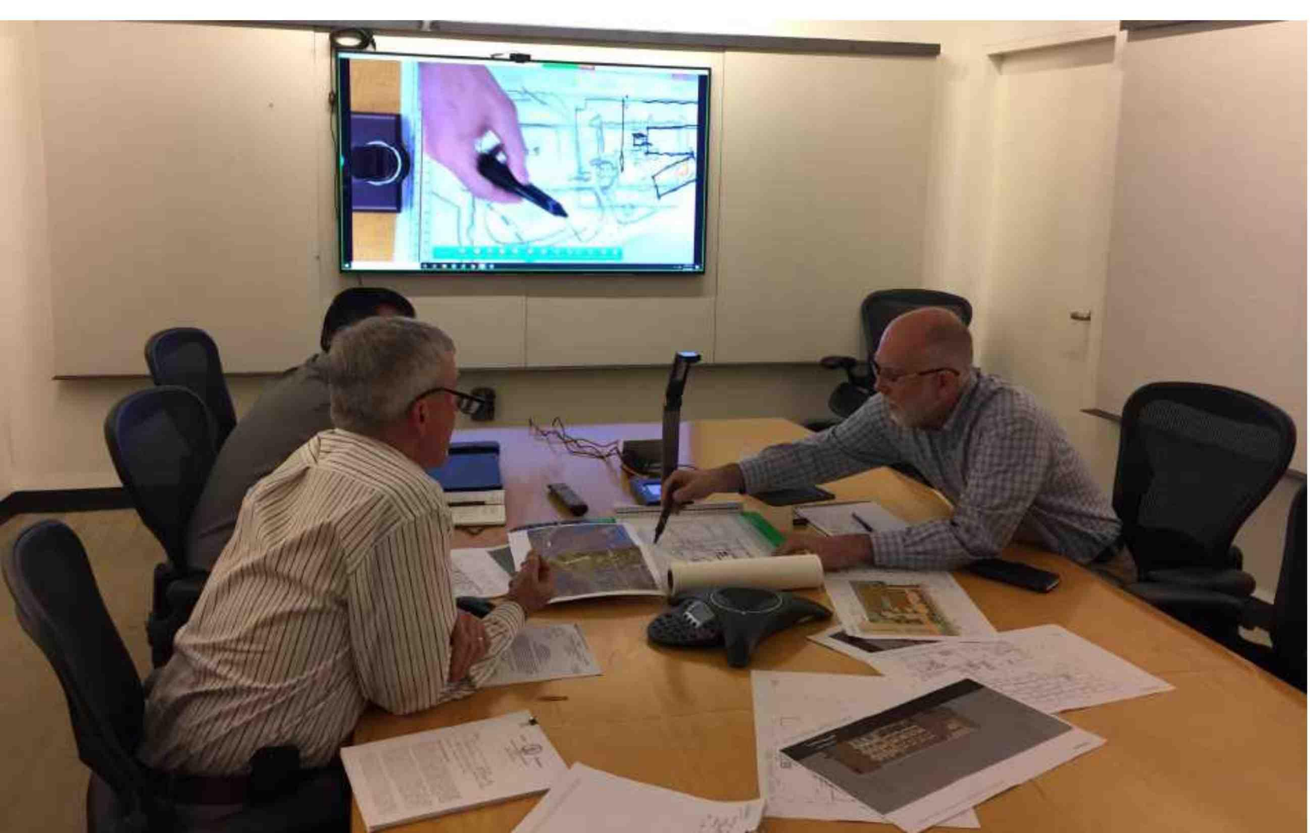


PUBLIC ENGAGMENT OVERVIEW

- » Stakeholder Interviews
- » Interactive Public Workshops
- » Engaging “hard to reach” groups
- » Website
- » Surveys
- » Mobile Workshops
- » Virtual

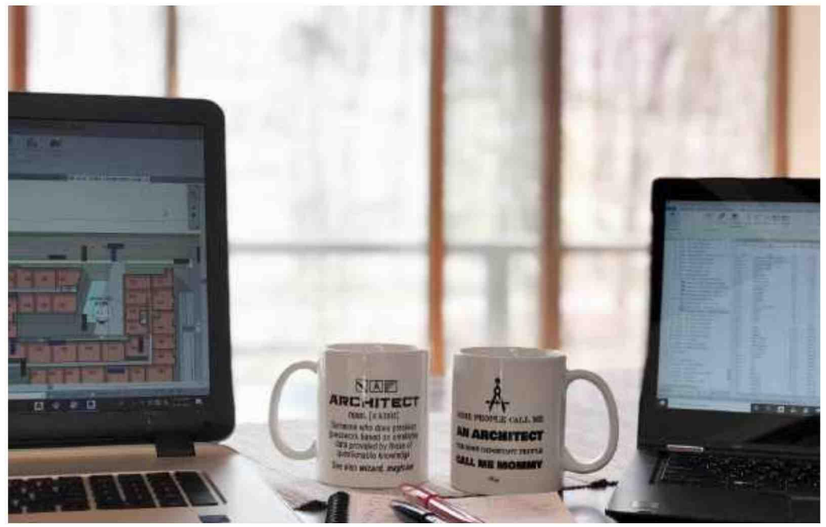
Q7





VIRTUAL ENGAGEMENT

- » Website calendar of events
- » Virtual Tour with Street-view
- » Video conference interviews
- » Virtual Workshops with Breakout Rooms
- » On-line feedback
- » Webinar or Town Hall (Open House)



Q7

PROJECT APPROACH

PHASE I





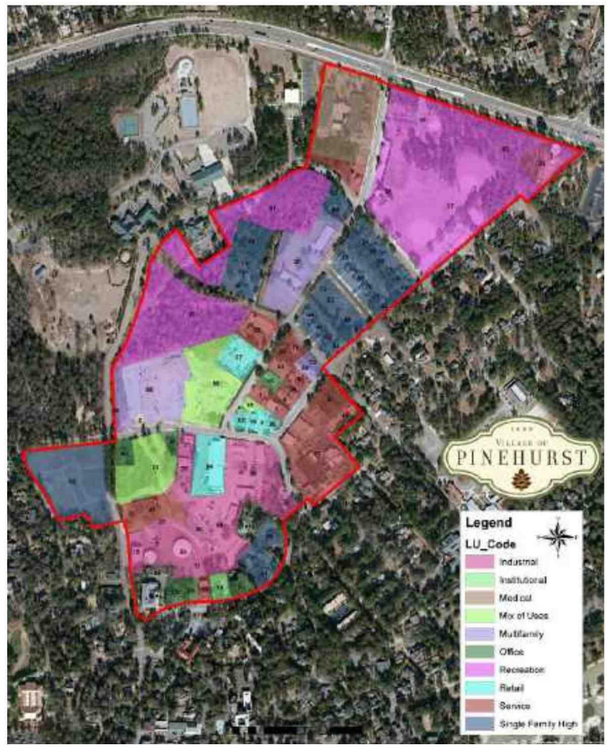












- » Kick-off Meeting & Study Area Tour
- » Stakeholder Interviews (Focus Groups)
- » Document & Assess Existing Conditions
  - Planning, Land use, History, and Context
  - Market Demand Analysis
  - Transportation Analysis
- » Best Practices
- » Visioning Workshop



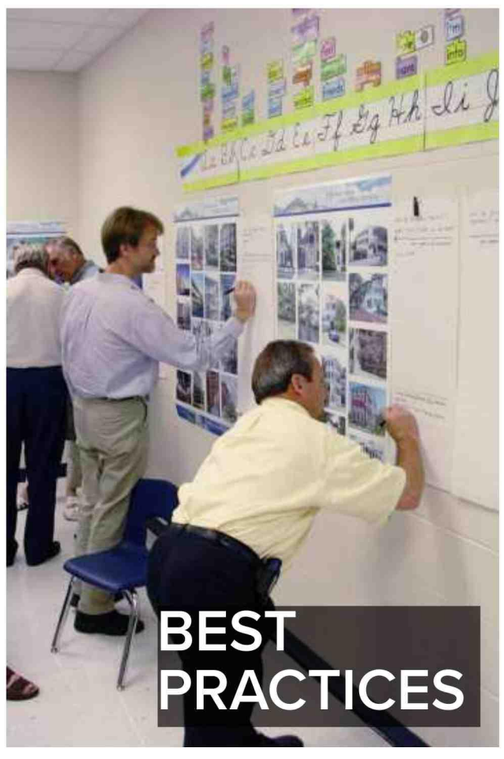
PUBLIC WORKSHOP

VISIONING

Understanding issues, concerns, perceptions; historic, cultural, and environmental assets; and what we need to educate our team







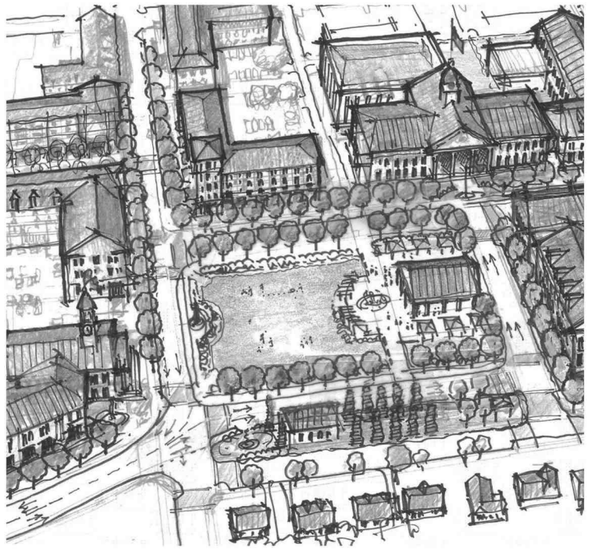




PROJECT APPROACH

PHASE II





PLAN OPTIONS & EVALUATIONS

- » Prepare Scenario Options
- » Understand and leverage previous plans: Comp Plan, 2008 NewCore Plan, others
- » Review with Client
- » Refine and Prep for Workshop

WORKSHOP PLAN EVALUATION

- » Draft Implementation Strategies
- » Surverys & Mobile Workshops







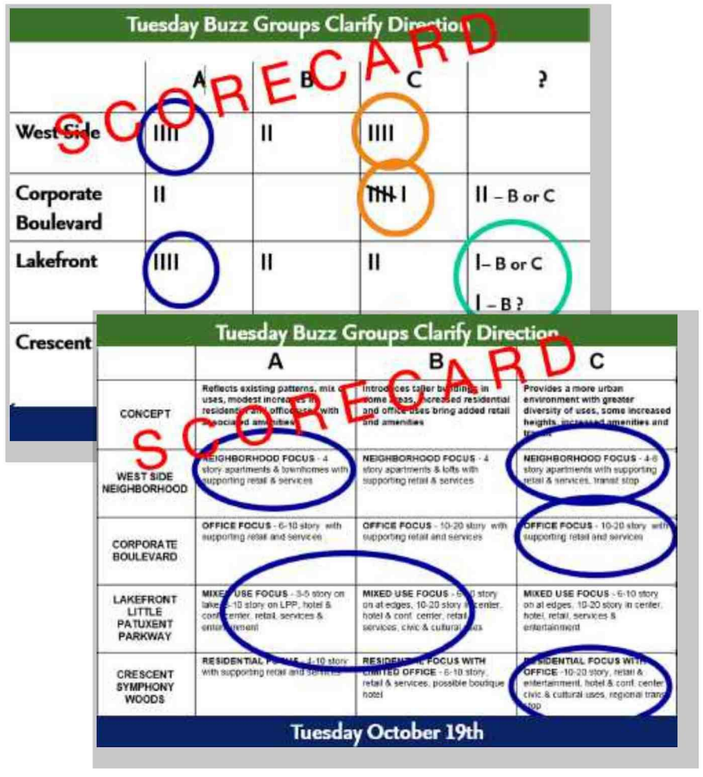


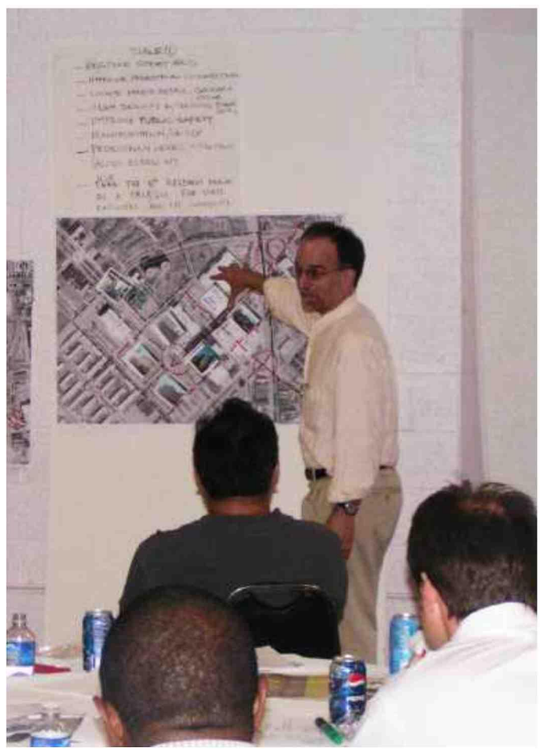


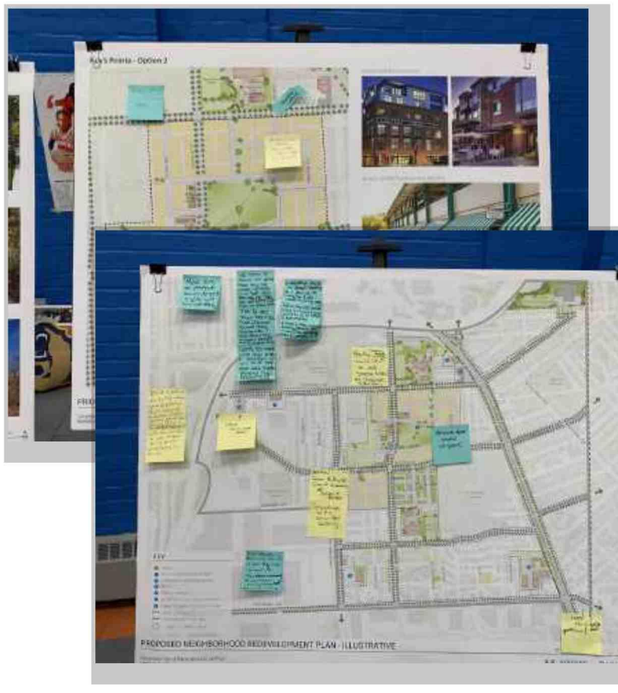


PUBLIC WORKSHOP
PLANS EVALUATION

- » Reconcile differences
- » Use democratic methods
- » Utilize scorecards
- » Document workshop notes/comments
- » Rank visual preferences (precedent)
- » Conduct polling (on-line)









Q9



PUBLIC WORKSHOP
PLANS EVALUATION

EDUCATION

“Opposed to particular housing types…”

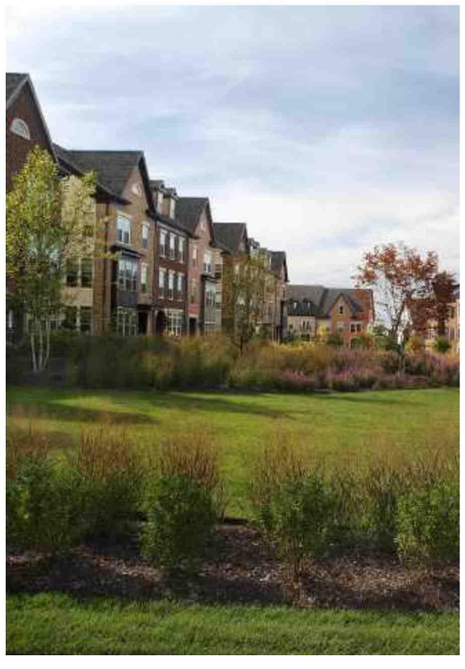
» Integrate and transition appropriately

» Open space, parks, greens

» Walkable block and street patterns

» $400,000 to $1.5 M price range











Q8







PUBLIC WORKSHOP
PLANS EVALUATION

EDUCATION

"Opposed to mixed-use density...scale... change..."

» Encourage a qualitative discussion

» Consider placemaking

» Define benefits, amenities

» Visualize mixed-use & density

» Consider how a street network distributes traffic (trips)

» Consider traffic impacts



Q8







PUBLIC WORKSHOP
PLANS EVALUATION

EDUCATION

"Opposed to mixed-use density...scale... change..."

» Encourage a qualitative discussion

» Consider placemaking

» Define benefits, amenities

» Visualize mixed-use & density

» Consider how a street network distributes traffic (trips)

» Consider traffic impacts



Q8





















PUBLIC WORKSHOP
PLANS EVALUATION

EDUCATION

“Concern about cost…taxes…fiscal impacts… burden on tax payers…”

» Utilize 2017 Fiscal Analysis

» Apply agreed upon metrics

» Consider public investments

» $10M public parks ➜ $150M private investment

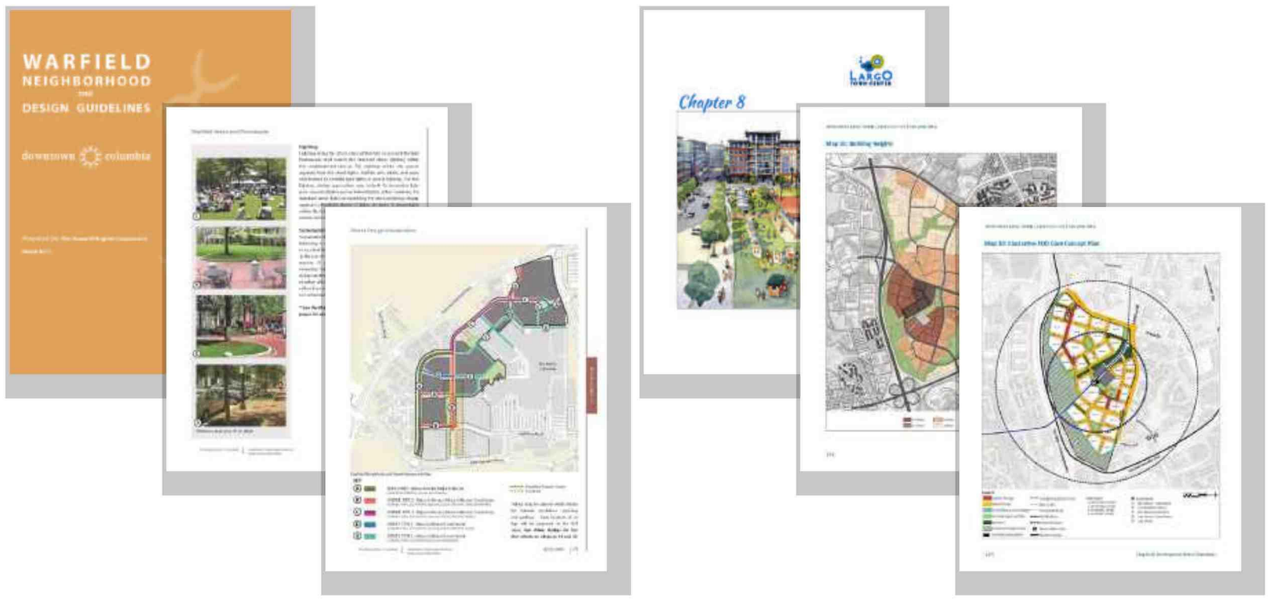
» 1,500 new jobs

» $2.5 M net new annual revenue



Q8





PROJECT APPROACH

PHASE III

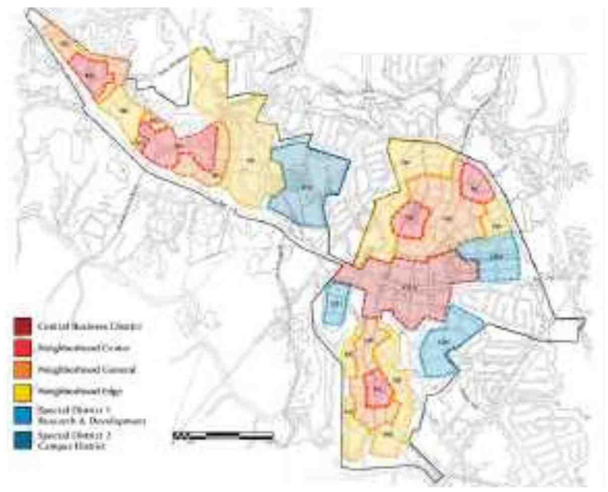
FINAL SMALL AREA PLANS

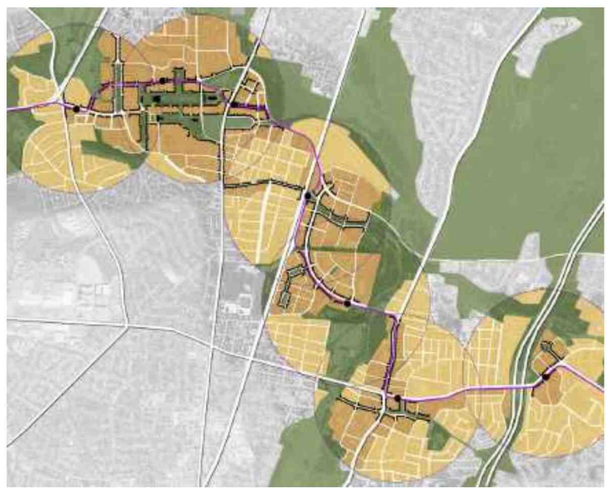
a. Draft plans, recommendations, renderings
b. Approach to Form Based Code
c. Public Open House
d. Draft Report
e. Final Small Area Plans and Report











PHASED APPROACH

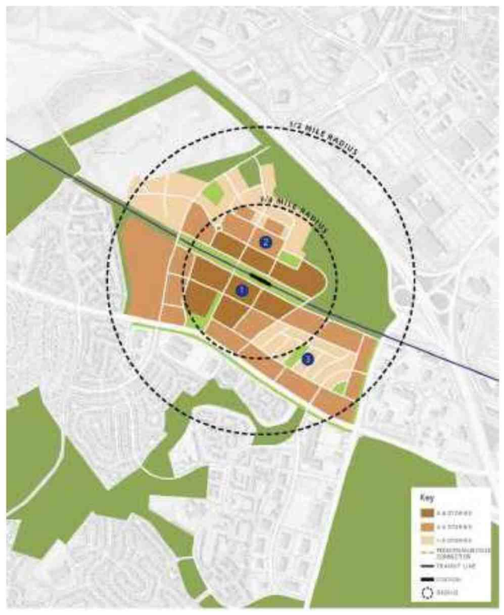
OUTCOMES & DELIVERABLES

- » Small Area Plans
- » Artist renderings and other graphics
- » Development Spreadsheet
- » Development Standards or Approach to Form Based Code
  - Regulating Plan
  - Support diagrams and standards
- » Implementation Strategies
  - Fiscal Analysis
  - Zoning and/or PDO recommendations
  - Matrix of recommendations/actions

Q5&6







PHASED APPROACH

OUTCOMES & DELIVERABLES

» An Implementable Plan
- An Implementation Matrix
- Realistic actions + aspirational
- Immediate (short term) actionable items
- Feasible transportation recommendations

» Other Scope Considerations
- Mobile Workshops
- Walk Survey
- Tactical Urbanism
- Quick Wins
- In depth case studies

Q5&6

QUESTIONS?

1895

VILLAGE OF

PINEHURST

PLANNING AND INSPECTIONS DEPARTMENT STAFF MEMO

To: Mayor Strickland and Village Council
From: Darryn Burich, Planning & Inspections Director
Cc: Jeff Sanborn, Village Manager and Natalie Dean Hawkins, Assistant Village Manager
Date: October 10, 2020
Subject: Design Collective Small Area Plan Contract

The Village's 2019 Comprehensive Plan recommended creation of Small Area Plans for the Village Place/Rattlesnake Trail Corridor (Village Place) and NC Hwy 5 (Pinehurst South). These are identified as prioritization strategies 2.8 and 2.3 respectively in the Implementation Matrix starting on page 221 of the Plan. These particular areas are discussed as Focus Area 2 (Pinehurst South) and Focus Area 4 (Village Place) in the Balancing Conservation and Growth section of the Comprehensive Plan starting on page 49. Recognizing that there will be a significant level of effort involved to create the plans, the Village's 2021 Strategic Operating Plan funded an Initiative Action Plan (IAP) calling specifically for development of these two Small Area Plans (page 43 2021 SOP).

The Small Area Plans will help to set and protect a land use and development pattern for each of the areas and will help to ensure that any future growth is consistent with the Comprehensive Plan. In April 2020, the Village issued an RFQ for plan development that resulted in 18 formal responses from consultant teams. That list was subsequently narrowed down to five consultant groups that were asked to respond to an RFP and Council interview process that resulted in Design Collective being considered to work with the Village to create the plans.

Design Collective, established in 1978, is a multidisciplinary planning and design firm located in Baltimore, Maryland that has prepared numerous small area plans, Form Based Codes and Pattern Books for public sector clients. The firm employees 85 persons that includes planners, architects, landscape architects, interior designers, and urban designers.

It should be noted that during the course of the RFP review process, the scope of the project evolved to also include development of Form Based Codes (FBC) for the two areas. Development of a FBC is a companion document to another plan (in this case the Small Area Plans) that is heavily design oriented with respect to such items as building massing and frontage requirements, architectural standards, signage, street types, streetscaping, and open space types and design. The FBC becomes the regulating document for the area. Design Collective was asked to update their proposal to include development of FBCs for both planning areas.

Staff has been working with Design Collective on a contract for the Small Area Plans and FBCs. Attached is the most recent draft of the contract for discussion. The contract is comprised as follows:

1. Scope of Services/Project Timeline. Appendix A
2. Compensation/Fee Schedule/Reimbursable Expenses. Appendix B
3. Hourly Rates. Appendix C
4. Terms. Appendix D

The proposed contract includes development of the two small area plans and Form Based Codes. The base contract cost is $190,000. The base fee would be distributed between the consultant team as follows:

- Design Collective (overall plan development) $143,245
- Duggal Real Estate Advisors (market analysis element) $26,000
- Ramey-Kemp (transportation and mobility element) $20,755

The contract notes reimbursable expenses, in addition to the base fee, that are approximately 5%-10% of the total fee and are estimated at between $9,500-$19,000. These costs generally include printing and travel related costs. Please see Appendix B of the contract for more information.

The contract includes an optional service (beyond the base fee) that would include a comprehensive assessment of the PDO along with accompanying recommendations for amendments. This would cost $5,000 and can be added in during the course of the project. This assessment could also assist with the upcoming IAP to update the PDO currently scheduled for 2022 in the SOP.

Design Collective is proposing to complete the project within a 7-8 month timeframe with final deliverables provided by May-June 2021. Design Collective's scope and fee is based on proceeding with development of the two plans simultaneously and holding meetings and workshops concurrently to reduce the amount of trips and travel time (5 trips are currently planned). They are proposing to create one report that would include both plans. If two separate plans are desired, Design Collective has included an optional service cost of $10,200 as identified on page 15 of the contract proposal. The added cost to create separate reports is due to increased editing time (approximately 60-80 hours).

Total costs, if Council desires separate reports for Village Place and Pinehurst South and the PDO assessment, including reimbursables, would be $224,200. The FY21 budget includes $150,000 for a difference of $74,200 with the majority of the increase cost due to the addition of the two FBC's.

The contract identifies three phases for development of the plans as follows:

- Phase One: Data Collection, Inventory of Existing Conditions, & Analysis (Nov-Dec 2020)
- Phase Two: Planning, Urban Design and Plan Evaluation: Draft FBC's (Jan-March 2021)
- Phase Three: Final Small Area Plans and Report; Final FBC (April-May 2021)

The contract identifies an overall scope of services provided by Design Collective in developing the plans as well as individual scope of services for the sub consultants (Duggal Real Estate Advisors and Ramey-Kemp) that will contribute to plan development.

Based on the response to the RFQ, RFP, interviews, reference checks and review of comparable materials (i.e. plans, FBCs, pattern books) staff believes that Design Collective is qualified to do the work as proposed. With the ongoing interest in Pinehurst and the region in general, recently elevated by the USGA proposal, the community will continue to experience growth pressures. Particularly, these two areas will experience additional growth pressure because they have vacant or redevelopable lands in desirable locations so protecting the land use and development pattern is crucial. These two Small Area Plans and Form Based Codes will help to ensure that future growth is appropriately managed to meet the community's vision and Comprehensive Plan goals and guiding principles. At a minimum the plans will require updates to the PDO (both text and official map amendments) to provide for plan implementation.

In addition to the proposed contract, included with this item in Novus is the original RFQ response, post interview response, and comparative work samples created by the Design Collective team.

Please let me know if you have any questions. I have talked to the project lead at Design Collective and they are willing to talk with Council via electronic platform if needed.

PROPOSAL ADDENDUM

The Design Collective Team is pleased to present the following addendum to our Contract in response to the fee-related question, received on September 28, 2020.

FEE & SCOPE REFINEMENTS

A clarification was requested regarding the increase in our July 14, 2020 proposal fee compared to our June 18, 2020 fee.

The primary reason for an increase in fee is the additional scope and effort associated with a complete, comprehensive Form Based Code (FBC) for Village Place.

Design Collective's June 18, 2020 proposal did not include a complete, comprehensive FBC for Village Place or Pinehurst South, but did include a comprehensive evaluation of the Village's PDO. Our total team fee, inclusive of travel and reimbursable expenses, was $149,755.

Design Collective has prepared several FBCs, including the Downtown Columbia neighborhood-specific documents, shared with the Village previously. Our FBC fees typically range from approximately $50,000 to as much as $90,000, depending upon the size of the site or study area, the complexity of the master plan, and client requested content and approach. (The Downtown Columbia documents represent the higher end of the fee range.) Our correspondence on July 14, 2020 indicated a typical minimum fee of $50,000.

Design Collective's July 14, 2020 proposal included a complete, comprehensive FBC for Village Place. Our total team fee, inclusive of travel and reimbursable expenses (if estimated at 10%), was $192,500. Since a comprehensive evaluation of the Village's PDO was included as an option for an additional $5,000, the actual total team increase in fee when comparing similar scope, other than the FBC, is approximately $47,745. Approximately $46,000 of this is for the FBC; the remainder of this increase is due to reimbursable and travel expenses at 10% of a higher total fee. (To note, we revised our proposal so that reimbursable and travel expenses are additional and billed separately, given the possibility that anticipated travel may be less than anticipated given the current pandemic situation.)

Design Collective's fee increased from $100,000 (inclusive of travel and reimbursable expenses) to approximately $141,070 (assuming reimbursable and travel included at 10%). Adding back in $5,000 for the comprehensive evaluation of the PDO, since it is an option, suggests an approximate Design Collective fee of $146,070, comparing similar scope and including an FBC; a difference in proposals of approximately $46,000.

A complete, comprehensive FBC for Pinehurst South was included as an option for an additional $15,000.*

A lower than typical fee for the FBCs is based upon our team's desire to provide a competitive fee and to express our enthusiastic desire for this project. Additionally, we anticipate that the FBC for Village Place will establish an overall approach and framework that will enable the Pinehurst South FBC effort to be efficient. (Although $15,000* is not likely enough to cover our effort, we will honor our proposal.)

Our consultant's scope and fees did not changed from our June 18, 2020 proposal. Our July 14, 2020 proposal included the same base fee for our consultants as our June 18 proposal; however, reimbursable and travel expenses are indicated as additional (as noted above). Some additional clarifications (e.g., regarding the number or trips, evaluation of options relative to fiscal impacts and benefits, etc.) are included in the current revised Contract.*

** In our current, October 7, 2020 Contract, the FBC for Pinehurst South is included within the base scope, as discussed and requested; no other fee revisions have been made.*



CONTRACT FOR

PINEHURST SMALL AREA PLANS

THE VILLAGE OF PINEHURST, NORTH CAROLINA

AUGUST 8, 2020; REVISED OCTOBER 7, 2020

Cecily Bedwell
601 East Pratt Street, Suite 300
Baltimore, Maryland 21202
410.685.6655
cbedwell@designcollective.com

Design Collective

ARCHITECTURE
PLANNING
INTERIORS
LANDSCAPE
ARCHITECTURE
ARCHITECTURE
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ARCHITECTURE
PLANNING
INTERIORS
LANDSCAPE
ARCHITECTURE

August 8, 2020; Revised October 7, 2020

Village of Pinehurst
395 Magnolia Road
Pinehurst, NC 28374
www.vopnc.org

Attn: Darryn Burich
Planning & Inspections Director
910-295-8658 dburich@vopnc.org

RE: Pinehurst Small Area Plans
The Village of Pinehurst, North Carolina
Design Collective Marketing No: 905-20-05

Dear Darryn,

Design Collective is pleased to submit our team's contract for the Village of Pinehurst's Small Area Plans for Village Place/Rattlesnake Trail and Pinehurst South/Highway 5 Commercial Area.

The study areas are as identified in the Small Area Plans Request for Qualifications and include:

Village Place/Rattlesnake Trail - Approximately 100 acres in size and represented by 70 different parcels, this area is immediately north of the historic center of the community and stretches out to NC Highway 211.

Pinehurst South - Also known as the Highway 5 Commercial Area, Pinehurst South is an approximate 290 acre limited growth and redevelopment area on the Village's south side containing approximately 145 parcels.

The contract comprises the following components, included as appendices.

Scope of Services

See Appendix A. Scope of Services + Schedule

Timeframe

See Appendix A. Scope of Services + Schedule

We anticipate and have allowed for up to an 8-month schedule for the scope of services listed below (with an additional 3 months of support to the Village through the plan adoption process, if needed). Based on a prompt execution and return of this Contract and confirmation of the scope of services and schedule, we are able to begin this effort as early as November 1, 2020.

Compensation

See Appendix B. Compensation/Fee Schedule

Reimbursable Expenses

See Appendix B. Compensation/Fee Schedule

Hourly Rates

See Appendix C. Hourly Rates

Upon request by the client, additional planning and architectural design services will be provided, billed at our Hourly Rates; estimates may be requested prior to the start of work.

Terms

See Appendix D. Standard Terms

Exclusions

Our team's scope includes planning, streetscape, and landscape design; transportation planning and engineering, and market/economic analysis services. We do not anticipate, nor include, any architectural or landscape architectural design services beyond a conceptual level to convey the envisioned character within the SAP and FBC; civil engineering services; or other similar out-of-scope services.

We offer our commitment, enthusiasm, and passion to the Village of Pinehurst and commit our team to providing the resources needed to perform the scope of work as we have outlined and within the time period requested.

If you are in agreement with the foregoing and following, please sign and date in the designated area and return a copy of this letter to our office. Please be advised that until we receive a signed copy of this letter back from you, we cannot begin our work. Therefore, if time is of the essence, please feel free to send a signed copy of this letter back to us via email.

Sincerely,



Cecily Bedwell, AICP, LEED AP BD+C

Principal - Authorized Firm Representative

Design Collective, Inc.

ACCEPTED:

Date: _____

Sign: _____

Print: _____

Village of Pinehurst Authorized Representative

cc: Finance

X:\1data\1 MARKETING\905-xx Planning\2020\905-20-05 Pinehurst Small Area Plans\06_Proposal\Stage V Contract

APPENDIX A.

SCOPE OF SERVICES + SCHEDULE

The Design Collective team anticipates a schedule of seven (7) months to complete the Pinehurst Small Area Plans Scope of Services and provide the final deliverables in May or June 2021. An additional month is offered, if needed, to allow for some flexibility in the schedule. In addition, the schedule allows three (3) months for Council adoption of the plan, during which time the Design Collective team will be available to support the Village (see the Project Timeline below).

Our scope and fee anticipate that both small area plans will proceed concurrently, meetings and workshops address both areas simultaneously, and the final plan(s) are documented in a single report (separate SAP reports can be prepared as an option; see Compensation/Fee Schedule section). We anticipate in-person client coordination meetings when we are in Pinehurst and additional meetings and coordination via video and/or conference calls. We strongly encourage Council involvement throughout the project's duration, including at meetings and public engagement events, to ensure a seamless process during Council adoption.

Our scope and fee anticipate all meetings and workshops will be coordinated and hosted by the client, including the site tour, stakeholder interviews, client/team meetings, announcements, mailings, and in-person venues (location, A/V equipment, print materials, refreshments, etc.). However, Design Collective will provide graphics for fliers and website postings as included in scope below, and virtual meetings and workshops will be hosted by Design Collective (unless client prefers otherwise).

Our process consists of three (3) following phases:

PHASE ONE: Data Collection, Assessment/Inventory of Existing Conditions, & Analysis
PHASE TWO Planning, Urban Design and Plan(s) Evaluation; Draft FBCs
PHASE THREE: Final Small Area Plans & Report(s); Final FBCs

PHASE ONE: Data Collection, Assessment/Inventory of Existing Conditions, & Analysis

Task 1: Kick-Off Meeting and Study Area Tour (Trip #1): client meeting (discuss and confirm goals, schedule, key stakeholders, potential issues, etc.); site and context visit/recon; & background information collection

Task 2: Provide the client an updated, detailed schedule

Task 3: Collaborate with website manager to establish a project page on Engage Pinehurst website

Task 4: Stakeholder Interviews/Focus Groups: one-on-one or group meetings (Trip #2) to:

a. Understand concerns, perceived impacts, needs, and expectations and how they may vary from group to group
b. Provide more clarity on historic, cultural, social, economic, market, fiscal, traffic, transportation, and environmental concerns, challenges, assets, and opportunities
c. Dialogue opportunities and/or partnerships that may not otherwise be discovered.

We will meet with key area stakeholders as individuals or in focus groups to understand their concerns, goals, and opportunities. These interviews enable us to understand unique and shared issues, uncover potentially contentious problems prior to any public workshop, and conduct confidential discussions if needed. (We often find that property owners or developers prefer a confidential discussion.) Stakeholder interviews will take place during two (2) consecutive days.

We anticipate that 1 or 2 Design Collective staff, 1 transportation consultant, and/or 1 market/economic consultant attend to enable us to cover numerous topics and up to approximately 20 or 25 such individual/group interviews. We will work with the client to identify stakeholders; client to confirm schedule and in-person venue(s).

Additional interviews will be conducted by phone, if needed. Alternatively, all interviews could be conducted by phone or as virtual meetings.

Stakeholders may include, though are not limited to:

- Village staff, appointed and/or elected officials, county staff/departments (e.g. Planning, Admin/ Village Manager, Public Services), state agencies (NCDOT), and similar agencies to ensure we have sufficient background data
- Residents, local businesses and merchants, local non-profits, and neighborhood organizations
- Golf and tourist interests, hotels and inns, retirement communities, and major employers
- Property owners, developers, local real estate interests, and brokers

Task 5: Inventory of existing conditions and analysis, working with VOP's GIS analyst:

a. Collect and assess pertinent background data, previous plans, and reports; to be provided by the client
b. Document Parks, recreation, schools, civic and community assets, paths, and sidewalks (missing links), and other existing or planned assets. Evaluate whether such amenities are adequately serving the community.
c. Document existing historic, cultural, and arts facilities and resources
d. Document environmental and natural resources, floodplains, stream buffers, and/or stormwater issues (if any)
e. Document pedestrian, bicycle, and vehicular circulation patterns as well as areas of conflict and concern
f. Document planned and pipeline/approved development and infrastructure projects (CIP)
g. Document property ownership (public/Village vs. private), existing zoning, and land use
h. Document physical and legal impacts to developable area (given that there are multiple parcels involved, understanding property lines, utilities, and infrastructure that may be prohibitively expensive to relocate, legal easements or covenants that may be constraints to development, and similar will be important to document)
i. Document existing character, vernacular architecture, building form and massing, and similar attributes that define Pinehurst

Review of the Pinehurst Development Ordinance (PDO):
As part of Task 5, we will perform a cursory review/analysis of the PDO adequate to inform our approach to the Form-Based Code (FBC) for Village Place. Our analysis of the PDO will include a review of all sections of the PDO, including intent, purpose, applicability, process, mapping, relevant zoning districts and regulations, permitted uses, and similar. In addition, other relevant, companion documents, such as the Comprehensive Long Range Plan, the Engineering Standards and Specifications Manual and the VOP Historic Preservation Guidelines, will also be reviewed. This review will inform our approach to creating the Form-Based Code (FBC) for Village Place, allowing us an understanding of the framework within which the FBC will exist. During the course of the project, should a comprehensive assessment of the PDO and recommendations (as described in our original Proposal and clarified in our follow-up Post-Interview Response) be desired, we have included an optional fee to do so (see See Appendix B. Compensation/Fee Schedule below).

Task 6: Market and Economics (see full scope below, under Duggal Real Estate Advisors Specific Detailed Scope of Work)

a. Site Analysis, Economic and Demographic Analysis, Competitive Supply Analysis and Demand Analysis
b. Stakeholder Interviews

Task 7: Transportation (see full scope below, under Ramey-Kemp (RKA) Specific Detailed Scope of Work)

a. Inventory and Analysis, Field Verification (e.g. traffic data, traffic signals, connectivity, agency interviews)
b. Public Workshop

Task 8: Prepare and issue online survey.

Task 9: Best Practices:

We will identify and collect relevant best practices as potential precedent, based upon findings to date, that are of the appropriate scale, character, and density, including placemaking strategies; mixed-use development; housing types; office, life sciences, and innovation districts (if appropriate); development/architectural character; retail, restaurants, and services; streetscape and landscape; Complete Streets, mobility/accessibility, and multi-modal transportation; open space, recreation, activities, amenities, and programmable space; civic/environmental art, water features, signage, and branding; and community events and festivals.

Task 10: Public Workshop #1: VISIONING (trip #3) (see Public Engagement)

Our workshops are interactive, round-table (or virtual Breakout Room) discussions with up to 10 participants per table (room) and a facilitator from our team. Our facilitators will guide discussions (typically with prearranged topics and questions) to ensure key project considerations are discussed and we continue to move forward. We will prepare a draft of the Workshop #1 presentation for the client to review; one (1) round of revisions, based on comments consolidated by the client, are included.

a. Facilitate an interactive Public Workshop.
    i. Introduce the team, project goals, and schedule;
    ii. Share analysis findings, feedback from stakeholder and focus group interviews, precedent images and best practices, and preliminary planning and design principles based upon what we have heard to date and in consideration of the 2019 LRCP.
b. Facilitate groups of 6 to 10 participants: dialogue existing conditions and analysis; Village assets; concerns and challenges; and, collectively, prepare a vision statement
    i. Mark up study area base maps with markers, green dots (assets and areas to celebrate), and red dots (areas of concern or threat)
    ii. Place sticky notes on base maps to convey ideas
    iii. Evaluate best practices and precedent images
    iv. Prepare a written list of stakeholder comments and feedback
    v. Prepare a vision statement in response to the following question, “What will this area look like in 10 to 20 years?”
c. At the end of the workshop, a participant from each group will briefly present their group’s concerns, ideas, and vision. Workshop participants will hear a variety of viewpoints from their neighbors – some common and some contrasting.
d. Provide an exit survey/questionnaire, if desired (or polling during a virtual workshop).
e. Options:
    i. If COVID-19 restrictions are lifted, an in-person workshop is preferred. Nonetheless, it may be prudent to provide a virtual/online option for those at higher risk or who have concerns about group gatherings
    ii. If restrictions on or concerns about group gatherings remain, a virtual workshop will be facilitated through Zoom or similar platform to enable sharing the presentation as well as small group discussions

Compile Phase One findings and share with the client; one (1) round of revisions, based on comments consolidated by the client in a timely fashion (see Project Timeline below) are included; and confirm next steps. The Phase One findings document is anticipated to be incorporated into the Final Plan Report(s).

The Scope of Services continues on the following page.

PHASE TWO Planning, Urban Design and Plan(s) Evaluation

Task 11: Conceptual Plan Options: Prepare, evaluate, and refine a variety of plan options for each small area:

a. Prepare up to three (3) conceptual plan options per small area for initial client review. Convey land uses, density, scale, and massing; general traffic and neighborhood impacts (see Transportation Scope); approximate, order of magnitude fiscal revenue and costs (see full scope below, under Duggal Real Estate Advisors Specific Detailed Scope of Work).
    i. Each option will consider placemaking elements; a range of land uses, densities and building types; a variety of block and street patterns and optional new connections to adjacent streets, to the Village Center, and/or surrounding neighborhoods; a variety of open space types and enhanced network; and range of community and civic events and programs.
    ii. Include a summary of uses, heights, and density ranges per block
    iii. Consider new streets, roadway and intersection improvements, traffic control devices, Complete Streets strategies, as well as new shared use paths, golf cart paths, and other multi-modal options – all of which will be aimed at supporting desired development while mitigating impacts through innovative and cost effective measures. (Street sections and streetscape options will be prapared as part of the FBCs (see Task 21).
    iv. Include a variety of open spaces and facilities, including greens, squares, parks, recreational fields, greenways, green infrastructure, stormwater management strategies, shared-use paths, golf cart and/or bicycle paths, and similar to create an open space network
    v. Convey public realm/streetscape characteristics and street typologies
    vi. Prepare initial 3-D massing SketchUp models
b. Traffic (see full scope below, under Ramey-Kemp (RKA) Specific Detailed Scope of Work)
    i. Traffic Projections and Analysis, Trip Generation, Impacts
    ii. Agency Interviews and Public Workshop
c. Market and Economics (see full scope below, under Duggal Real Estate Advisors Specific Detailed Scope of Work)
    i. Revenue and Costs of Land Use Analysis
    ii. Recommendations

Task 12: Review conceptual plan options with client and prepare up to three (3) concise development scenarios per small area.

Task 13: Refine the preferred plan options (up to three (3) per small area to share with the community; one (1) round of revisions, based on comments consolidated by the client, are included.:

a. Develop the plans, diagrams, before-and-after illustrations, street sections, streetscape/landscape/gateway graphics, supporting narrative, 3-D massing sketch-up models, and supporting precedent images for the conceptual plan options
b. Consider before-and-after streetscape ideas, particularly for:
    i. Rattlesnake Trail; McCaskill Road; and McIntyre Road
    ii. Monticello Drive; Highway 5; and Blake Boulevard
    iii. Consider gateway and branding elements, particularly along Highway 5 and at the intersection of Rattlesnake Trail and Highway 211
c. Consider multi-modal transportation options
d. Consider an open space network that includes trails, greenway, buffers, event space, and play areas that links to nearby schools, parks, and the Village Center and supports innovative stormwater management and green infrastructure strategies
e. Identify/update traffic and neighborhood impacts for each plan option together with more refined solutions that address the impacts (see full scope below, under Ramey-Kemp (RKA) Specific Detailed Scope of Work)
f. Identify/update approximate, order of magnitude, fiscal revenue and costs for each plan option (see Market/Economic scope)
g. Identify potential zoning impacts and needs to support the plans
h. Identify potential PDO updates (broadly, not as detailed recommendations) to support the plans
i. Identify a potential approach to the Form Based Codes for Village Place and Pinehurst South

Task 14: Prepare a presentation for the next Public Workshop.

We will prepare a draft of the Workshop #2 presentation for the client to review; one (1) round of revisions, based on comments consolidated by the client, are included.

Task 15: Workshop #2: Plan Options and Evaluation (Trip #4)

We will summarize input from the previous workshop; evaluate best practices examples; and dialogue plan options, pros and cons, and impacts and benefits.

a. Facilitate a second interactive Public Workshop with area stakeholders, to evaluate the plan options
    i. Present the plan options
    ii. Outline pros and cons, impacts and benefits, fiscal revenues and costs (see full scope below, under Duggal Real Estate Advisors Specific Detailed Scope of Work)
    iii. Outline mitigation solutions for impacts and the resulting improvements (see full scope below, under Ramey-Kemp (RKA) Specific Detailed Scope of Work)
    iv. Outline a general, preliminary approach to implementation, zoning, and the Village Plac and Pinehurst South Form-Based Codes (FBCs)
b. Facilitate groups of 6 to 10 participants to evaluate the plan options and identify preferences
c. Mark up the plans with markers, sticky notes, and highlights
d. Select preferred best practices and precedent images and identify locations on the plans where these elements might occur
e. Prepare a written list of group comments and feedback - what the group likes, doesn't like, and thoughts regarding approach, impacts, and benefits

Task 16: Prepare and issue an online survey to solicit additional feedback.

Compile Phase Two plans, graphics, impacts and benefits, preferences, mitigation recommendations, implementation strategies, and all supporting deliverables for each area and share with the client. This will include up to three (3) options for both Village Place and Pinehurst South, and a preferred development scenario, if desired by the client. Dialogue public input from the workshop and confirm needed revisions, preferences, and next steps. The client should provide a single consolidated set of comments on the Phase Two set of deliverables; one (1) round of revisions, based on comments consolidated by the client in a timely fashion (see Project Timeline below) are included in Phase Three. Additionally, see Task 21 below for the FBC scope.

PHASE THREE: Final Small Area Plans & Report(s)

Task 17: Prepare a draft plan report(s) for client review, for Village Place and Pinehurst South, to include:

a. Plans, including an illustrative plan (for presentation, marketing, and of print quality) and a Regulating Plan (a technical plan in support of a FBC that guides building types, building frontages or build-to-lines, building heights, architectural character, land use, new streets and blocks, open space, and similar as described below). The Regulating Plan will have an appropriate level of flexibility that allows for adjustments, while not compromising the urban design intent and vision.
    i. Up to three (3) alternative concise Land Use Management Program options for both Village Place and Pinehurst South
    ii. A preferred Land Use Management Program, if desired by the Village
    iii. A Vision Statement
b. Land Use Management Program for each option (in spreadsheet format for future updating)
    i. Number of residential units by type
    ii. Square feet of commercial and other nonresidential uses
    iii. Hotel, inn and/or B&B keys/rooms
    iv. Density/FAR
    v. Building heights
    vi. Parking provided
    vii. Square feet or acres of open space

The Scope of Services continues on the following page.

c. Diagrams – TBD with client; depending upon Development Standards or FBC approaches: Proposed Conditions, Land Use, Zoning, Block and Street, Building Heights, Frontage and Building/ Parking Placement, Open Space, Street Network/Types, and others as needed
d. Graphics:
    i. Street sections, including streetscape elements, keyed to the Street network diagram
    ii. Precedent images, keyed to plan locations
    iii. Gateway, branding, placemaking, signage, and public art opportunities, keyed to plan locations
    iv. Conceptual 3-D massing models, refined from Phase Two
    v. For each area, up to two (2) artist, computer, or photo simulation (series of before-and-after) perspective renderings
e. Implementation Strategies
    i. Approximate, order of magnitude revenue and costs based upon the FY 2017 Land Use Fiscal Analysis (see full scope below, under Duggal Real Estate Advisors Specific Detailed Scope of Work)
    ii. Identify zoning and PDO updates (broadly, not as detailed recommendations)
    iii. Transportation/traffic mitigation recommendations and planning-level cost estimates (see Transportation Scope)

The client should provide a single consolidated set of comments for the draft plan report(s); one round of refinements is included in the final document preparation (under Task 20, below).

Task 18: Prepare a consolidated presentation for Workshop #3

We will prepare a draft of the Workshop #3 presentation for the client to review; one (1) round of revisions, based on comments consolidated by the client, are included.

Task 19: Workshop #3 (Open House) (Trip #5): Final Plan(s):

We will share the final plan(s), supporting diagrams, artist/computer renderings, impacts and benefits analysis, and implementation strategies, and solicit final public comments.

The final workshop is anticipated to be held as an Open House. A brief presentation will be followed by informal discussion and review of the plan deliverables. Easels with boards (with plans, diagrams, street sections, artist renderings, etc.) will be stationed by topic, such as Planning/Urban Design (Development), Multimodal Transportation, Market/Economics, Implementation Strategies, and similar. Participants will be invited to join informal discussions on the topics that most interest them and provide final feedback, prior to the team finalizing the plan deliverables and the beginning of the Council adoption process.

Task 20: Prepare a Final Small Area Plan Report(s)

We will prepare the Final Report(s), including all elements listed under Task 17, refined* based on the single, consolidated set of draft plan report comments from the client; one round of refinements is included. *Minor refinements are included, wholesale/major revisions and/or new graphics are not.

Task 21: Form-Based Codes for Village Place and Pinehurst South

Village Place and Pinehurst South are priority focus areas for this planning effort with significant untapped potential. It is important that these areas are developed/ redeveloped in a manner consistent with the quality of the Village. Given the vision to transform the multiple undeveloped or under-developed parcels into a more walkable, mixed-use, and attractive destinations that are distinct from but connected to the Village Center, Form-Based Codes (FBCs) are an appropriate and precise tool to accomplish this goal. Therefore, we have revised our scope to include full FBCs for both areas, within our base fee (see Appendix B. Compensation/ Fee Schedule below). This task will span over Phases Two and Three, with drafts prepared in Phase Two and final documents prepared in Phase Three.

The Pinehurst FBCs will include the following components:

» Introduction with clearly-defined purpose and intent language along with Vision Plan Diagrams depicting the street, open space, and neighborhood frameworks;

» A Regulating Plan (depicting the organization of blocks, streets, and open space), including the:

- Desired street and block patterns, with prescribed flexibility;
- Street types, keyed on the plan with accompanying dimensional and design criteria;
- New public open spaces, keyed as types on the plan with accompanying purpose/use language and design criteria;
- Pedestrian and bicycle circulation routes (including sidewalks, shared use paths, golf cart paths, mid-block passages, and similar) to ensure connectivity where appropriate;
- Build-to lines and frontages requirements; and
- Blocks, keyed on the plan with zoning, uses, building types, building heights, footprint size(s), and similar.

» Lot Type Plan Diagrams (governing lot types and locations), with accompanying:
- Lot Standards (depicting setbacks, minimum lot dimension requirements, and minimum rear yard dimensions) and
- Precedent images

» Prominent/Semi-Prominent Lots Plan Diagram with accompanying:
- Massing diagrams and
- Frontage requirements

» Street Network Plan, with accompanying:
- Complete Street criteria
- Street Sections
- Street Furnishings criteria and
- Precedent images

» Open Space Plan, with accompanying:
- Open Space types with design criteria
- Precedent images
- Detail plans for key open spaces

» Architectural Design Criteria*, including:
- General Provisions
- Materials and Elements
- Exterior Walls
- Building Elements
- Roofs
- Doors and Windows
- Frontage and Yard

* Should the FBCs not be selected/undertaken, summary Architectural Standards will be included in the Small Area Plan (SAP) report(s),

» Signage Design Criteria

» Design Review Process

We will prepare a draft of the Village Place FBC for the client to review; one (1) round of revisions, based on comments consolidated by the client, are included.

Council Adoption:

Design Collective will be available for conference calls and video conferencing with the Village and/or Council during the 3-month period following completion of the Draft Plan. In-person meetings, travel, and plan revisions are not anticipated but can be provided for an additional fee if needed and requested.

The Scope of Services continues on the following page.

DUGGAL REAL ESTATE ADVISORS SPECIFIC DETAILED SCOPE OF WORK

Duggal Advisors will complete a review of the Village Place and Pinehurst South planning areas from a market perspective, analyze local and regional demographic and economic data to understand the potential for each of the land uses, completing Economic and Demographic Analysis, Competitive Supply Analysis, and Demand Analysis as well as providing fiscal impacts and benefits for the plan options developed by the team.

» **Meetings: Attend the following meetings throughout the planning process.**
  - Kick-off Meeting: Participate in the kick-off meeting. The goal would be to combine the kick-off meeting with the site visit.
  - Public Workshop 1: May attend in person (or, alternatively, conduct a separate trip for interviews).
  - Public Workshop 2: Will attend in person (to present market analysis).
  - Public Workshop 3: Will not attend in person.

» **Site Analysis:** Complete a review of the Village Place and Pinehurst South planning areas from a market perspective. We will visit the subject areas and assess them in terms of strengths, weaknesses, opportunities, and threats (SWOT) relative to location, site characteristics, surrounding land uses, access, planned redevelopment potential, and others. This will likely be completed in a matrix format that considers the overall potential of the planning areas as well as the market potential of each of the different land uses within the planning areas.

» **Economic and Demographic Analysis:** We will analyze local and regional demographic and economic data to understand the potential for each of the land uses in the area. Information to collect and analyze includes households by age, income, tenure, retail expenditures, projected household growth, tourism, jobs by type, and projected employment growth. The goal is to assess the growth potential of the market area that will drive demand for future land uses in the planning areas.

» **Competitive Supply Analysis:** We will complete an overview of the market for for-sale and for-rent residential, office, retail, hotel, golf, and mixed-use in order to make reasonable assumptions about the market. This analysis focuses on market trends such as performance of comparable properties, vacancy trends, lease rates, absorption trends, permitting, and others, depending on data availability. The competitive supply analysis is completed in order to understand how competitive and comparable properties and projects are performing in order to help understand the market potential in the subject areas.

» **Demand Analysis:** This portion of the market study is forward looking, and determines the demand for the subject areas based upon projected future growth in the area. The output of the demand analysis is a range of likely capture of the overall market demand that leads to absorption in the subject areas. We will determine the likely demand for for-sale and for-rent residential, office, retail, hotel, and golf land uses.

» **Stakeholder Interviews:** Conduct interviews with knowledgeable real estate and economic development professionals in the market to understand the opportunity for various land uses in the market. Work with the project team to create a list of potential interviews. These can be done via phone or in-person if they are held at the same time as the Public Workshops.

» **Innovation Hub Analysis:** At a high level, analyze the potential for an Innovation Hub for the Pinehurst Small Area Plan. Utilize information from the Brookings Institute and others to compare the “necessary ingredients” for an Innovation Hub relative to the Pinehurst area. Understand the impact of USGA HQ2.

» **Revenue and Costs of Land Uses Analysis:** To determine the revenue and the costs of added service and infrastructure on the potential plans and market opportunities, we will utilize the **FY 2017 Land Use Fiscal Analysis** completed by the Village of Pinehurst. We will work with you to determine the best way to utilize this information. For example, should we take the values as they are, understanding that all commercial-heavy plans will be impacted; should the values be modified based upon anything you have learned since the study was completed; should we consider the residential and non-residential portions of the plans separately; or another variation. As the analysis determined that residential uses are generally fiscally positive for the Village and non-residential uses are fiscally negative, we need to weigh that versus the need for a mix of uses in the plans.

» **Recommendations:** We will provide recommendations on the feasibility of land uses within the study areas. One of the goals is to ensure that the inputs to the Planning Team are market-driven and realistic, including such considerations as mix of land uses, building types, density, rental versus for-sale product types, rents and land values, fiscal impact based upon 2017 study, and similar. We will provide a development strategy that takes the range of possible market scenarios, and helps the planning team craft realistic plans for the planning areas. In addition, we will outline high level options, if appropriate to help incentivize land uses that might not be market supported.

RAMEY-KEMP (RKA) SPECIFIC DETAILED SCOPE OF WORK

RKA will draw on their on-going work, using data previously obtained, as the lead consulting firm on NCDOT Transportation Improvement Program Project R-5756 in Pinehurst and Aberdeen.

PHASE ONE: Data Collection, Assessment/Inventory of Existing Conditions, & Analysis

RKA will participate in a kickoff meeting and study area tour with DC and Village staff. RKA will be prepared to lead a discussion of study locations including road segments and intersections. Following the kickoff, RKA will initiate contact with various agencies to obtain available traffic data at the study locations. The base scope of services does not include any new data collection other than via email, internet, and phone. RKA will provide Design Collective and Village of Pinehurst with a list of data obtained and highlight any key gaps in data availability along with a plan to fill the gap.

RKA will obtain available information including plans, system maps, traffic counts and continues with field verification of the data. In field verification the team will spend time on the ground to get a better feel of conditions in Pinehurst and how the transportation system works for its many users. Based on a desktop review and field verification, within the budget established for this task, RKA will prepare an assessment of existing conditions and analysis including a description of current conditions in adjacent neighborhoods and connecting streets; identify rights-of-way, cross sections and transitions, street classifications, pavement types and general condition (rough or smooth), connections and lack of connections, traffic signals, pedestrian/bicycle/golf cart mobility, and gateways.

RKA will analyze available data and provide a jargon-free assessment of the findings as they relate to the DC scope for small area plans. RKA will participate by phone in a presentation with DC to Village staff. Public Workshop #1: Visioning. RKA will participate in a community visioning session led by Design Collective. RKA will present our findings and support the team in engaging the community to better understand issues, concerns, challenges, and opportunities.

RKA will engage the community in discussions about the community's vision for the two small area plans as documented in Envision the Village as well as listen to the public and their specific vision. RKA will focus on multimodal transportation vision (e.g. trails, bike paths, golf cart circulation, traffic and vehicular circulation, and similar) RKA will be prepared to listen to the community as well as offer insights and ask appropriate questions from our technical perspective as transportation planning experts. Following this public engagement RKA will prepare a synthesis of public input on transportation-related questions, concerns, and preferences.

PHASE TWO Planning, Urban Design and Plan(s) Evaluation

RKA will collaborate with Design Collective and VoP in the creation of up to three future scenarios for each small area. Transportation facilities for walking, bicycling, golf cart use, transit, and driving will be conceptualized by RKA to fit each of the various land use scenarios crafted by Design Collective. RKA will prepare a high-level quantitative analysis of up to three scenarios for each of the small area studies. Transportation and traffic options for each land use scenario, including pros and cons, benefits and impacts, mitigation recommendations, and other solutions will respect the Village's vision and Guiding Principles.

Output will be characterized in terms of average daily traffic volume on key study road segments as well as gaps in desired walking and bicycling infrastructure. Conceptual transit facilities and service enhancements that would fit one or more of the scenarios will be noted by RKA.

Transportation and connectivity will focus on Rattlesnake Trail, McCaskill Road, and McIntyre Road for Village Place. Other roads that support the network, such as Magnolia, Woods, Kelly, Community and Power Plant Rd. extended, will also be included. Monticello Drive, Highway 5, and Blake Boulevard, as well as Parker Lane and others, will be the focus in Pinehurst South. Important considerations will include, though are not limited to:

The Scope of Services continues on the following page.

1. Connecting Village Place to the existing Village Core;
2. Improving connectivity and walkability among existing/surrounding streets in Village Place;
3. Adding new streets and creating a walkable street and block pattern in Village Place;
4. Enhancing the gateway experience at Route 211;
5. Addressing left turn movements and congestion, including the RR impacts, along Highway 5;
6. Addressing cut through traffic and impacts along Monticello Drive.

RKA's scope and fee include traffic projections and analysis at an adequate planning level analysis, include up to 10 (re)development sites per area and apportioned to up to 10 streets.

RKA will engage NCDOT Rail Division staff in discussions about the future of the Aberdeen Carolina & Western Railway-owned corridor adjacent to NC 5. The possibility of relocating the rail corridor will be considered and the pros/cons of doing so in terms of the Highway 5 Small Area Plan will be documented.

RKA will support Design Collective in preparing plan options, seeking client input, and revising/finalizing up to three options deemed appropriate by the client for presentation to the community.

One consolidated set of client comments will be reviewed by RKA. One round of adjustments to each option is included, depending upon client input. Transportation solutions may vary among options and may yield different results. These will be evaluated with the client to determine the optimal approach prior to finalizing and seeking community input in workshop 2.

Public Workshop #2: Plan Options and Evaluation: RKA will participate in a second community workshop led by Design Collective. Present RKA's transportation options and recommendations in support of each land use scenario prepared by Design Collective. RKA will be prepared to listen to the community, collect feedback on preferences, and offer insight regarding pros and cons of the various recommendations. Through this public engagement RKA will prepare a synthesis of public input on transportation-related preferences. RKA will support the team and the client in synthesizing community input and selecting preferred development scenarios for Village Place and Pinehurst South, if desired by and at the discretion of the Village. RKA's focus will be on the final transportation recommendations.

PHASE THREE: Final Small Area Plans & Report(s)

RKA will inform the discussion that leads to VoP selection of a preferred scenario by offering expert insight on transportation factors and outcomes. The work will be based on average daily traffic conditions, however, if VoP would like to provide more detailed analysis to decision-makers RKA will be prepared to offer an add-alternate scope of services at the peak hour intersection analysis level.

RKA will use a triple bottom line approach (social, environmental, and financial factors) to evaluate each option to balance the options. The triple bottom line approach will use both qualitative and quantitative data to evaluate vision, technical merit, and cost.

The intent of this is to provide an easy to understand, accurate score for each transportation concept so that the stakeholders, staff, and elected officials can make a sound informed decision.
Strategies to mitigate traffic congestion, neighborhood traffic intrusion, potential safety concerns and gaps in facilities will be documented by RKA in a chapter of the report(s) for each of two small area plans. The types of strategies that will be considered include all the following:

» Multimodal strategies (encourage more walking, cycling and transit use)
» Travel demand management (encourage more work-from-home and staggered work shifts)
» Traffic operations (encourage smoother traffic flow without major increases in capacity such as signalizing intersections, adding exclusive left-turn lanes)
» Capacity increases (widening, building new roads on 'new location')

RKA will contribute information to an Implementation Strategy that includes cost and phasing of transportation facilities. Cost will be estimated for the preferred scenario using the NCDOT planning level cost estimating guide.

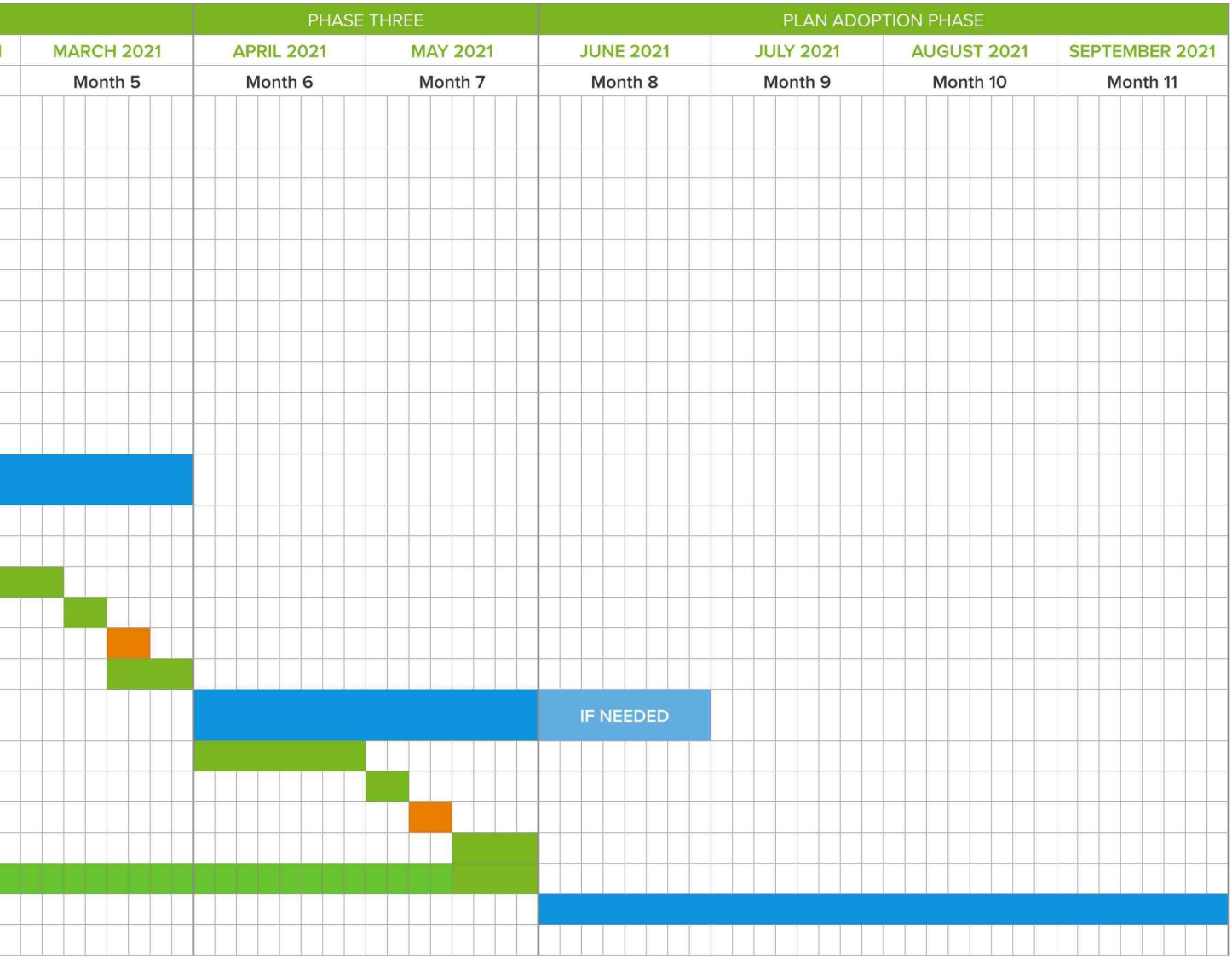
The phasing of transportation projects will be considered by RKA so that VoP will have a robust fiscal impact analysis to show the timing of capital outlays relative to increases in revenue from higher tax base. RKA will provide information for DCI to include in the report(s).

Public Workshop #3: Visioning. RKA will be available to participate, if needed, in a Community Open House to present the final Small Area Plans and Implementation Strategies, led by Design Collective. A third public workshop is not anticipated in RKA's scope of services or fee.

End of Scope of Services

PROJECT TIMELINE

	PHASE ONE		PHASE TWO	
	NOVEMBER 2020	DECEMBER 2020	JANUARY 2021	FEBRUARY 2021
	Month 1	Month 2	Month 3	Month 4
PHASE 1: DATA COLLECTION, ASSESSMENT/INVENTORY OF EXISTING CONDITIONS, & ANALYSIS				
Task 1: Kick off meeting & study area tour				
Task 2: Prepare updated schedule				
Task 3: Establish page on Envision Pinehurst website				
Task 4: Stakeholder interviews (in person and via conference call)				
Task 5: Inventory of existing conditions and analysis				
Task 6: Market Demand Analysis				
Task 7: Transportation Analysis				
Task 8: Online survey				
Task 9: Best practices				
Task 10: Public Workshop 1: Visioning				
PHASE 2: PLANNING AND URBAN DESIGN				
Task 11: Conceptual Plan Options				
Task 12: Client review and comments				
Task 13: Update and finalize up to three (3) development scenarios				
Task 14: Prepare workshop presentation				
Task 15: Public Workshop 2: Plan Options and Evaluation				
Task 16: Online survey				
PHASE 3: FINAL DELIVERABLES				
Task 17: Draft plans/graphics/illustrations/implementation strategies				
Task 18: prepare workshop presentation				
Task 19: Public Workshop 3: Open House - Final Plan(s)				
Task 20: Final Plan(s)				
Task 21: Village Place and Pinehurst South FBCs (in Phases 2 & 3)				
Support during adoption				
Trips to Pinehurst for public events, client coordination Meeting				


PHASE THREE
PLAN ADOPTION PHASE
MARCH 2021
APRIL 2021
MAY 2021
JUNE 2021
JULY 2021
AUGUST 2021
SEPTEMBER 2021
Month 5
Month 6
Month 7
Month 8
Month 9
Month 10
Month 11
IF NEEDED

APPENDIX B.

COMPENSATION/FEE SCHEDULE

CONSULTANT	TOTAL BASE FEE
DESIGN COLLECTIVE	$143,245*
DUGGAL REAL ESTATE ADVISORS	$26,000
RAMEY-KEMP	$20,755
TOTAL BASE FEE (FIXED)	$190,000*

* Design Collective's previous fee has been revised to include the Pinehurst South Form-Based Code (FBC); no other changes have been made to the June 14th fee.

Reimbursable expenses are in addition to our base fee (noted above) and are estimated to be between 5-10% of the total fee (or $9,500 - $19,000), with the range depending largely on the number of trips. Reimbursables will be billed separately from the fixed-contract price at 1.1 times cost.

Such expenses include: printing and reprographic services including small-format copies and large-format presentation boards for public events only (client requested copies for review and/or distribution will be provided by electronic copy only); travel expenses including food, lodging, airfare, hotel, rental car, taxi, and ride share; delivery, courier, and shipping services; and any miscellaneous in-house and outside expenses incurred while providing services.

Correspondence, prints, draft and final documents, etc. will normally be sent via electronic (pdf) delivery, unless messenger or overnight delivery is requested.

Color copies, boards, multi-page draft and final reports/documents, and color presentation materials, particularly when multiple copies are requested, can be expensive. Beyond minimally what is needed for public events, we will provide such materials electronically. Otherwise, expenses will exceed what we have estimated and will be billed as an additional cost, if approved in writing by the client. Alternatively, the client may print such materials themselves.

Services and reimbursable expenses will be billed monthly based upon percent completion, with payment expected within 30 days of receipt of invoice.





Optional Services

Beyond the scope included within our base fee, we offer the two following optional services, if desired during the course of the project.

1. A comprehensive assessment of the PDO along with accompanying recommendations (as described in our original Proposal and clarified in our follow-up Post-Interview Response): $5,000
2. Separate Small Area Plan (SAP) Reports for Village Place and Pinehurst South: $10,200.

APPENDIX C.

HOURLY RATES

Hourly rates for Design Collective Architectural, Planning, Interiors, Landscape Architectural and/or Graphic Design Services are as follows:

Senior Principal	$275.00/hr
Principal	$235.00/hr
Senior Associate	$190.00/hr
Associate	$160.00/hr
Planner/Architect III	$145.00/hr
Planner/Architect II	$120.00/hr
Planner/Architect I	$105.00/hr
Administrative	$75.00/hr

For services provided by Design Collective's consultants, beyond the Scope of Services outlined in Appendix A., including transportation engineering services; market/economic analysis services; and rendering services, compensation shall be a multiple of one point one (1.1) times the amount billed to Design Collective for such services.

Reimbursable expenses shall be invoiced on a monthly basis as they occur.

APPENDIX D.

STANDARD TERMS

DESIGN COLLECTIVE, INC.
STANDARD CONTRACT TERMS AND CONDITIONS

1. DUTIES AND STANDARD OF CARE:
Design Collective, Inc., the "Master Planner," agrees to provide those professional services, including urban design and master planning services as well as consultations, as agreed to in the scope of services. Additional services may be performed if requested, subject to an agreed upon revision in the scope of services and authorized additional compensation. Services will be performed in accordance with generally accepted principles of master planning practice and in a manner consistent with the level of professional care and skill ordinarily exercised by members of the planning profession for similar projects. No other warranty, expressed or implied, is made. The other party to this agreement will be termed "Client", and will have various duties and responsibilities as outlined in the Contract. Client shall communicate these standard contract terms and conditions to each and every third party to whom the Client transmits any part of the Master Planner's concept design(s), master plan, form-based code(s), and/or recommendations.

2. EARLY BID DOCUMENTS/FAST TRACK PROJECTS:
Intentionally Removed (not in scope of services).

3. HIDDEN CONDITIONS:
The Instruments of Service are based on observable conditions; for purposes of this contract, observable conditions are those readily visible from site visits (from public realm or accessible parcels) or from open online GIS information. A condition is hidden if it is concealed by existing structures, tree canopy/plantings, or other obstructions and/or cannot be investigated by reasonable visual observation. In the event the Master Planner, in the performance of the services, uncovers a previously unknown or hidden condition, Master Planner shall not be responsible for costs associated with revising plans to adjust to the condition or otherwise correct said condition.

4. CONSTRUCTION COST ESTIMATES:
Intentionally Removed (not in scope of services).

5. OWNERSHIP AND REUSE OF DOCUMENTS:
It is acknowledged that the concept design(s), master plan, form-based code(s), and/or recommendations are instruments of professional service and the Master Planner shall retain copies of drawings for the project. The concept design(s), master plan, form-based code(s), and/or recommendations, and any other proprietary diagrams, designs, and similar shall not be used by the Owner on other projects, beyond the Village of Pinehurst Small Area Plans' parcels (also known as the Village Place and Pinehurst South study areas). However, the Owner does have the right to use or modify the concept design(s), master plan, form-based code(s), and/or recommendations (with the exception of any proprietary diagrams, designs, and similar developed by Design Collective) developed for specific parcels or for the overall study area and to complete this Project with another Master Planner or Architect without permission from or further compensation to Design Collective. If the Owner so elects to use or modify the contract documents with another Master Planner or Architect, the Owner hereby agrees to indemnify and hold harmless Design Collective from and against liability for any and all claims, losses, damages and expenses arising from or associated with this use.

6. INVOICE PAYMENTS:
The Master Planner will submit invoices to the Client monthly and a final bill upon completion of services.

Invoices will show charges on the basis of services performed during the preceding month. A separate invoice will show reimbursable expenses due. Unless disputed in writing by Owner, payment is due upon presentation of invoice and is past due thirty days from invoice date.

Unless disputed in writing by owner, failure of Owner to make payments to Master Planner in accordance with this Agreement shall be considered substantial nonperformance and is sufficient cause for Master Planner to either suspend or terminate services.

A carrying charge of ten percent (10%) per annum, compounded monthly, will be assessed against all past due invoices. Unless disputed in writing by Owner, if payment of services is not made within forty-five (45) days of the receipt of an invoice, the Master Planner may withhold or withdraw documents from the Owner or appropriate governmental authorities or withhold cooperation necessary to acquire plan approval or building permits. It is further agreed that in the event a lien or suit is filed to enforce overdue payments under this agreement, the prevailing party, whether Client or Master Planner, is entitled to legal costs, including reasonable attorney's fees.

7. TERMINATION OF AGREEMENT:
The obligation to provide further services under this agreement may be terminated by either party upon seven days' written notice in the event of substantial failure by the either party to perform in accordance with the terms of this agreement through no fault of the terminating party. Unless disputed in writing by the Owner, the Master Planner shall be compensated by the Client for all services performed and Reimbursable Expenses incurred up to and including the termination date.

8. PROJECT SUSPENSION OR ABANDONMENT:
If the project is suspended or abandoned in whole or in part through no fault of the Master Planner, the Master Planner shall be compensated for all services performed prior to receipt of written notice from the Client of such suspension or abandonment, together with any reimbursable expenses then due.

9. SEVERABILITY:
In the event that any provisions herein shall be deemed invalid or unenforceable, the other provisions hereof shall remain in full force and effect, and binding upon the parties hereto. The terms of paragraphs 4 and 5 shall survive termination of this agreement.

10. INSURANCE/LIABILITY LIMITATION:
The Master Planner represents that it and its agents, employees and consultants employed by it, is and are protected by workman's compensation insurance, and the Master Planner has such coverage under public liability and property damage insurance policies to protect itself from claims arising from work performed under this agreement. Also, the Master Planner represents that it maintains professional liability insurance for protection from claims arising out of performance of professional services caused by any negligent error, omission or act from which the insured is legally liable. Certificates in evidence of policies of insurance will be provided to the Client upon request. The Master Planner shall not be responsible for any loss, damage or liability beyond the amounts, limits and conditions of such insurance, not including consultants. Limitations on liability provided in the Agreement are business understandings between the parties and shall apply to all theories of liability, including breach of contract or warranty, tort including negligence, strict or statutory liability, or any other cause of action. No employee or agent of the Master Planner shall have any individual professional liability in addition to, or in excess of, the Master Planner's liability under these standard contract terms and conditions. Damages recoverable from the Master Planner, in the case of omissions, shall be limited to the direct extra cost to the client of necessary corrective work. Recovery for any consequential damages, for delay, impact, interference or inefficiency is expressly waived.

11. MEDIA ACKNOWLEDGMENT:
The Owner hereby grants authorization to Design Collective, Inc. or its agent to photograph the study areas and surroundings, including the exterior and interior of buildings, as applicable (excluding on private

property if access is not granted by owner), at a mutually agreed upon time; however agreement may not be unreasonably withheld so as to eventually prevent the project from being photographed.

12. CONSENT TO JURISDICTION AND WAIVER OF JURY TRIAL:
The Parties hereby agree to submit to the jurisdiction of the State of Maryland for the purposes of all legal proceedings arising out of or relating to this agreement and/or the transactions contemplated hereby. Each of the Parties hereby waives any right it may have to a jury trial in any suit, action or proceeding existing under or relating to the Agreement.

13. LEED SERVICES:
Intentionally Removed (not in scope of services).

End of Standard Terms

Design
Collective

ARCHITECTURE
PLANNING
INTERIORS
LANDSCAPE ARCHITECTURE
GRAPHICS

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100% Employee-Owned Design Firm

Design Collective

Village of Pinehurst
395 Magnolia Rd, Pinehurst, NC 28374
www.vopnc.org

Attn: Darryn Burich, Planning & Inspections Director, dburich@vopnc.org, 910-295-8658

Re: Village of Pinehurst SAP
Design Collective Marketing No.: 905-20-05

Darryn,

Below is a list of GIS data that we typically require for our planning work (some items listed may not be required for our Pinehurst work and other items may be required; this is list is provided as a starting point). Some data is likely available online; we would welcome coordinating with your GIS analyst to discuss access; if there is a release form that we need to execute; what is available, what is not; what is current, what is not; etc. For those files not available via an online portal, we typically ask for files either as a packaged geodatabase or individual shapefiles.

- Building Footprints
- Rail Lines
- Roads (edge of pavement) (polygons rather than lines)
- Village/County Boundaries
- Contours
- Aerial Imagery
- Parcels + Labels
- Tree Cover
- Zoning
- Land Use or Building Use (this may be information tied to the parcels or building footprint layers)
- Vacant Land or Building (this may be information tied to the parcels or building footprint layers)
- Sidewalks
- Parking
- Street Lights
- Crime Data
- Crash Data
- Transit Ridership Data
- Census Data
- Address Points
- Hydrology
- Schools + District Boundaries
- Hospitals
- Libraries
- Cemeteries
- Bridge Inventory
- Road ROW
- Neighborhood Boundaries (if applicable)
- Bike + Ped Facilities
- Transit Routes
- Parks (Open Space)
- Buffered Areas
- Easements
- Lot Deed Lines
- Subdivisions
- Property Classes
- Others?

In addition, as you noted that we should work with your analyst on existing conditions documentation and analysis, we have copied the relevant text from our contract below:

Task 5: Inventory of existing conditions and analysis, working with VOP's GIS analyst:

601 East Pratt Street, Suite 300
Baltimore, Maryland 21202
P 410 685 6655 | www.designcollective.com

100% Employee-Owned Design Firm

- Collect and assess pertinent background data, previous plans, and reports; to be provided by the client
- Document Parks, recreation, schools, civic and community assets, paths, and sidewalks (missing links), and other existing or planned assets. Evaluate whether such amenities are adequately serving the community.
- Document existing historic, cultural, and arts facilities and resources
- Document environmental and natural resources, floodplains, stream buffers, and/or stormwater issues (if any)
- Document pedestrian, bicycle, and vehicular circulation patterns as well as areas of conflict and concern
- Document planned and pipeline/approved development and infrastructure projects (CIP)
- Document property ownership (public/Village vs. private), existing zoning, and land use
- Document physical and legal impacts to developable area (given that there are multiple parcels involved, understanding property lines, utilities, and infrastructure that may be prohibitively expensive to relocate, legal easements or covenants that may be constraints to development, and similar will be important to document)
- Document existing character, vernacular architecture, building form and massing, and similar attributes that define Pinehurst

Village of Pinehurst
Revenue Update
FY 2021

During Budget Work Sessions, Council elected to defer some expenditures until the end of Q1 FY 2021. This strategy was employed to mitigate the potential financial impact of COVID-19 if revenue shortfalls occurred. **After reviewing the position of our three most economically sensitive revenue sources through September 30th, actual revenues are aproximately $100,000 better than we expected. Therefore, staff requests Council's approval to move forward with the planned expenditures listed below that were deferred until after Q1 FY 2021.** A summary of revenue estimates compared to actual results for the three revenue sources most sensitive to fluctuation due to COVID-19 through September 30th is shown below.

Items Deferred Until End of Q1 FY 2021:

Accelerated debt payments	$ 52,000	
Streetscape improvements on Magnolia Road	250,000	
Postpone hiring new Transportation Planner position	22,750	(Estimated one quarter of salary and benefits)
Expand maintenance storage space	60,000	
	$ 384,750	

Summary of Revenue Sources for Q1 FY 2021:

	Over (Under) Q1 FY 2021 Estimate
Local Option Sales Taxes	$ 73,422
Recreation Revenues	(92,715)
Permits & Fees	119,801
	$ 100,508

Analysis of 3 KEY Revenue Sources Through 9/30/20

1. Local Option Sales Taxes (including Hold Harmless):

Month of Sales	Month of Distribution	Actual Sales Tax Distribution	Estimate	Variance from Estimate		Percent Change from PY	Statewide Percent Change
Mar 2020	June 2020 [1]	$ 410,883	$ 443,380	$ (32,497)		-4.1%	-7.0%
Apr 2020	July 2020 [1]	353,585	320,503	33,082		-0.7%	-13.0%
May 2020	Aug 2020 [1]	353,540	379,640	(26,101)		-16.2%	-4.0%
June 2020	Sept 2020 [1]	489,195	385,293	103,903		14.3%	11.0%
		$ 1,607,203	$ 1,528,816	**$ 78,387**	**FY 2020**		
July 2020	Oct 2020 [2]	$ 451,006	$ 377,584	$ 73,422		13.5%	10.0%
		$ 451,006	$ 377,584	**$ 73,422**	**FY 2021**		
	Total variance from estimate since COVID-19			**$ 151,809**			

Actual sales tax distributions are coming in ahead of our expectations through October 2020 (for sales through July 2020).

[1] These distributions were for FY 2020 and will not impact the FY 2021 budget. They are presented for informational and trend purposes.

[2] This distribution is the first receipt for FY 2021. Our budget for FY 2021 anticipated a 5% decrease over the prior year from July-September 2020 and a 0% increase for October 2020-June 2021.

Village of Pinehurst
Revenue Update
FY 2021

2. Recreation Revenues:

	FY 2021 Budget	Q1 FY 2021 Budget	Actual through 9/30/20	Variance from Quarterly Budget	
Fair Barn Revenues	$ 240,000	$ 60,000	$ -	$ (60,000)	
Recreation Fees	123,000	36,900	3,030	(33,870)	
Athletic Fees	41,500	10,375	7,305	(3,070)	
Facility Rent	26,000	6,500	10,725	4,225	
	$ 430,500	$ 113,775	$ 21,060	**$ (92,715)**	**FY 2021**

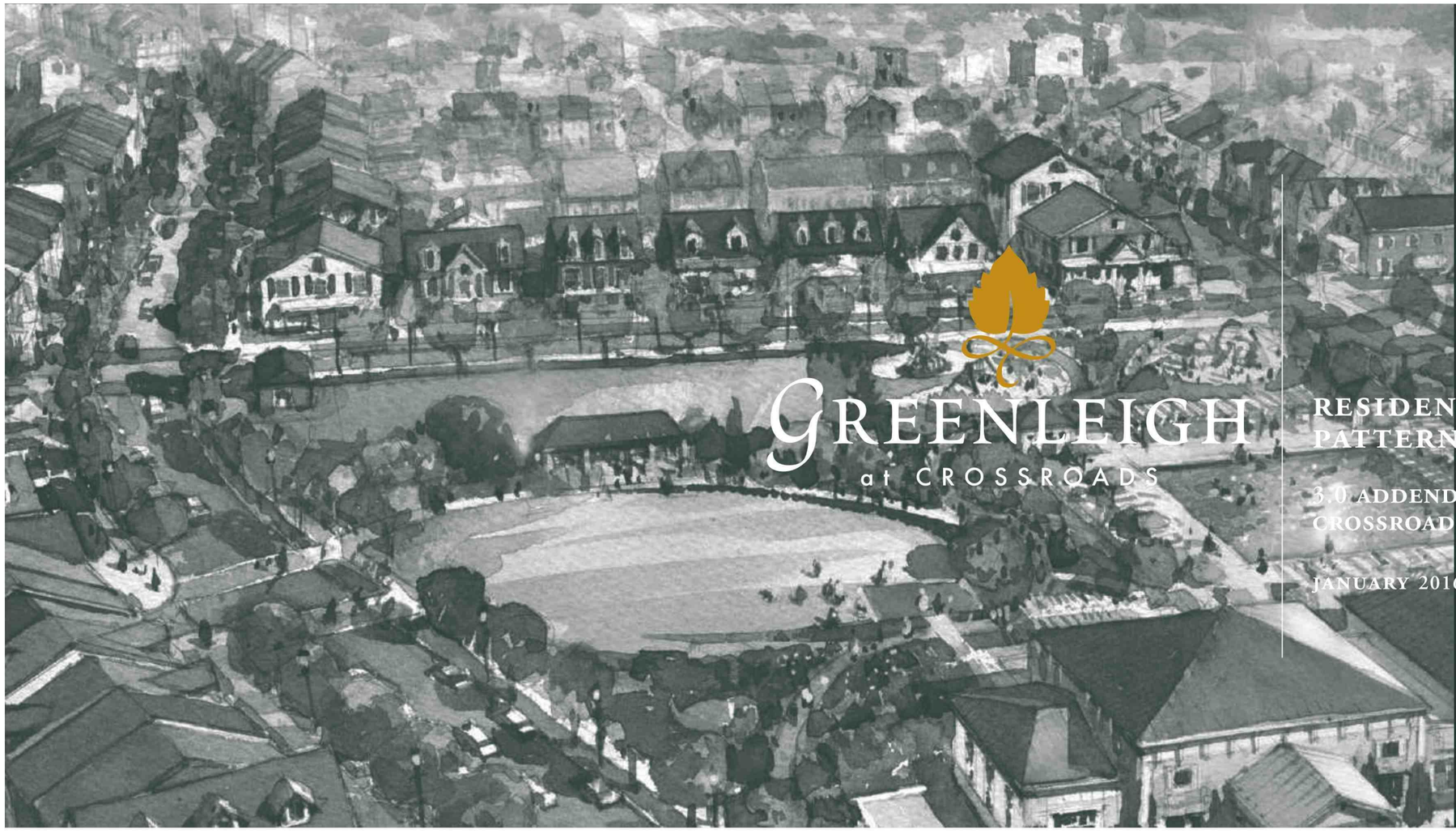
Actual recreation revenues are <u>below the quarterly budget</u> through September 2020 due to program cancellations and facility closures. However, recreation and athletic programs are beginning again, and we have re-opened the Fair Barn and other facilities for reservations, as long as renters abide by the restrictions in place (the latest Executive Order 169 guidelines allow for rentals with 25 people inside, 50 people outside, and wedding reception venues up to 100 people).

3. Permits and Fees Revenues:

	FY 2021 Budget	Q1 FY 2021 Budget	Actual through 9/30/20	Variance from Quarterly Budget	
Building Permits/Inspection Fees	$ 149,000	$ 37,250	$ 109,813	$ 72,563	[3]
Planning & Zoning Fees	115,000	28,750	75,988	47,238	
	$ 264,000	$ 66,000	$ 185,801	**$ 119,801**	**FY 2021**

Actual permits and fees revenues are <u>well above our expectations</u> through September 2020.

[3] 45 new single family residential permits were issued in the first three months of the year (45% of the 100 new homes estimated for FY 2021). The Village also received one significant payment for the new FirstHealth Cancer Center parking deck totaling approximately $50k.



GREENLEIGH
at CROSSROADS

RESIDENTIAL PATTERN BOOK

3.0 ADDENDUM TO THE BALTIMORE CROSSROADS @ 95 PATTERN BOOK

JANUARY 2016 | VERSION 1.1



Revision Tracking Sheet

Tracking all modifications from Version 1.0, dated March 2015

Version	Page	Content	Revision Date	Planning Approval
V 1.1	p.106	A.2 Open Space Plan	2016-01-08	2016-01-08



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1.0 INTRODUCTION

1.1 BACKGROUND
1.2 PURPOSE
1.3 VISION

1.1 BACKGROUND

BALTIMORE CROSSROADS

Baltimore Crossroads is a 1,000 acre master-planned, mixed-use community located 3 miles east of I-95 on White Marsh Boulevard/MD Route 43 in the White Marsh area of Baltimore County.

Today, Baltimore Crossroads consists of more than 1.2 million square feet of office, 680,000 square feet of flex, 65,000 square feet of retail, and a 365-unit luxury apartment complex known as The Arbors at Baltimore Crossroads.

The Arbors at Baltimore Crossroads is not only the first residential project built in Baltimore Crossroads, but the first LEED Gold-certified apartment community in the greater Baltimore marketplace.

In 2012, Area 2 of Baltimore Crossroads was re-envisioned to energize the existing commercial core and create a live/work/play environment by adding a mix of mid-rise Class "A" commercial office buildings, retail amenities, and variety of housing options developed within the framework of a walkable, pedestrian-friendly community.

Comprising 200 acres of Baltimore Crossroads, Greenleigh is planned to include approximately 1,700 residential units, 500,000 square feet of office space, and 100,000 square feet of retail. The residential units proposed include a mix of single-family attached (townhouses), single-family detached, apartments, and/or condominium units.

The residential neighborhoods comprising Greenleigh are envisioned to emulate the design principles of Traditional Neighborhood Development (TND) which include short, walkable blocks; a connected street grid designed for all users, including pedestrians, cyclists, and motorists; a network of open spaces including plazas, squares, greens, parks, and trails to provide a variety of recreational opportunities; and a variety and mix of residential types close to neighborhood-serving retail and employment options. TND communities are structured with one or more neighborhoods sized to a five-minute walk or roughly a quarter mile from center to edge.



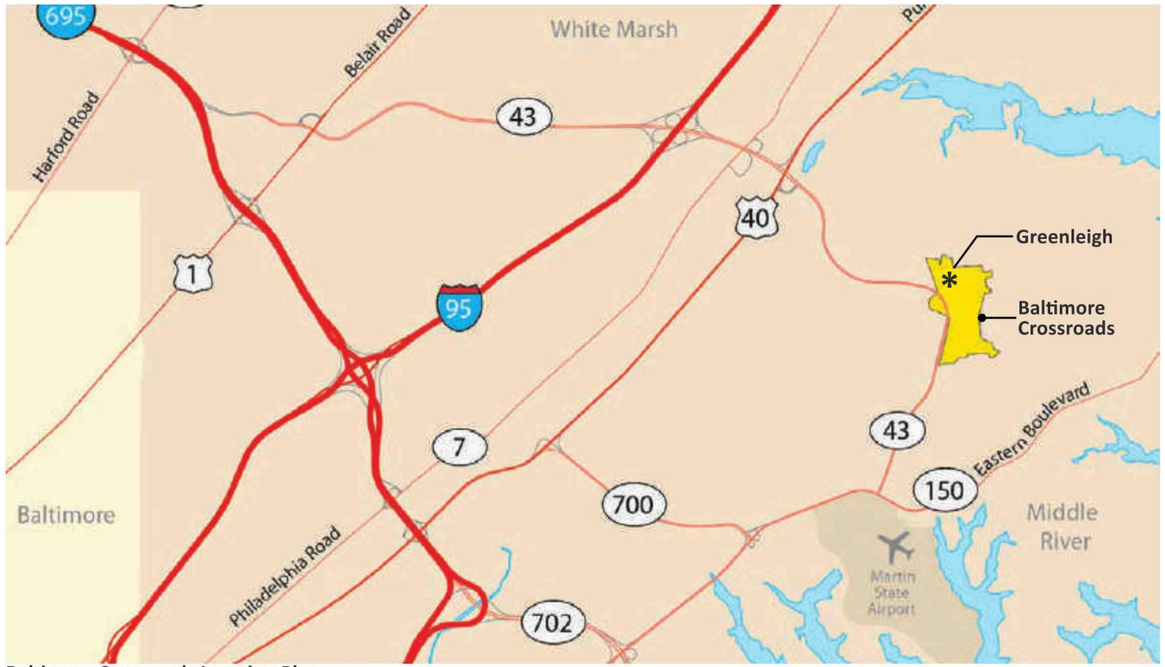
The Arbors at Baltimore Crossroads



Baltimore Crossroads existing open space



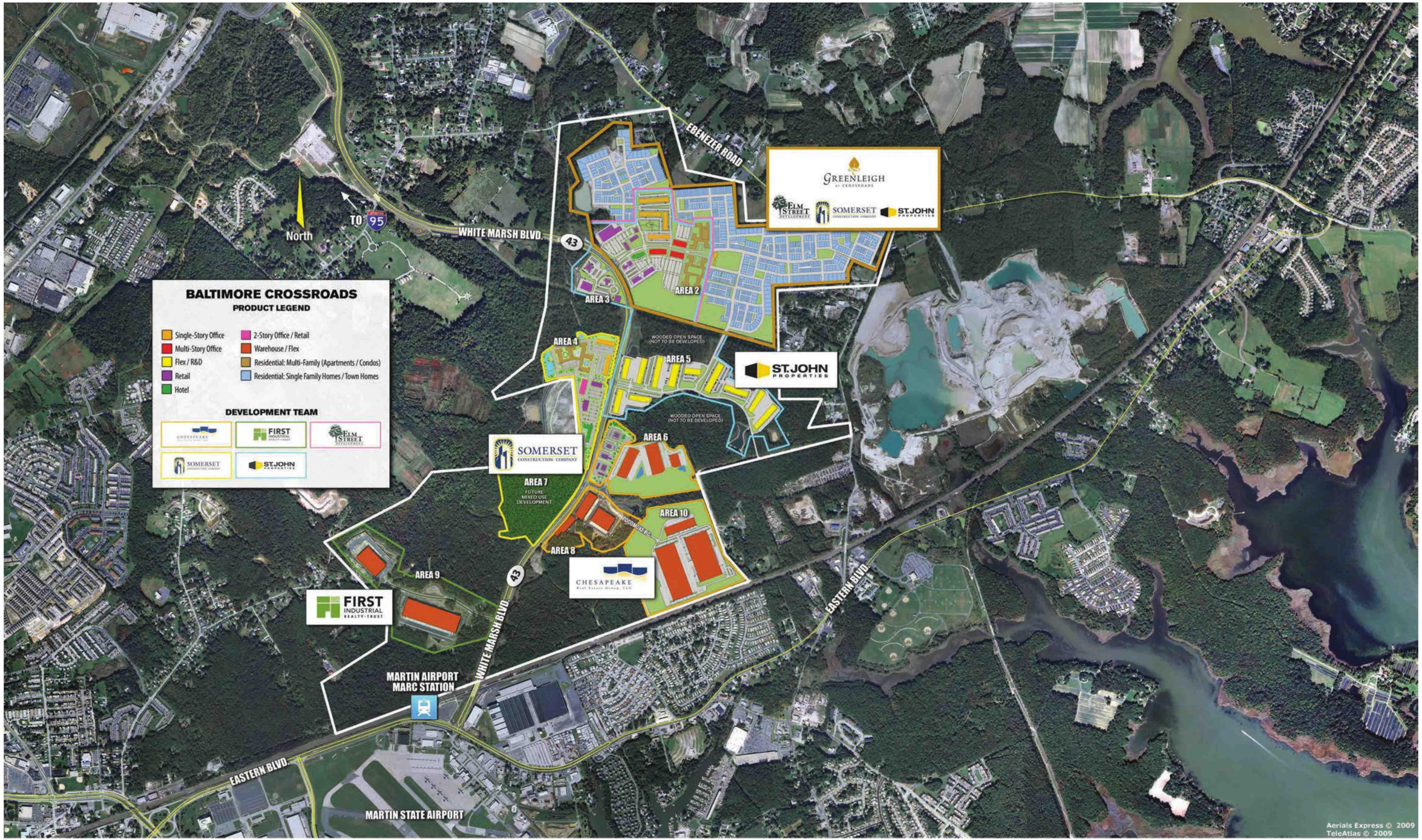
Baltimore Crossroads existing office space



Baltimore Crossroads Location Plan



Baltimore Crossroads existing retail



Baltimore Crossroads Aerial Plan

1.2 PURPOSE

The *Greenleigh at Crossroads Residential Pattern Book* is comprehensive and complete and serves as the guide for the design and development of the single family homes (both detached and attached) at Greenleigh as well as the associated street, open space (for both the single family and multi-family areas), and signage design. All such single family residential development within Greenleigh shall comply with this Pattern Book.

The intent of this Pattern Book is to provide developers, builders, future homeowners, contractors, and designers with criteria for urban design, street design, open space design, architectural design, and signage design. All sections must be adhered to in order to ensure a consistent high-quality development that 1) respects the principles of Traditional Neighborhood Development *(see Section 1.3 Vision on page 6)* and 2) sustains developer, builder, and homeowner expectations.

Moreover, this pattern book provides a basis from which the Baltimore Crossroads Oversight Committee (BCOC), as established by the community developer, will evaluate development and improvements proposals for compliance.

Throughout the Pattern Book, the use of the word "shall" identifies mandated criteria. "Must," "required," and "mandated" are additional words with the same meaning. The use of the word "encouraged," "should," or "recommended" identify criteria which are desired. In some instances, words such as "prohibited" and "not permitted" identify practices, materials, or systems which are not allowed in Greenleigh.

At the discretion of the BCOC, in concert with Planning, exceptions to the criteria within the pattern book may be granted. Any such changes shall be consistent with the intent of the Pattern Book to create the best community possible and must be approved by the BCOC. Exceptions to the criteria within the Pattern Book may be granted on the basis of unusual programmatic requirements, particular site constraints, or architectural/site design merit as determined by the BCOC. However, minimum front, side, and rear setbacks shall be maintained, as well as Prominent and Semi-Prominent criteria *(see pages 12-23)*.

It is anticipated over the approximate fifteen-year build out of the community, that the mix of unit types and distribution may be refined as development progresses. All such modifications shall follow the intent of the Pattern Book.



Greenleigh Community Center Green - Illustrative Rendering *This rendering is illustrative only and subject to change.*

1.3 VISION

Within Baltimore Crossroads, Greenleigh is envisioned as a Traditional Neighborhood Development (TND) comprising compact blocks, a network of pedestrian-friendly streets, a mix of uses, a variety of building types, and a network and variety of open spaces.

In order to re-envision Baltimore Crossroads and create the community of Greenleigh, the existing loop road named Crossroads Circle that links the commercial in Areas 2 and 5 was reconfigured. In place of the broad arching road, a new spine road named Greenleigh Avenue was established running east-west and connecting White Marsh Boulevard/Md. Route 43 to Earls Road. This new spine road provides the framework for the three residential neighborhoods and the Business District comprising Greenleigh. The three neighborhoods include Midtown, the central neighborhood with the Community Center Green as a focal point; Westside, north of the commercial Business District and White Marsh Boulevard; and Eastside, located towards Earls Road.

Vision Diagram A

Vision Diagram A depicts the community's major streets, a combination of existing and proposed roadways, that establish the primary structure of Greenleigh. Greenleigh Avenue, running east-west, serves as the main spine connecting White Marsh Boulevard and Earls Road. Williams Court, an existing roadway, connects the Business District to the Westside Neighborhood. Heritage Street, which extends from the midpoint of Greenleigh Avenue, connects Greenleigh to the existing business park in Area 5 of Baltimore Crossroads.

Vision Diagram B

Vision Diagram B locates the primary open spaces throughout Greenleigh and illustrates their relationship to the major streets. This relationship establishes the neighborhood framework and the foundation for the open space network. Each neighborhood is formed by and generally contained within a 5-minute walk radius, or sized approximately a quarter mile from center to edge. Each neighborhood has at its core a large neighborhood green. This structure helps to create a walkable, active, and civic community. In addition to these central neighborhood greens, smaller greens, plazas, pedestrian passages, and trails are distributed throughout Greenleigh *(see Section 4.0 Open Space for additional information)*.

Vision Diagram C

Vision Diagram C illustrates the conceptual neighborhood and district boundaries for Greenleigh, as well as establishes the primary use of each. The Business District shown in red is commercial with a mix of office and retail, while the three neighborhoods shown in yellow are residential. Vision Diagram C shows how each neighborhood is anchored around a primary open space. At the center of Greenleigh, Midtown has a community center green as its focal point, with the community center, pool, playground, gardens, and multi-purpose field. Westside and Eastside have neighborhood greens at their cores; while the Business District has a commercial plaza with hardscaped areas for outdoor dining and events.

Neighborhood/District Key

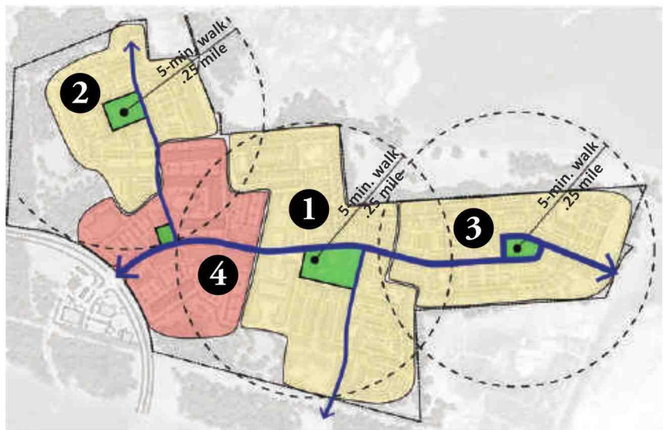
1. Midtown Neighborhood
2. Westside Neighborhood
3. Eastside Neighborhood
4. Business District



Vision Diagram A



Vision Diagram B



Vision Diagram C

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2.0 URBAN DESIGN

2.1 OVERVIEW
2.2 LOT STANDARDS

2.1 OVERVIEW

PURPOSE

The Urban Design Criteria describe how buildings and the street interface to create the physical character of the public realm, including such bulk regulations as building orientation and setbacks. The Urban Design Criteria include general provisions for all areas of single-family residential as well as specific design standards for individual single-family building types.

Greenleigh is envisioned as a compact, pedestrian-friendly, mixed-use community where offices, shops, restaurants, residences, and recreation are integrated in a well-planned development. These Urban Design Criteria include general standards to ensure this vision and specific criteria for the single-family residential to support this vision.

The following design principles inform these criteria:

1. Blocks are short and walkable;
2. A network of streets enables an efficient dispersion of traffic;
3. Streets are designed for pedestrians, bicycles, and vehicles;
4. Buildings are continuously aligned along all streets;
5. A network of open spaces links and enriches the community. The variety of types, amenities, and design, as well as the frequency of open spaces shown in the Illustrative Plan are important to the plan; and
6. A variety and mix of residential lot types create a diversity of residential options.

COMPONENTS

The Urban Design Criteria comprise the following sections: Lot Standards, Prominent and Semi-Prominent Lot Requirements, and Lot Landscape Plans.

- Lot Standards provide setbacks and other dimensional requirements for the single-family attached and detached lot types.
- Prominent and Semi-Prominent Lot requirements indicate additional provisions for single-family lots located on street corners, along open spaces, on alley ends, and adjacent to pedestrian passages.
- Lot Landscape Plans provide criteria for the landscape design of single-family lots, as well as typical illustrative examples of lot landscape plans.

MASTER PLAN

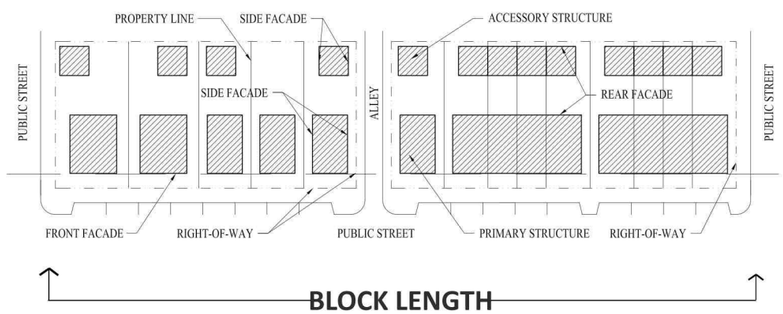
The master plan for Greenleigh has been designed as a pedestrian-friendly environment. Blocks are short and walkable. Streets typically have sidewalks on both sides and are continuously lined and shaded with trees. Traffic calming devices, such as bump outs and on-street parking, help to calm traffic and protect pedestrians from moving vehicles. With the exception of the peripheral residential lots, garages are generally accessed from a rear lane or alley, relegating cars to the backs of lots and preserving front yards for porches and stoops, not garage doors and driveways.

The master plan achieves several important goals specific to residential lots. Residential lot types are mixed and integrated throughout the community. Lots are intentionally not clustered by type. This approach adds variety to the streetscape, increases the diversity, and provides a variety of residential options throughout Greenleigh.

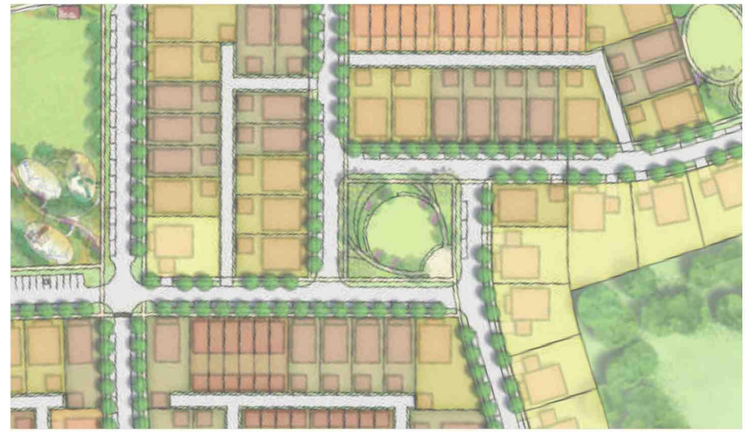
The master plan also includes a variety of open spaces types. Types include a large community center green, neighborhood greens as the focal point of the Westside and Eastside neighborhoods, a variety of smaller attached and detached greens, as well as pedestrian passages that provide mid-block access. The open space mix provides for a variety of active and passive recreation.

Block Standards

- Block length is measured from curb to curb, excluding alleys and service drives. Open spaces may be subtracted from the block length. Streets and pedestrian passages divide blocks.
- Blocks should be designed to be a maximum of 500’ in length; blocks along the property boundary or natural areas are excluded from this requirement.




Short, walkable blocks


Integrated and mixed residential lot types



Open space network, with a variety of open space types



Greenleigh Illustrative Master Plan *This plan is illustrative only and subject to change.*

2.2 LOT STANDARDS

The Lot Standards section addresses criteria for the single-family residential lot types throughout Greenleigh. The Lot Type Plan diagram is an illustrative example of the various types and placements of the lots. The Lot Standards criteria provides requirements for building setbacks for each lot type and lot condition, such as corner lot versus mid-block. Every lot, however, may not be in strict compliance with these criteria. The Modifications of Standards listed in Appendix A.1 allow for different lot standards for these non-compliant lots. It is anticipated that the non-compliant lots will be few. Additional requirements are included for Prominent and Semi-Prominent Lots (*see pages 22-23*).

Lot Types

Lot types within Greenleigh fall into two unit categories, Single-Family Attached (SFA) and Single-Family Detached (SFD). SFA are residential units that share at least one adjoining side wall with an adjacent unit. SFD are residential units that do not share walls with an adjacent unit. These two categories each include three unit variations:

Single-Family Attached:
Townhouse, Rear-Load Detached Garage
Townhouse, Rear-Load Integral Garage
Townhouse, Front-Load

Single-Family Detached:
Cottage
Manor
Villa

For Single-Family Attached lots, each unit type includes criteria for three lot conditions: mid-block lots, mid-block end lots, and corner lots. For Single-Family Detached lots, each unit variation includes criteria for mid-block lots and corner lots. The following pages provide specific criteria for these lots that include required setbacks, minimum unit widths, garage placement and access, porch and stoop placement, and similar.

General provisions for all lot types include:

- All setbacks listed in the Lot Standards shall be measured from lot lines.
- The minimum distance between principal structures shall not be less than 10 feet; detached garages, links, and other secondary accessory structures are exempt from this criteria.
- Encroachments into the right-of-way shall not be allowed. The following building elements may extend into the lot front and side setbacks up to 1 foot from the lot line: stoops, steps, bays, porte-cocheres, and similar elements; porches may extend into the lot front and side setbacks up to 2 feet from the lot line. Masonry veneers may encroach a maximum of six inches into any required setback.
- The distance between garage doors facing each other across an alley shall be 28 feet minimum.
- Where alleys are provided, garages shall be accessed from the alley, unless approved otherwise by the BCOC.
- Garages shall be placed to help block views down the alley.
- On lots where the garage is accessed from the front of the lot, the garage door shall not constitute more than 45% of the façade for single-family detached units and 70% of the façade for single-family attached units. Further, the front-load garage for a single-family detached unit shall be set back a minimum of 6 feet from the front façade.

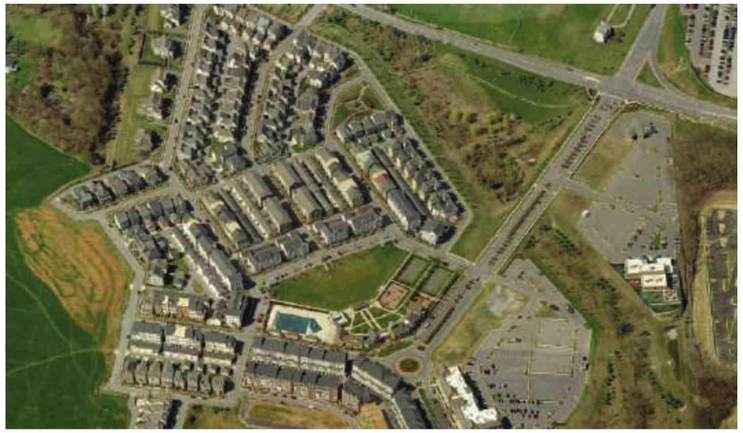
Lot Type Plan

The Lot Type Plan diagram on the following page provides an illustrative example of the locations of the six lot types within Greenleigh. The plan also illustrates one of the primary principles of a TND, which is to distribute the unit types throughout each neighborhood to avoid clustering of a particular unit type. This approach creates a more dynamic community, in keeping with the vision for Greenleigh.

The objective of distributing unit types evenly throughout each neighborhood is reinforced by varying the unit mix along streets and fronting recreational open spaces. All recreational open spaces have a minimum of two unit types fronting the space, while a majority of the open spaces have at least three unit types. The mix and number of units, along with the variety of unit elevations, will create a collection of unique open spaces of individual character within Greenleigh.

Greenleigh Avenue is the primary street in the community and is fronted by a majority of the unit types, but shall not be fronted by units with front-load garages. The goal for Greenleigh Avenue, the longest, uninterrupted street in the community, is to establish visual interest for the entire length of the avenue.

Front-loaded units, including Villas and Townhouses, are typically located along the perimeter of the community, backing up to natural areas or property boundaries where alleys are impractical. Rear-loaded units, Manors, Cottages, and Townhouses, comprise the internal blocks of the community. Rear-loaded units strengthen the goal of a pedestrian-oriented community by relegating the majority of garage access to an alley, and thereby freeing up the majority of block faces for uninterrupted planting zones and sidewalks.



Maple Lawn, MD - Mix of lot types



Celebration, FL - Mix of lot types



Kentlands, MD - Mix of lot types



Greenleigh Lot Type Plan Diagram *This plan is illustrative only and subject to change.*

SINGLE-FAMILY ATTACHED

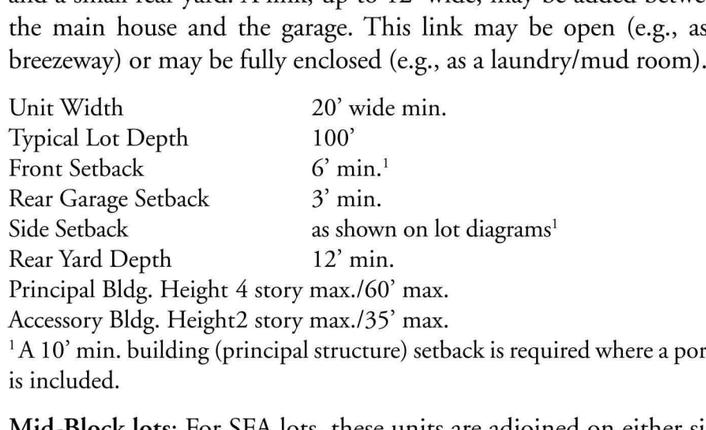
TOWNHOUSE REAR-LOAD DETACHED GARAGE

A Single-Family Attached (SFA) residential unit or townhouse that shares at least one adjoining side wall with an adjacent unit and is typically at least two stories. This unit typically has a detached garage and a small rear yard. A link, up to 12' wide, may be added between the main house and the garage. This link may be open (e.g., as a breezeway) or may be fully enclosed (e.g., as a laundry/mud room).

Unit Width	20' wide min.
Typical Lot Depth	100'
Front Setback	6' min.[1]
Rear Garage Setback	3' min.
Side Setback	as shown on lot diagrams[1]
Rear Yard Depth	12' min.

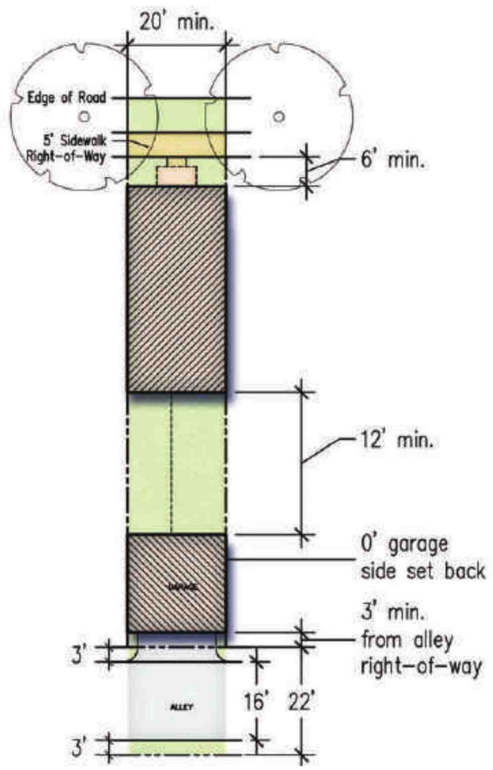
Principal Bldg. Height 4 story max./60' max.
Accessory Bldg. Height2 story max./35' max.
[1] A 10' min. building (principal structure) setback is required where a porch is included.

Mid-Block lots: For SFA lots, these units are adjoined on either side by other townhouses.
Mid-Block End lots: These lots occur mid-block at a break between buildings, at an alley entrance, or mid-block adjacent to a pedestrian passage *(see pages 52-68 for additional information on passages)*. Mid-Block End lots adjoining a pedestrian passage or alley entrance are considered Semi-Prominent Lots (*see criteria on page 22*).
Corner Lots: These lots have two frontages (i.e., two of the lot lines front either a street, a central open space, or a combination of both). These lots are considered Prominent Lots and require special attention s*ee criteria on page 22*).

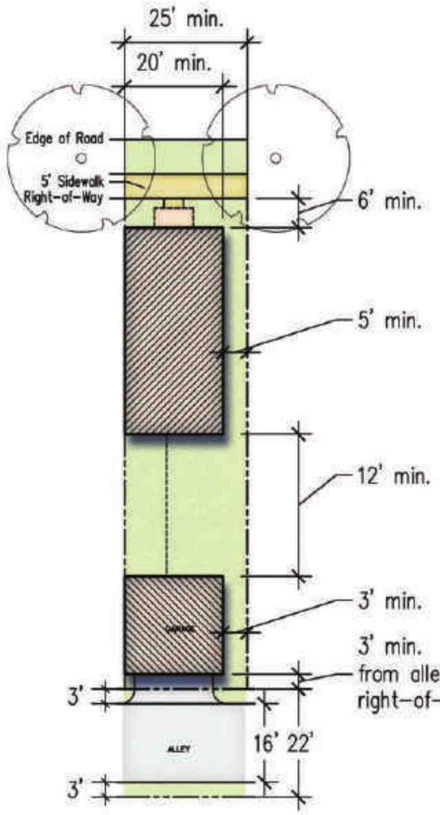


Locator Plan

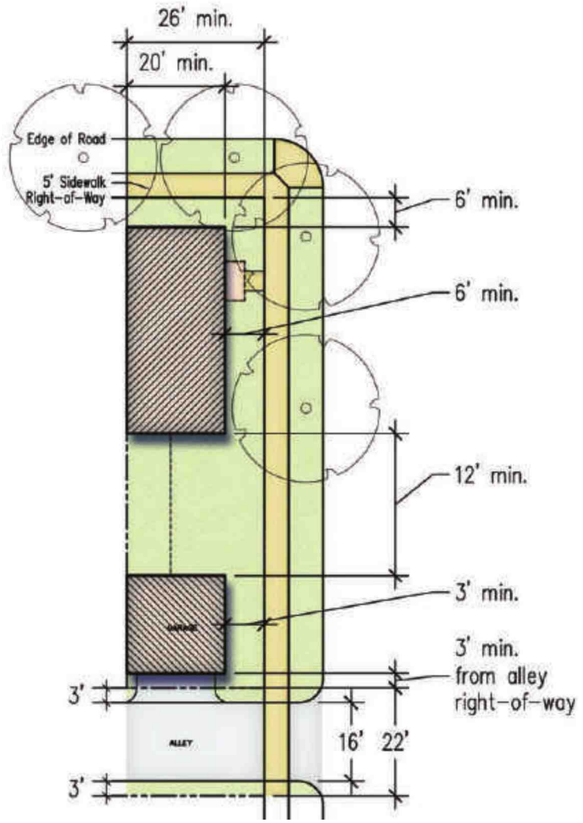
Mid-Block Lot



Mid-Block End Lot



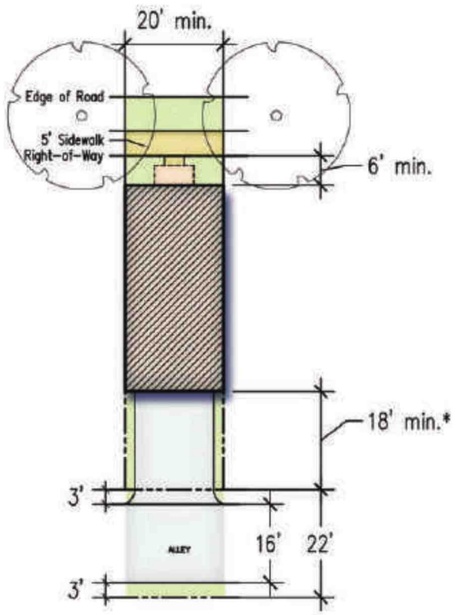
Corner Lot



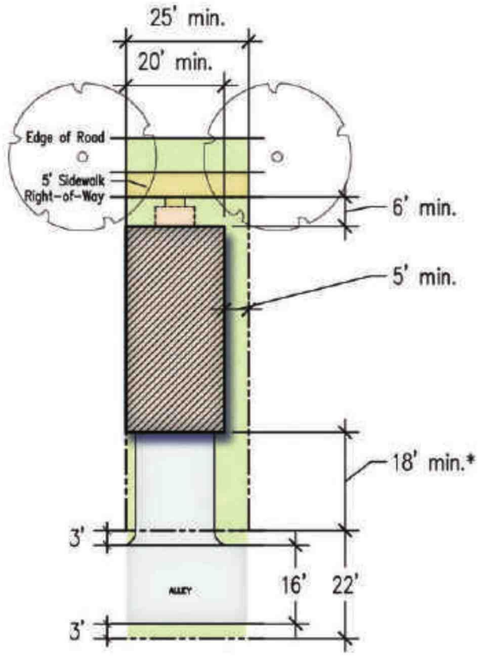




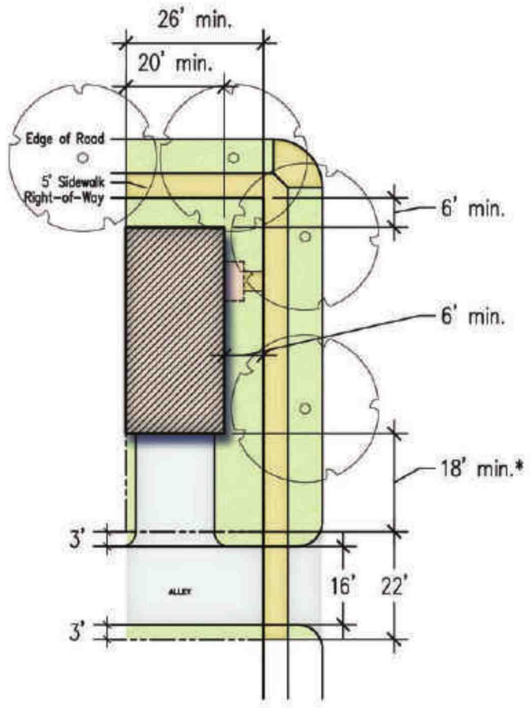
Mid-Block Lot



Mid-Block End Lot



Corner Lot



* 10' min. rear setback is permitted with BCOC approval if site constraints preclude an 18' setback. However, no more than 50% of the units along one side of an alley shall be permitted to have a rear setback less than 18'.







SINGLE-FAMILY ATTACHED

TOWNHOUSE REAR-LOAD INTEGRAL GARAGE

A Single-Family Attached (SFA) residential unit or townhouse that shares at least one adjoining side wall with an adjacent unit and is typically at least two stories. This unit has an integral rear-loaded garage.

Unit Width	20' wide min.
Typical Lot Depth	68'
Front Setback	6' min.[1]
Rear Setback	18' min. typ. (10' min. rear setback is permitted with BCOC approval if site constraints preclude an 18' setback.*)
Side Setback	as shown on lot diagrams[1]
Principal Bldg. Height	4 story max./60' max.
Accessory Bldg. Height	2 story max./35' max.

[1] A 10' min. building (principal structure) setback is required where a porch is included.

Mid-Block lots: For SFA lots, these units are adjoined on either side by other townhouses.

Mid-Block End lots: These lots occur mid-block at a break between buildings, at an alley entrance, or mid-block adjacent to a pedestrian passage *(see pages 52-68 for additional information on passages)*. Mid-Block End lots adjoining a pedestrian passage or alley entrance are considered Semi-Prominent Lots (*see criteria on page 22*).

Corner Lots: These lots have two frontages (i.e., two of the lot lines front either a street, a central open space, or a combination of both). These lots are considered Prominent Lots and require special attention (*see criteria on page 22*).



SINGLE-FAMILY ATTACHED

TOWNHOUSE FRONT-LOAD GARAGE

A Single-Family Attached (SFA) residential unit or townhouse that shares at least one adjoining side wall with an adjacent unit and is typically at least two stories. This unit has a integral front-loaded garage and a rear yard. Particular attention should be paid to the front door entry, to emphasize its read via stoop or door surround details.

Unit Width	24’ wide min.; the garage opening width may not exceed 70% of the unit width (see example below right)
Typical Lot Depth	100’
Front Setback	garage: 18’ min.; non-garage: 6’ min.[1]
Rear Setback	20’ min.
Side Setback	as shown on lot diagrams[1]
Principal Bldg. Height	4 story max./60’ max.
Accessory Bldg. Height	2 story max./35’ max.

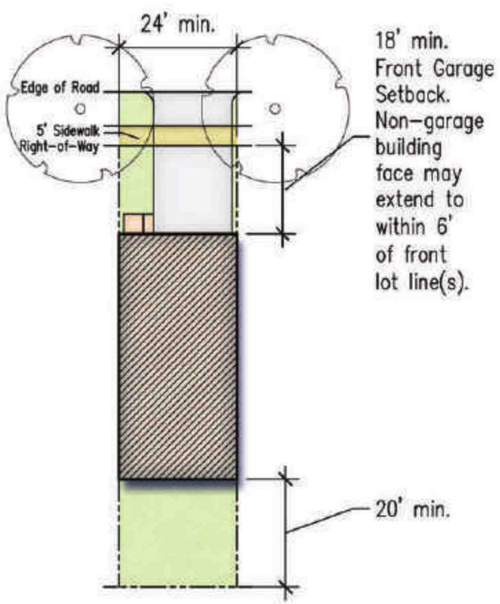
[1] A 10’ min. building (principal structure) setback is required where a porch is included.

Mid-Block lots: For SFA lots, these units are adjoined on either side by other townhouses.
Mid-Block End lots: These lots may occur mid-block at a break between buildings, at an alley entrance, or mid-block adjacent to a pedestrian passage *(see pages 52-68 for additional information on passages)*. Mid-Block End lots adjoining a pedestrian passage or alley entrance are considered Semi-Prominent Lots (*see criteria on page 22*).
Corner Lots: These lots have two frontages (i.e., two of the lot lines front either a street, a central open space, or a combination of both). These lots are considered Prominent Lots and require special attention (*see criteria on page 22*).

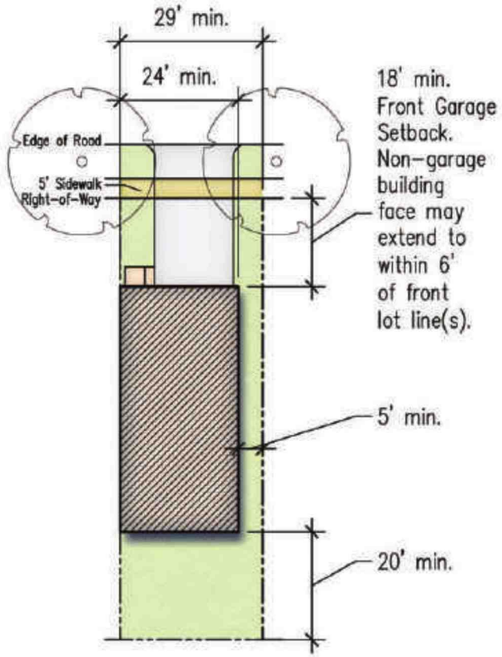


Locator Plan

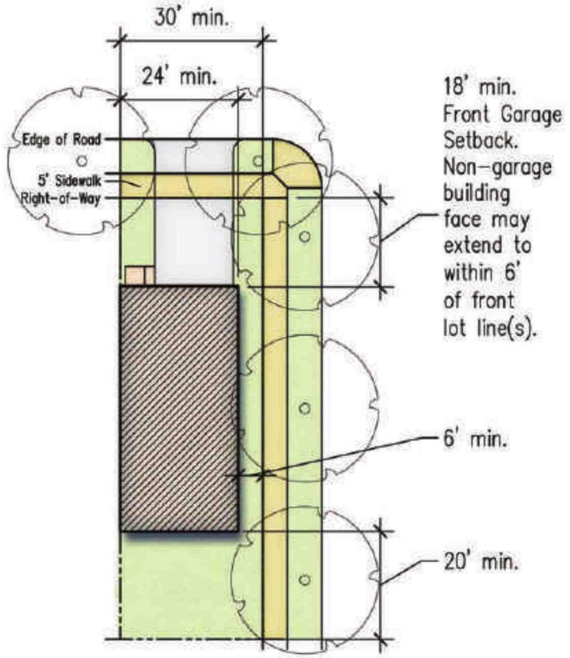
Mid-Block Lot

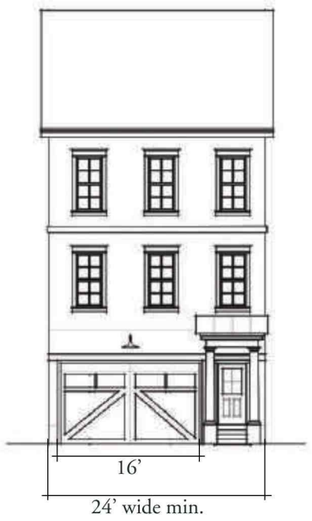


Mid-Block End Lot



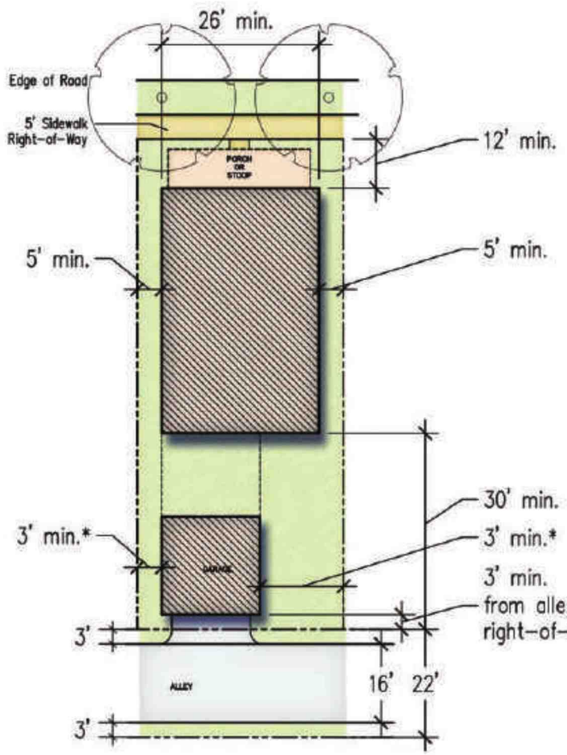
Corner Lot



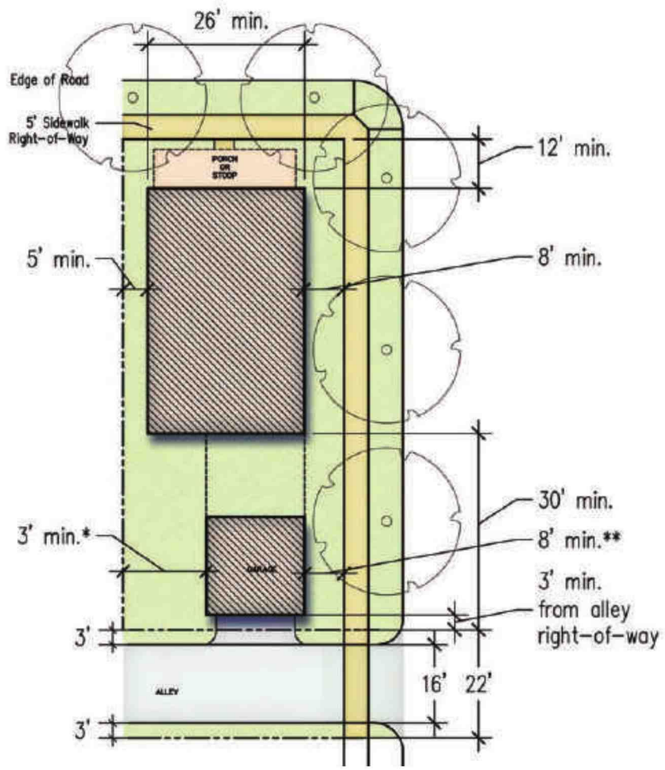




Mid-Block Lot



Corner Lot



SINGLE-FAMILY DETACHED

COTTAGE

A Single-Family Detached (SFD) residential unit or house that does not share a wall with an adjacent unit and is typically at least two stories. This unit has a rear-load garage that may be either detached or attached to the principal structure (either directly attached to the rear facade of the principal dwelling unit or via a link or extension that may encroach upon the rear setback up to 10' for the purpose of making the necessary attachment to the garage).

Unit Width	26' wide min.
Typical Lot Depth	100'
Front Setback	12' min.
Side Setback	as shown on lot diagrams[1]
Rear Garage Setback	3' min.

Principal Bldg. Height 2-3 stories/50' max.
Accessory Bldg. Height2 story max./35' max.
[1] A 10' min. building (principal structure) setback is required where a porch is included.

Mid-Block lots: For SFD units, these lots are either adjacent to other lots on both sides or adjacent to a lot on one side and either an alley entrance or pedestrian passage on the other. *(See pages 52-68 for additional information on passages.)* Mid-Block lots adjoining a pedestrian passage or alley entrance are considered Semi-Prominent Lots (*see criteria on page 22*).

Corner Lots: These lots have two frontages (i.e., two of the lot lines front either a street, a central open space, or a combination of both). These lots are considered Prominent Lots and require special attention (*see criteria on page 22*).







* If the garage is fully detached from the principal structure then the garage side setback may be reduced to 0' on the side that shares a common wall with the detached garage of the adjacent lot.

** With approval from the BCOC, the garage side setback may be reduced to 6' min.



SINGLE-FAMILY DETACHED

MANOR

A Single-Family Detached (SFD) residential unit or house that does not share a wall with an adjacent unit and is typically at least two stories. This unit has a rear-load garage that may be either detached or attached to the unit (either directly attached to the rear facade of the principal dwelling unit or via a link or extension that may encroach upon the rear setback up to 10' for the purpose of making the necessary attachment to the garage).

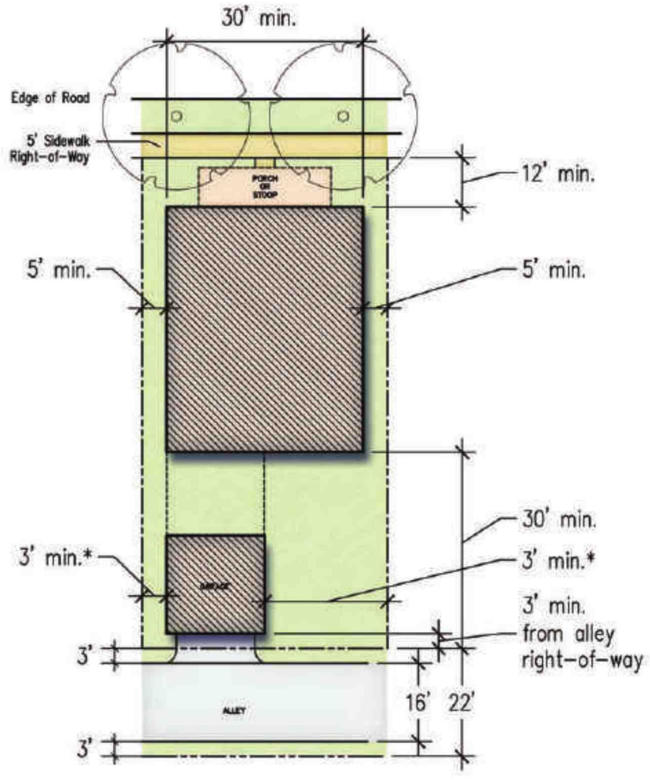
Unit Width	30' wide min.
Typical Lot Depth	100'
Front Setback	12' min.
Side Setback	as shown on lot diagrams[1]
Rear Garage Setback	3' min.
Principal Bldg. Height	2-3 stories/50' max.
Accessory Bldg. Height	2 story max./35' max.

[1] A 10' min. building (principal structure) setback is required where a porch is included.

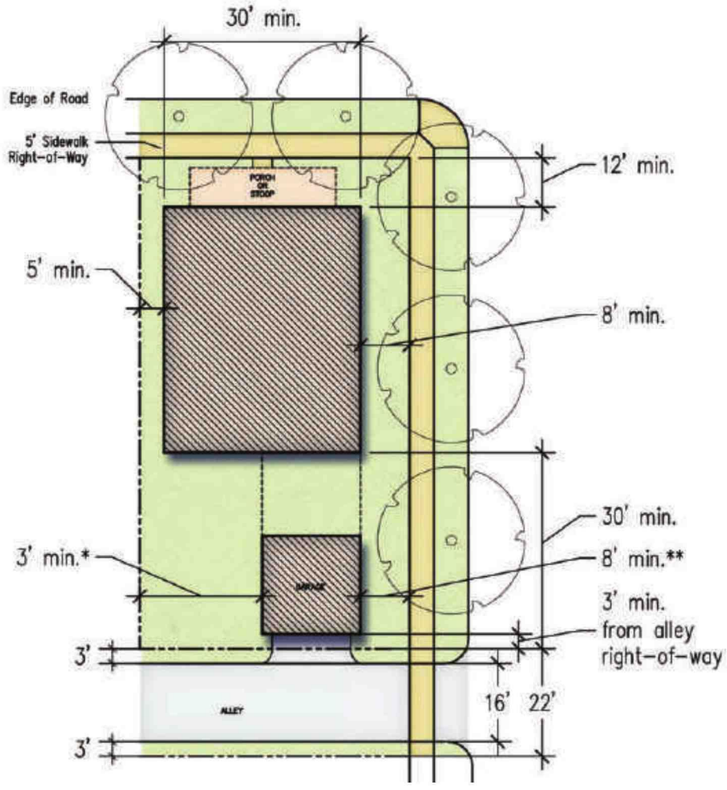
Mid-Block lots: For SFD units, these lots are either adjacent to other lots on both sides or adjacent to a lot on one side and either an alley entrance or mid-block pedestrian passage on the other *(see pages 52-68 for additional information on passages).* Mid-Block lots adjoining a pedestrian passage or alley entrance are considered Semi-Prominent Lots (*see criteria on page 22*).

Corner Lots: These lots have two frontages (i.e., two of the lot lines front either a street, a central open space, or a combination of both). These lots are considered Prominent Lots and require special attention (*see criteria on page 22*).

Mid-Block Lot



Corner Lot





Locator Plan

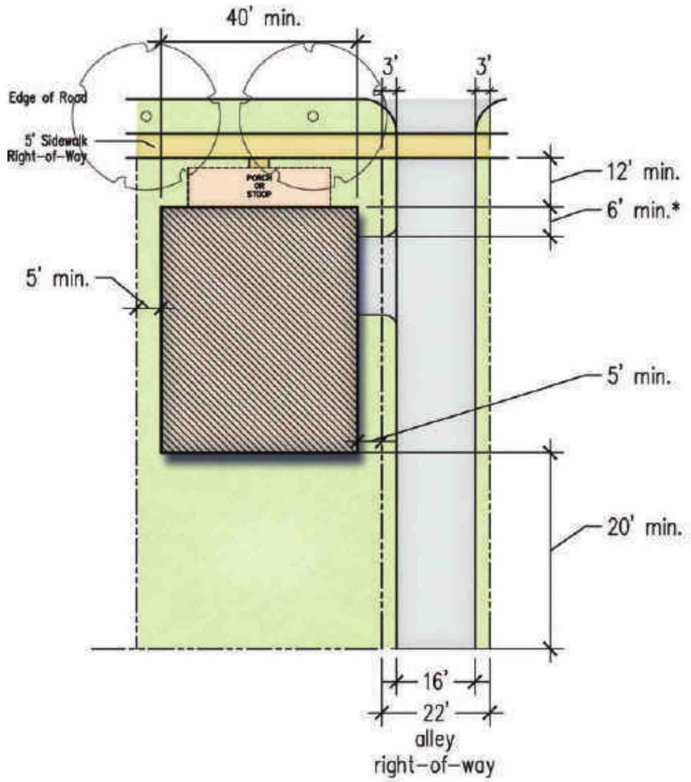
* If the garage is fully detached from the principal structure then the garage side setback may be reduced to 0' on the side that shares a common wall with the detached garage of the adjacent lot.

** With approval from the BCOC, the garage side setback may be reduced to 6' min.





Mid-Block End Lot





SINGLE-FAMILY DETACHED

MANOR (INTEGRAL GARAGE)

A Single-Family Detached (SFD) residential unit or house that does not share walls with an adjacent unit and is typically at least two stories. This unit has a side load garage accessed from an alley.

Unit Width	40' wide min.
Typical Lot Depth	100'
Front Setback	12' min.
Side Setback	as shown on the lot diagram
Garage Setback	6' min. from front façade*
Principal Bldg. Height	2-3 stories/50' max.
Accessory Bldg. Height	2 story max./35' max.

Mid-Block End lots: These SFD lots may occur mid-block with an alley entrance on one side. Mid-Block End lots adjoining a pedestrian passage or alley entrance are considered Semi-Prominent Lots (*see criteria on page 22*).

For this lot type, side load garages doors shall be architectural grade, carriage style doors with transom windows.

* The garage door shall be at least 6' from the front facade of the principal dwelling unit unless otherwise approved by the BCOC.



SINGLE-FAMILY DETACHED

VILLA

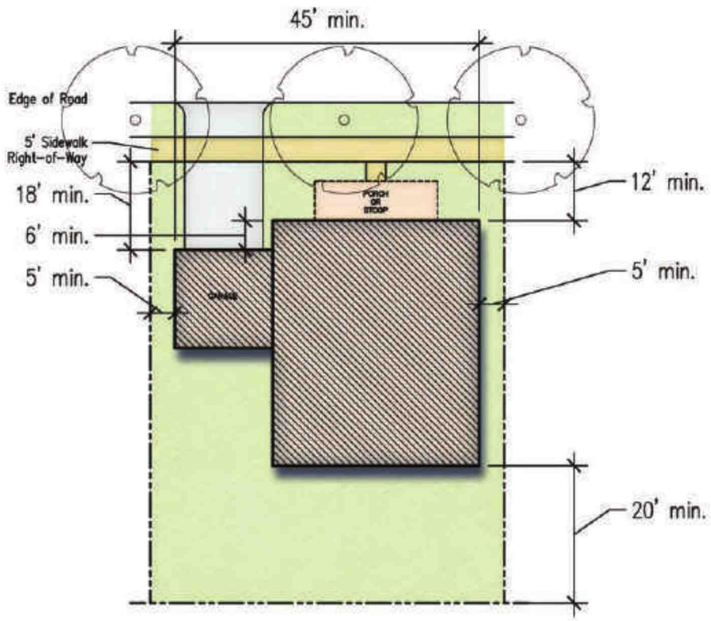
A Single-Family Detached (SFD) residential unit or house that does not share a wall with an adjacent unit and is typically at least two stories. This unit has a front-loaded garage and a large rear yard.

Unit Width	45’ wide min. (with garage)
Typical Lot Depth	100’
Front Setback	12’ min.
Front Garage Setback	18’ min.
Garage Setback from Bldg.	6’ min. from front facade
Side Setback	as shown on lot diagrams (10’ min. required with porch on side)
Rear Setback	20’ min.
Principal Bldg. Height	2-3 stories/50’ max.
Accessory Bldg. Height	2 story max./35’ max.

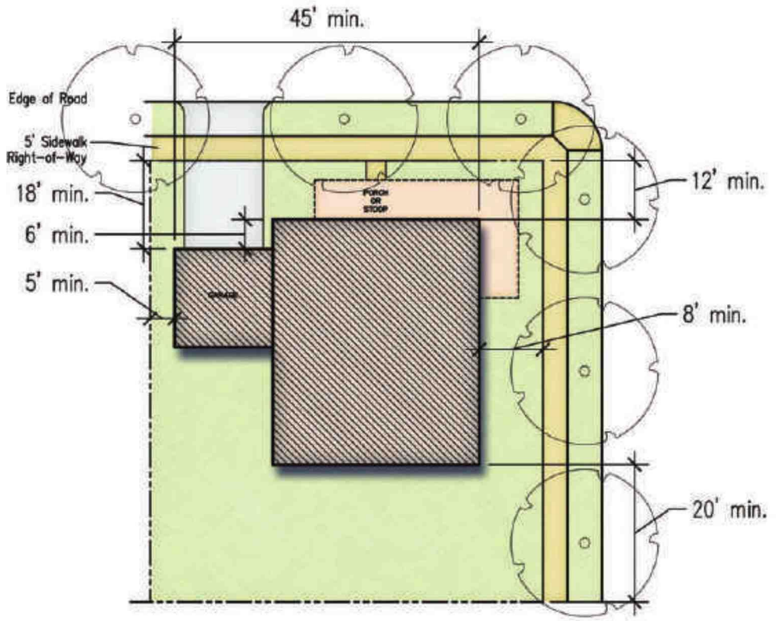
Mid-Block lots: For SFD units, these lots are either adjacent to other lots on both sides or adjacent to a lot on one side and either an alley entrance or mid-block pedestrian passage on the other *(see pages 52-68 for additional information on passages)*. Mid-Block lots adjoining a pedestrian passage or alley entrance are considered Semi-Prominent Lots (*see criteria on page 22*).

Corner Lots: These lots have two frontages (i.e., two of the lot lines front either a street, a central open space, or a combination of both). These lots are considered Prominent Lots and require special attention (*see criteria on page 22*).

Mid-Block Lot



Corner Lot





Locator Plan





ACCESSORY APARTMENT

An accessory apartment is permitted as a temporary use within an owner-occupied principal single-family detached dwelling or within an accessory building situated on the same lot as the owner-occupied principal dwelling, subject to the following requirements:

a. The size of the accessory apartment may not exceed 1/3 of the overall floor area of the principal dwelling or 2,000 square feet, whichever is less;
b. The overall height of the garage may not exceed 35 feet;
c. Any and all improvements to be dedicated as an accessory apartment shall be used solely for residential purposes;
d. The accessory apartment may not have separate utility meters, such as gas and electric service;
e. The accessory apartment shall only be occupied by immediate family members related as grandparents, parents, or parents' children by blood, marriage, or adoption and may not be used by any person other than an immediate family member for any other reason.
f. Prior to the occupancy of an accessory apartment, the owner shall comply with the requirement contained in Section 400.4 of the Baltimore County Zoning Regulations (BCZR) to obtain a use permit for an accessory apartment, and the use permit shall be subject to the conditions, restrictions, and renewal obligations outlined in BCZR Section 400.4.C. A copy of the approved use permit must be provided to the Baltimore Crossroads Oversight Committee prior to occupancy and shall be updated upon renewal. In addition, a declaration of understanding and property description shall be recorded in the land records of Baltimore County which states the conditions and restrictions imposed within this section.





PROMINENT AND SEMI-PROMINENT LOTS

Given the importance of the public realm of streets and central open spaces at Greenleigh, certain lots require particular attention due to their locations, such as a corner lot at a street intersection. The diagram on the following page is an illustrative example of these important lot locations.

Lots that face or front two streets and/or central open spaces (excluding mid-block pedestrian passages), are known as Prominent Lots and have two "frontages" for the application of the Pattern Book criteria. Lots located at alley entrances or adjacent to mid-block pedestrian passages are known as Semi-Prominent Lots. Specific, unique criteria apply to these Prominent and Semi-Prominent Lots (see below). All other lots are known as Typical Lots; no unique criteria apply to these lots, however, all other relevant design criteria apply.

Further, any building elevation, regardless of lot hierarchy, that fronts a street and/or central open space (excluding a mid-block pedestrian passage) is known as a frontage elevation and requires particular design attention; specific criteria apply to these elevations (see below). For non-frontage side elevations and rear elevations, no unique criteria apply, however, all other relevant design criteria apply (*see Architecture Criteria, pages 72-80).*

See pages 24-25 for additional lot and elevation terminology information and diagrams.

SPECIFIC LOT AND ELEVATION REQUIREMENTS

- Where masonry is the primary facade material: Where and as used on the frontage entry elevation, masonry (brick or stone to 8" below grade) is required on the frontage non-entry elevation. Further, the masonry shall return a minimum of 12" on the non-frontage side elevations or at an inside corner of a protruding element on the frontage entry facade. Garages, links, and other secondary structures may have a masonry watertable in lieu of full brick or stone on the frontage elevation(s).
- Where siding is the primary façade material: A masonry watertable (brick or stone to 8" below grade) is required on both the frontage entry and frontage non-entry elevations. Further, the masonry watertable shall return a minimum of 12" on the non-frontage side elevation. Garages, links, and other secondary structures fronting streets or central open spaces shall also have a masonry watertable on the frontage elevation, unless approved otherwise by the BCOC.
- Windows: For Single-Family Attached Townhouses, at least 3 windows are required on the frontage entry elevation. At least 4 windows are required on the frontage non-entry elevation for all Single-Family Attached Townhouses. For Single-Family Detached Houses, at least 4 windows are required on the frontage entry elevation; at least 6 are required on the frontage non-entry elevation. Further, all units require a minimum of 2 windows on non-frontage side elevations, located within the front third of the elevation (closest to the street); a minimum of 4 windows are required on non-frontage side elevations on Semi-Prominent Lots.
- Head features: Trim or masonry head features are required on all windows on all frontage elevations. Trim or masonry head features are required on all doors on all frontage elevations, unless otherwise approved by the BCOC.
- Window grilles and shutters: Where and as used on the frontage entry elevation, window grilles and shutters are required on the frontage non-entry elevation.
- Trim: Eave, window, door, base, and other trim shall be consistent, in dimension and detail, on both the frontage entry and the frontage non-entry elevations. Trim may transition appropriately to the minimum criteria requirements on the non-frontage side and rear elevations.
- Porch: On a Prominent Lot, if a porch is installed on the frontage entry elevation, the porch shall wrap two structural bays on the frontage non-entry elevation, unless otherwise approved by the BCOC. *See Figure 2 on page 73.*
- Fencing: When front fencing is desired, it shall be installed along all frontage lot lines. For Semi-Prominent Lots, fences are required along a mid-block passage and shall be coordinated in type and placement on facing lots. Additional lot-specific fencing may be required by the BCOC on Prominent and Semi-Prominent Lots.
- Landscaping: Landscaping shall be required along all frontage elevations (i.e., along elevations fronting streets or central open spaces). For Prominent and Semi-Prominent Lots, a lot-specific landscape plan shall be submitted to the BCOC for review. On these lots, particular attention shall be paid to the placement of landscape to help screen mechanical equipment, views down alleys, and similar. Additional lot-specific landscaping may be required by the BCOC on Prominent and Semi-Prominent Lots.

In addition to the above, all other relevant Pattern Book criteria apply.



Precedent - Corner, Prominent Lot with a wrap-around porch



Precedent - Corner, Prominent Lot with side entry



Precedent - Mid-Block, Semi-Prominent Lots along a pedestrian passage



Greenleigh Prominent/Semi-Prominent Lots Diagram

This plan is illustrative only and subject to change.

SPECIFIC LOT AND ELEVATION REQUIREMENTS, CONTINUED

The diagrams on pages 24-25 illustrate, in graphic form, the criteria that is uniquely required for specific lot and elevation types in Greenleigh, in addition to all other relevant Pattern Book criteria. The first diagram to the right provides an overview of the terminology used for these requirements.

As mentioned previously, there is a hierarchy to the lots in Greenleigh based on location. Prominent Lots face or front two streets and/or central open spaces (excluding mid-block pedestrian passages); these lots have two frontages for the application of the criteria. Semi-Prominent Lots are located at alley entrances or adjacent to mid-block pedestrian passages. All other lots are known as Typical Lots.

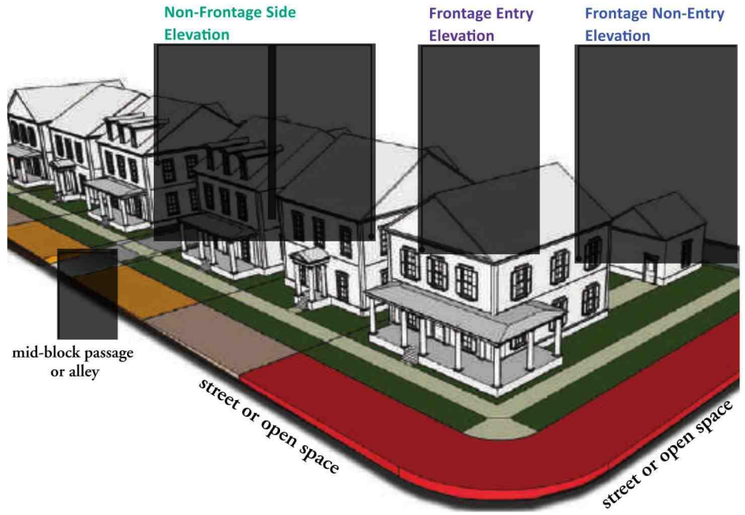
Building elevations, also, are defined by their relative position to the public realm of streets and central open spaces. Those building elevations that front streets and central open spaces (excluding mid-block pedestrian passages) require the most design attention and include the frontage entry elevation (where the building's main entry is located) and the frontage non-entry elevation. All other side elevations that do not directly front the public realm are known as non-frontage side elevations.

The specific, unique requirements that apply to particular lots and elevations are listed to the right for the various representative Single-Family Attached (SFA) and Single-Family-Detached (SFD) building types.

See pages 22-23 for additional information on Prominent and Semi-Prominent Lots.

In addition to the unique criteria listed above and to the right, all other relevant Pattern Book criteria apply.

LOT HIERARCHY AND ELEVATION TYPE OVERVIEW



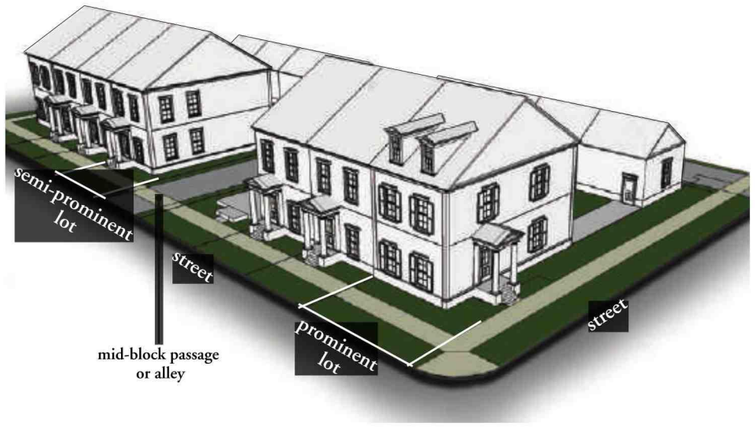
LOT HIERARCHY:

- Prominent Lots
- Semi-Prominent Lots
- Typical Lots

ELEVATION TYPES:

- Frontage Entry Elevations
- Frontage Non-Entry Elevations
- Non-Frontage Side Elevations

SINGLE-FAMILY ATTACHED - TOWNHOUSE (REAR-LOADED)



REQUIRED ELEMENTS:

Frontage Entry Elevations:

- Masonry: full or watertable masonry required; consistently used on both frontage elevations
- Windows: 3 minimum; trim or masonry head features are required; grills and shutters shall be consistently used on both frontage elevations
- Trim: eave, window, base, and all other trim shall be consistently used on both frontage elevations
- Fencing: if desired, front fencing shall be installed along all frontages
- Landscaping: required along all frontage elevations

Frontage Non-Entry Elevations:

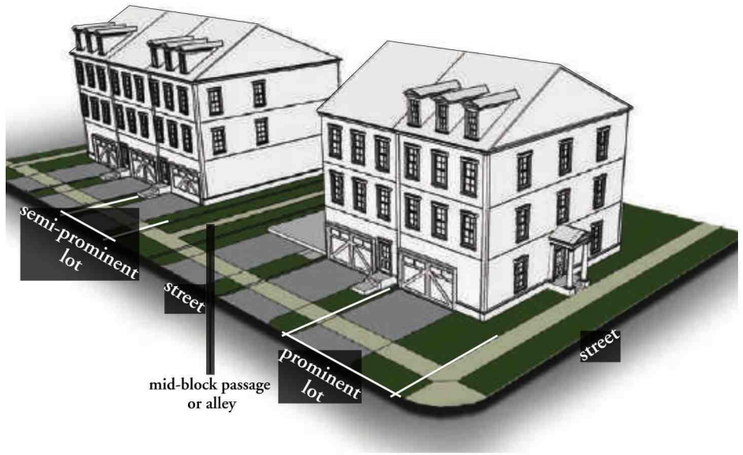
- Masonry: full or watertable masonry required; consistently used on both frontage elevations
- Windows: 4 minimum; trim or masonry head features required; grills and shutters shall be consistently used on both frontage elevations
- Trim: eave, window, base, and all other trim shall be consistently used on both frontage elevations
- Porch: if installed on the frontage entry elevation, the porch shall wrap 2 structural bays on **the frontage non-entry elevation**
- Fencing: if desired, front fencing shall be installed along all frontages
- Landscaping: required along all frontage elevations

Non-Frontage Side Elevations:

- Masonry: full or watertable masonry shall return a minimum of 12"
- Windows: 2 minimum, **located within the front third of the elevation (closest to the street)**; 4 minimum for Semi-Prominent lots
- Fencing: On Semi-Prominent Lots, fencing is required along a mid-block passage and shall coordinate on facing lots

In addition to the above requirements, all other relevant design criteria apply.

SINGLE-FAMILY ATTACHED - TOWNHOUSE (FRONT-LOADED)



REQUIRED ELEMENTS:

Frontage Entry Elevations:

- Masonry: full or watertable masonry required; consistently used on both frontage elevations
- Windows: 3 minimum; trim or masonry head features are required; grills and shutters shall be consistently used on both frontage elevations
- Door: Particular attention should be paid to the front door entry, to emphasize its read via stoop or door surround details
- Trim: eave, window, base, and all other trim shall be consistently used on both frontage elevations
- Fencing: if desired, front fencing shall be installed along all frontages
- Landscaping: required along all frontage elevations

Frontage Non-Entry Elevations:

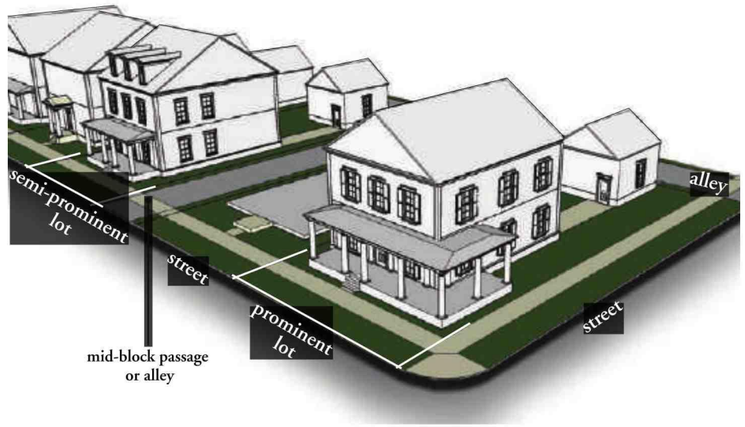
- Masonry: full or watertable masonry required; consistently used on both frontage elevations
- Windows: 4 minimum; trim or masonry head features required; grills and shutters shall be consistently used on both frontage elevations
- Trim: eave, window, base, and all other trim shall be consistently used on both frontage elevations
- Porch: if installed on frontage entry elevation, shall wrap 2 structural bays on **frontage non-entry elevation**
- Fencing: if desired, front fencing shall be installed along all frontages
- Landscaping: required along all frontage elevations

Non-Frontage Side Elevations:

- Masonry: full or watertable masonry shall return a minimum of 12”
- Windows: 2 minimum, located within the front third of the elevation (closest to the street); 4 minimum for Semi-Prominent lots
- Fencing: On Semi-Prominent Lots, fencing is required along a mid-block passage and shall coordinate on facing lots

In addition to the above requirements, all other relevant design criteria apply.

SINGLE-FAMILY DETACHED - COTTAGE (REAR-LOADED)



REQUIRED ELEMENTS:

Frontage Entry Elevations:

- Masonry: full or watertable masonry required; consistently used on both frontage elevations
- Windows: 4 minimum; trim or masonry head features are required; grills and shutters shall be consistently used on both frontage elevations
- Trim: eave, window, base, and all other trim shall be consistently used on both frontage elevations
- Fencing: if desired, front fencing shall be installed along all frontages
- Landscaping: required along all frontage elevations

Frontage Non-Entry Elevations:

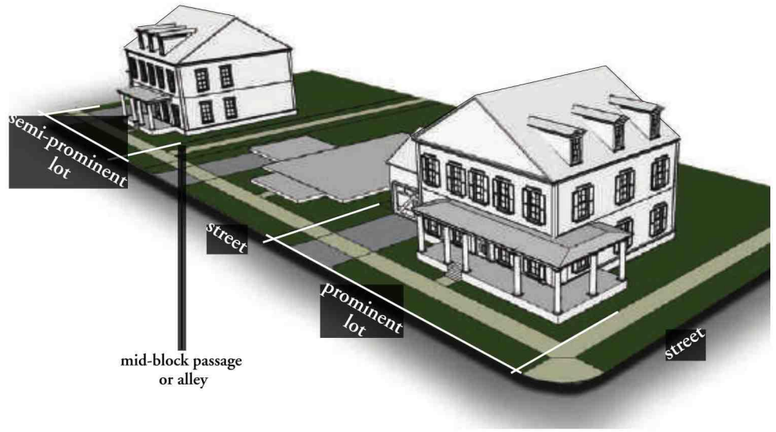
- Masonry: full or watertable masonry required; consistently used on both frontage elevations
- Windows: 6 minimum for Prominent lots; trim or masonry head features required; grills and shutters shall be consistently used on both frontage elevations
- Trim: eave, window, base, and all other trim shall be consistently used on both frontage elevations
- Porch: if installed on frontage entry elevation, shall wrap 2 structural bays on **frontage non-entry elevation**
- Fencing: if desired, front fencing shall be installed along all frontages
- Landscaping: required along all frontage elevations

Non-Frontage Side Elevations:

- Masonry: full or watertable masonry shall return a minimum of 12”
- Windows: 2 minimum for all lots, located within the front third of the elevation (closest to the street); 4 minimum for Semi-Prominent lots
- Fencing: On Semi-Prominent Lots, fencing is required along a mid-block passage and shall coordinate on facing lots

In addition to the above requirements, all other relevant design criteria apply.

SINGLE-FAMILY DETACHED - VILLA (FRONT-LOADED)



REQUIRED ELEMENTS:

Frontage Entry Elevations:

- Masonry: full or watertable masonry required; consistently used on both frontage elevations
- Windows: 4 minimum; trim or masonry head features are required; grills and shutters shall be consistently used on both frontage elevations
- Trim: eave, window, base, and all other trim shall be consistently used on both frontage elevations
- Fencing: if desired, front fencing shall be installed along all frontages
- Landscaping: required along all frontage elevations

Frontage Non-Entry Elevations:

- Masonry: full or watertable masonry required; consistently used on both frontage elevations
- Windows: 6 minimum for Prominent lots; grills and shutters shall be consistently used on both frontage elevations
- Trim: eave, window, base, and all other trim shall be consistently used on both frontage elevations
- Porch: if installed on frontage entry elevation, shall wrap 2 structural bays on **frontage non-entry elevation**
- Fencing: if desired, front fencing shall be installed along all frontages
- Landscaping: required along all frontage elevations

Non-Frontage Side Elevations:

- Masonry: full or watertable masonry shall return a minimum of 12”
- Windows: 2 minimum for all lots, located within the front third of the elevation (closest to the street); 4 minimum for Semi-Prominent lots
- Fencing: On Semi-Prominent Lots, fencing is required along a mid-block passage and shall coordinate on facing lots

In addition to the above requirements, all other relevant design criteria apply.

LOT LANDSCAPE PLANS

The Lot Landscape section addresses criteria for the landscape design of the single-family residential lots within Greenleigh. The General Provisions include criteria for all residential lot types. The Plant Palette provides a list of approved plant species for Greenleigh. The Lot Landscape Plans provide examples of typical landscape plans along with a list of plant types, quantities, and sizes. The Lot Landscape Plans are illustrative only; final plans meeting the criteria below shall be submitted by the builders to the BCOC.

The Lot Landscape Plans shall comply with the Baltimore County Landscape Manual and the criteria outlined in this Pattern Book. Where these Criteria differ from the Landscape Manual, the Pattern Book shall prevail. Where these Criteria are silent, the Landscape Manual shall prevail.

General Provisions

- Native and adaptive species are preferred. Vegetation on the list of Maryland Species of Concern shall not be used.
- Plant material selection shall be adjusted based on sun exposure.
- Plant material locations shall be adjusted based on house, garage, or porch/stoop configuration.
- Fence and landscape plans shall be coordinated.
- Grass strips should be a minimum of 18” wide.
- Additional planting may be required for Prominent and Semi-Prominent lots. *See page 22 for additional information.*

PLANT PALETTE

The plant palette provides a list of approved plants for Greenleigh and complies with the Baltimore County Landscape Manual. The majority of plants listed in the palette are pre-approved as listed in the Maryland Aviation Administration (MAA) Landscape Specifications Appendix; those that are not pre-approved are noted with an asterisk in the list to the right and require MAA approval, due to the proximity to the Martin State Airport located less than three miles to the south. The plant palette chart is broken up into the following nine categories:

- Evergreen Shrubs
- Low Growing Evergreen Shrubs
- Pyramidal/Upright Evergreen
- Shade Trees
- Understory/Flowering Trees
- Flowering Shrubs
- Accent Shrubs
- Dwarf & Large Grass
- Perennials/Groundcover

Each category provides the plant’s common name, height, spread, and requirement for full sun, partial shade, or full shade.

Alternative plant species may be used, with approval from the BCOC and the MAA.

Evergreen Shrubs					
Common Name	Height	Spread	Full Sun	Partial Shade	Full Shade
Chadwick Yew*	3-4'	4-6'	X	X	
Chamzin Inkberry	3-4'	3-4'	X	X	
Dense Yew*	3-5'	6-8'	X	X	
Globosa Chinese Juniper	4-6'	4'-6'	X	X	
Green Dragon Japanese Holly	10-15'	10-12'	X	X	
Heller's Japanese Holly	2-4'	3-5'	X	X	
Hicks Yew*	10-12'	3-4'	X	X	
Schip Laurel	5-6'	12-15'	X	X	
Sentinel Japanese Holly	10-15'	10-12'	X		
Shamrock Inkberry	3-5'	3'-5'	X	X	
Silver King Euonymus	4-6'	2-3'	X		
Spreading Euonymus	4-6'	3-5'	X	X	
Strawberry Bush	2-5'	2-4'		X	X
Viridis Yew*	10-12'	2-3'	X	X	X

Low Growing Evergreen Shrubs					
Common Name	Height	Spread	Full Sun	Partial Shade	Full Shade
China Boy Holly	7-10'	5-8'	X	X	
Fountain Creeping Juniper	24-30"	5-10'	X		
Hetzii Japanese Holly	3-6'	3-6'	X	X	
Jade River Creeping Juniper	6-12"	5-10'	X	X	
Sky Pointer Japanese Holly	3-5'	2-3'	X	X	
Weeping English Yew	24-48"	4'-6	X	X	X
Youngstown Juniper	6-18"	4'-6'	X		

Pyramidal/Upright Evergreen					
Common Name	Height	Spread	Full Sun	Partial Shade	Full Shade
American Arborvitae	20-30'	4-6'	X	X	
Blue Boy Holly	6-8'	3-6'	X	X	
Capitata Yew	10-25'	5-10'	X	X	
Columnar Eastern White Pine	30-40'	7-10'	X	X	
Dwarf Alberta Spruce (male only)	5-8'	4-5'	X	X	
Edward Stevens Holly	15-25'	10-12'	X	X	
Foster Holly (male only)	20-30'	10-20'	X	X	
Jersey Knight American Holly	15-30'	10-20'	X	X	
Pyramidalis Yew	6-8'	3-4'	X	X	

*Requires Maryland Aviation Administration (MAA) approval

Shade Trees					
Common Name	Height	Spread	Full Sun	Partial Shade	Full Shade
American Linden	50-80'	30-50'	X	X	
American Sycamore	75-100'	75-100'	X		
Autumn Blaze Maple	50-60'	40-50'	X	X	
Dura Heat River Birch	30-40'	25-35'	X	X	
Jamestown Maple	40-70'	25-35'	X	X	
Japanese Zelkova	50-80'	50-80'	X		
October Glory Red Maple (male only)	40-50'	30-40'	X	X	
Sweetgum	60-80'	40-60'	X		

Understory/Flowering Trees					
Common Name	Height	Spread	Full Sun	Partial Shade	Full Shade
American Beauty Crabapple	15-35'	10-20'	X	X	
Crapemyrtle	10-20'	10-20'	X		
Eastern Redbud	20-30'	25-30'	X	X	
Japanese Snowbell	20-30'	20-30'	X	X	
Kwanzan Cherry	25-30'	25-30'	X	X	
Saucer Magnolia	20-25'	20-25'	X	X	
Spring Snow Crabapple	20-25'	15-20'	X		
Star Magnolia	15-20'	10-15'	X	X	
Sweetbay Magnolia	10-35'	10-35'	X	X	
Yoshino Cherry	30-40'	30-40'	X	X	

Flowering Shrubs					
Common Name	Height	Spread	Full Sun	Partial Shade	Full Shade
Burkwood Viburnumn	8-10'	6-7'	X	X	
Delaware Valley White Azalea*	3-4'	3-4'		X	
Japanese Snowball Viburnum	10-15'	10-15'	X	X	
Japanese Spiraea*	4-6'	5-7'	X		
Leatherleaf Viburnum	6-10'	6-10'	X	X	
Little Princess Spiraea*	2-3'	2-3'	X		
Meadowsweet Spiraea	3-4'	3-4'	X	X	
Oakleaf Hydrangea	6-8'	6-8'	X	X	
Smooth Hydrangea	3-5'	4-6'		X	
Snowmound Spiraea	2-4'	2-4'	X	X	
Sweet Azalea	3-6'	3-6'	X	X	

*Requires Maryland Aviation Administration (MAA) approval

Accent Shrubs					
Common Name	Height	Spread	Full Sun	Partial Shade	Full Shade
Cole's Compact Burning Bush	6-8'	6-8'	X		
Cotoneaster*	3-8'	5-15'	X		
Glossy Abelia	3-6'	3-6'	X	X	
Gold Thread Cypress*	5-6'	7-'8	X		
Little Henry Sweetspire	2'	3'	X	X	
Weeping Forsythia	6-10'	6-10'	X	X	
Winter Jasmine	10-15'	3-6'	X	X	

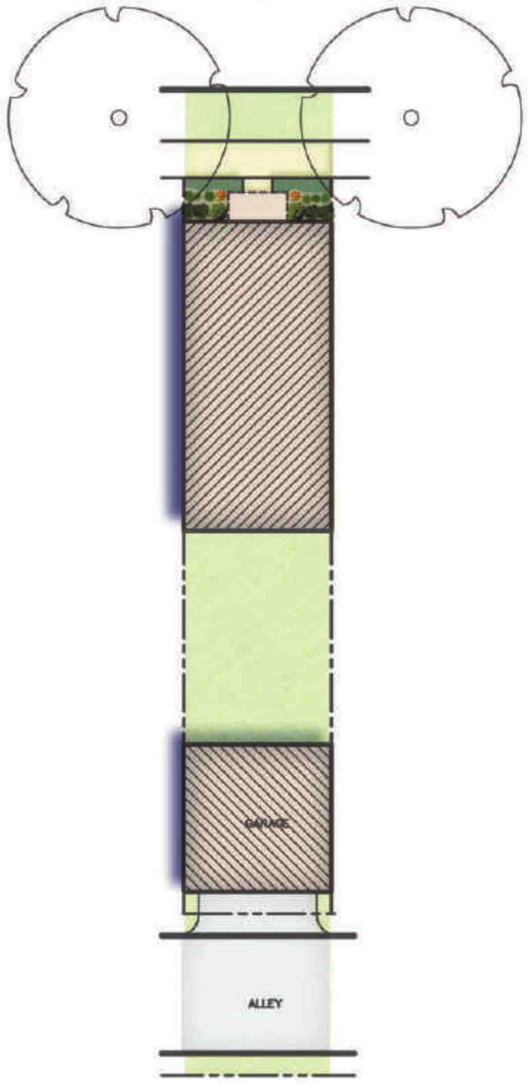
Dwarf & Large Grass					
Common Name	Height	Spread	Full Sun	Partial Shade	Full Shade
Gracillimus Miscanthus*	4-7'	3-6'	X	X	
Morning Light Miscanthus*	4-6'	2-4'	X	X	
Pennisetum*	2-5'	2-5'	X	X	
Purpurascens Miscanthus*	4-5'	2-3'	X	X	
Rubrum Pennisetum*	3-5'	2-4'	X	X	

Perennials/Groundcover					
Common Name	Height	Spread	Full Sun	Partial Shade	Full Shade
Bearberry Cotoneaster	6-12"	36-60"	X	X	
Becky Shasta Daisy	3-4'	2-3'	X		
Black Eyed Susan	24-36"	24-30"	X		
Blue Lily-turf	12-24"	6-18"	X	X	
Daylily	6-12"	6-12"	X	X	
Dianthus Firewitch*	3-6"	6-18"	X		
Dianthus Grandiflorus*	6-12"	12-24"	X		
Garden Phlox*	24-48"	24-36"	X	X	
Hidcote Lavender*	12-18"	12-18"	X		
Lanceleaf Coreopsis*	12-24"	12-18"	X		
Moss Phlox*	3-6"	12-24"	X		
Munstead Lavender*	12-18"	12-18"	X		
Purple Cone Flower*	24-30"	18-24"	X	X	
Rosy Coreopsis	12-24"	18-30"	X		
Russian Sage	3-5'	2-4'	X		
Threadleaf Coreopsis	1.5-2'	1.5-2'	X		
Wild Sweet William Phlox*	6-18"	6-18"		X	X
Yellow Sage	1.5-2'	1.5-2'		X	

*Requires Maryland Aviation Administration (MAA) approval

LOT LANDSCAPE PLANS - TYPICAL

SFA Mid-Block Lot



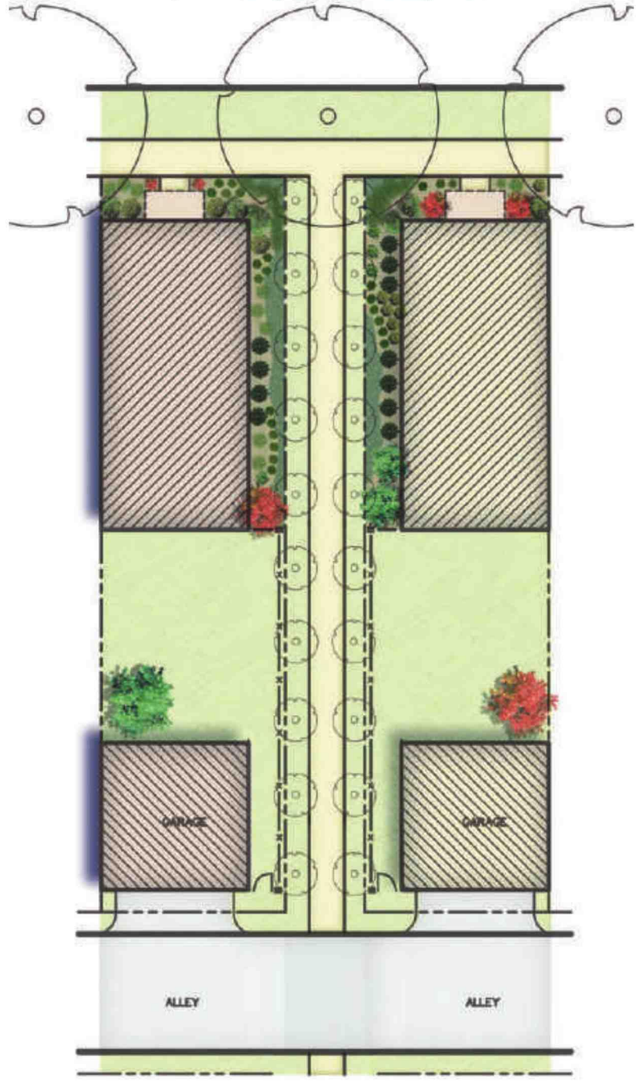
SFA Mid-Block Lot

Size	Qty	Description	Possible Options
6-10’	2	Upright Evergreen	Blue Boy Holly, Columnar Eastern White Pine, Capitata Yew
24-48”	4	Medium Evergreen Shrub	Schip Laurel, Dense Yew, Chamzin Inkberry, Sentinel Japanese Holly
18-30”	2	Accent Shrub	Gold Thread Cypress, Glossy Abelia, Weeping Forsythia
18-30”	3	Low Evergreen	Sky Pointer Japanese Holly, Jade River Creeping Juniper, Weeping English Yew
18-24”	3	Flowering Shrub	Delaware Valley White Azalea, Oakleaf Hydrangea, Little Princess Spiraea
1 Gallon	12	Groundcover	Dianthus Firewitch, Threadleaf Coreopsis, Blue Lily-turg

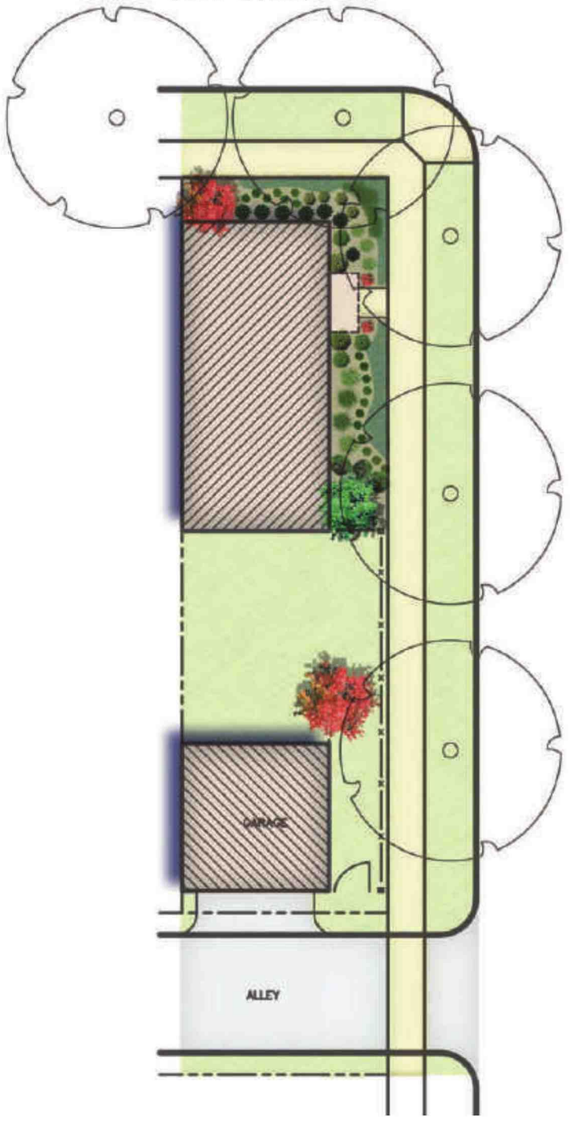
SFA Mid-Block End Lot

Size	Qty	Description	Possible Options
6-10’	1	Understory/Flowering Tree	Eastern Redbud, Sweetbay Magnolia, Kwanzan Cherry
5-8’	2	Upright Evergreen	Dwarf Alberta Spruce, Edward Stevens Holly, Columnar Eastern White Pine
30-48”	2	Pyramidal Evergreen	Blue Boy Holly, Pyramidalis Yew, American Arborvitae
24-36”	3	Medium Evergreen Shrub	Sentinel Japanese Holly, Shamrock Inkberry, Globosa Chinuse Juniper
18-24”	4	Flowering Shrub	Japanese Spiraea, Sweet Azalea, Leatherleaf Viburnum
18-24”	2	Accent Shrub	Gold Thread Cypress, Cole’s Compact Burning Bush, Winter Jasmine
18-24”	10	Low Evergreen	Hetzii Japanese Holly, Youngstown Juniper, China Boy Holly
18-24”	6	Dwarf & Large Grass	Rubrum Pennisetum, Gracillimus Miscanthus
1 Gallon	12	Groundcover	Hidcote Lavender, Black Eyed Susan, Wild Sweet William Phlox, Daylily

SFA Mid-Block End Lot



SFA Corner Lot

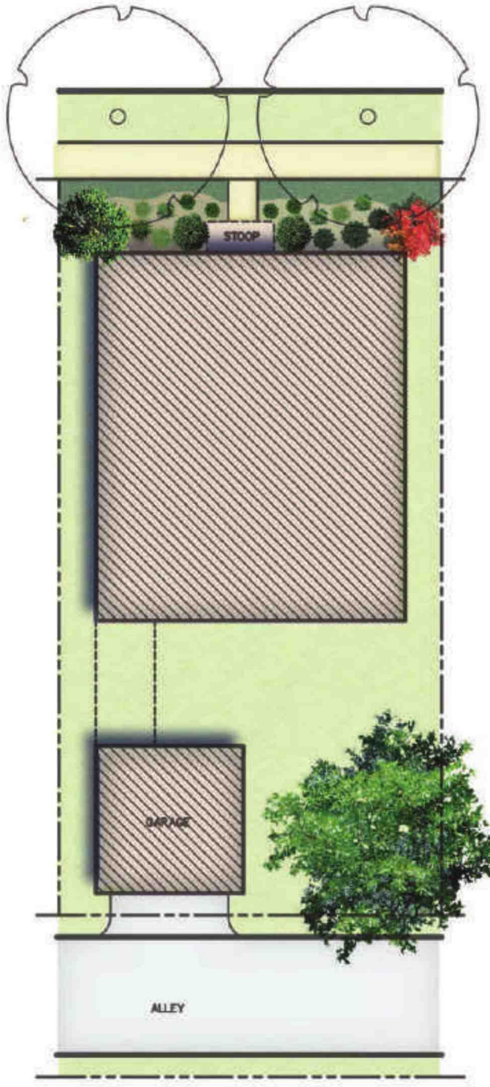


SFA Corner Lot

Size	Qty	Description	Possible Options
6-10’	2	Understory/Flowering Tree	Eastern Redbud, Crapemyrtle, Japanese Snowbell
5-8’	2	Upright Evergreen	Blue Boy Holly, Capitata Yew, American Arborvitae
24-36”	6	Medium Evergreen Shrub	Spreading Euonymus, Green Dragon Japanese Holly, Schip Laurel
18-24”	6	Flowering Shrub	Burkwood Viburnum, Sweet Azalea, Oakleaf Hydrangea
18-24”	2	Accent Shrub	Cole’s Compact Burning Bush, Gold Thread Cypress, Weeping Forsythia
18-24”	10	Low Evergreen	Weeping English Yew, China Boy Holly, Youngstown Juniper
18-24”	6	Dwarf & Large Grass	Morning Light Miscanthus, Rubrum Pennisetum
1 Gallon	16	Groundcover	Rosea Coreopsis, Black Eyed Susan, Becky Shasta Daisy

LOT LANDSCAPE PLANS - TYPICAL

SFD Mid-Block Lot





SFD Mid-Block Lot

Size	Qty	Description	Possible Options
25-45’	1	Shade Tree	Silver Linden, American Sycamore, October Glory Red Maple
6-10’	1	Understory/Flowering Tree	Spring Snow Crabapple, Saucer Magnolia, Kwanzan Cherry
5-8’	2	Upright Evergreen	Jersey Knight American Holly, Foster Holly, Pyramidalis Yew
24-36”	3	Medium Evergreen Shrub	Strawberry Bush, Heller’s Japanese Holly, Viridis Yew
18-24”	3	Flowering Shrub	Japanese Snowball Viburnum, Snowmound Spiraea, Sweet Azalea
18-24”	2	Accent Shrub	Cole’s Compact Burning Bush, Winter Jasmine, Cotoneaster
18-24”	6	Low Evergreen	Fountain Creeping Juniper, Sky Pointer Japanese Holly, Weeping English Yew
1 Gallon	12	Groundcover	Lanceleaf Coreopsis, Munstead Lavender, Yellow Sage

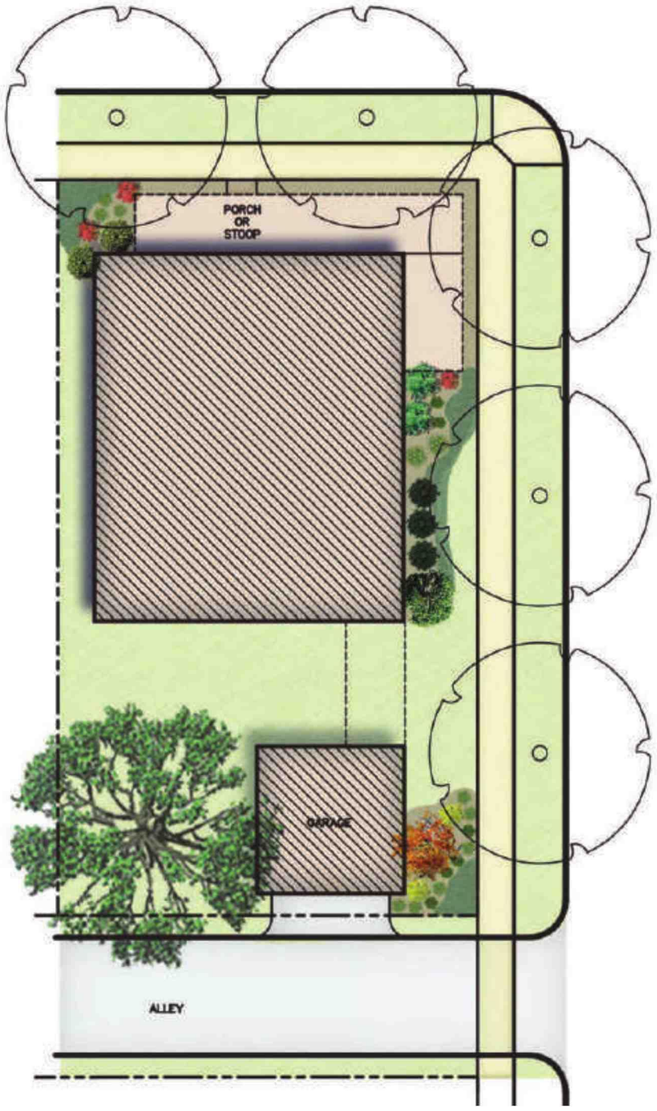
SFD Corner Lot



Size	Qty	Description	Possible Options
25-45’	1	Shade Tree*	Autumn Blaze Maple, Dura Heat River Birch, Japanese Zelkova
6-10’	1	Understory/Flowering Tree	American Beauty Crabapple, Star Magnolia, Yoshino Cherry
5-8’	2	Upright Evergreen	Dwarf Alberta Spruce, Edward Stevens Holly, Eastern White Pine
24-36”	3	Medium Evergreen Shrub	Shamrock Inkberry, Dense Yew, Silver King Euonymus
18-24”	6	Flowering Shrub	Smooth Hydragea, Meadowsweet Spiraea, Leatherleaf Viburnum
18-24”	3	Accent Shrub	Cotoneaster, Glossy Abelia, Winter Jasmine
18-24”	6	Low Evergreen	Weeping English Yew, Jade River Creeping Juniper, Hetzii Japanese Holly
1 Gallon	14	Groundcover	Daylily, Garden Phlox, Russian Sage

* An Understory/Flowering Tree may be used in place of a Shade Tree. On lots with site/building constraints, no tree is required.

SFD Corner Lot



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3.0 STREET DESIGN

3.1 OVERVIEW
3.2 COMPLETE STREETS
3.3 STREET TYPES
3.4 MATERIAL AND ELEMENT STANDARDS

3.1 OVERVIEW

Greenleigh is envisioned as a safe, walkable mixed-use community that requires an approach to street design that anticipates small, walkable blocks. Moreover, the streets within Greenleigh are an important part of the open space system. While not as green or planted as the amenity spaces, the streets provide visual openness and spatial definition and are vital to the vibrancy of Greenleigh.

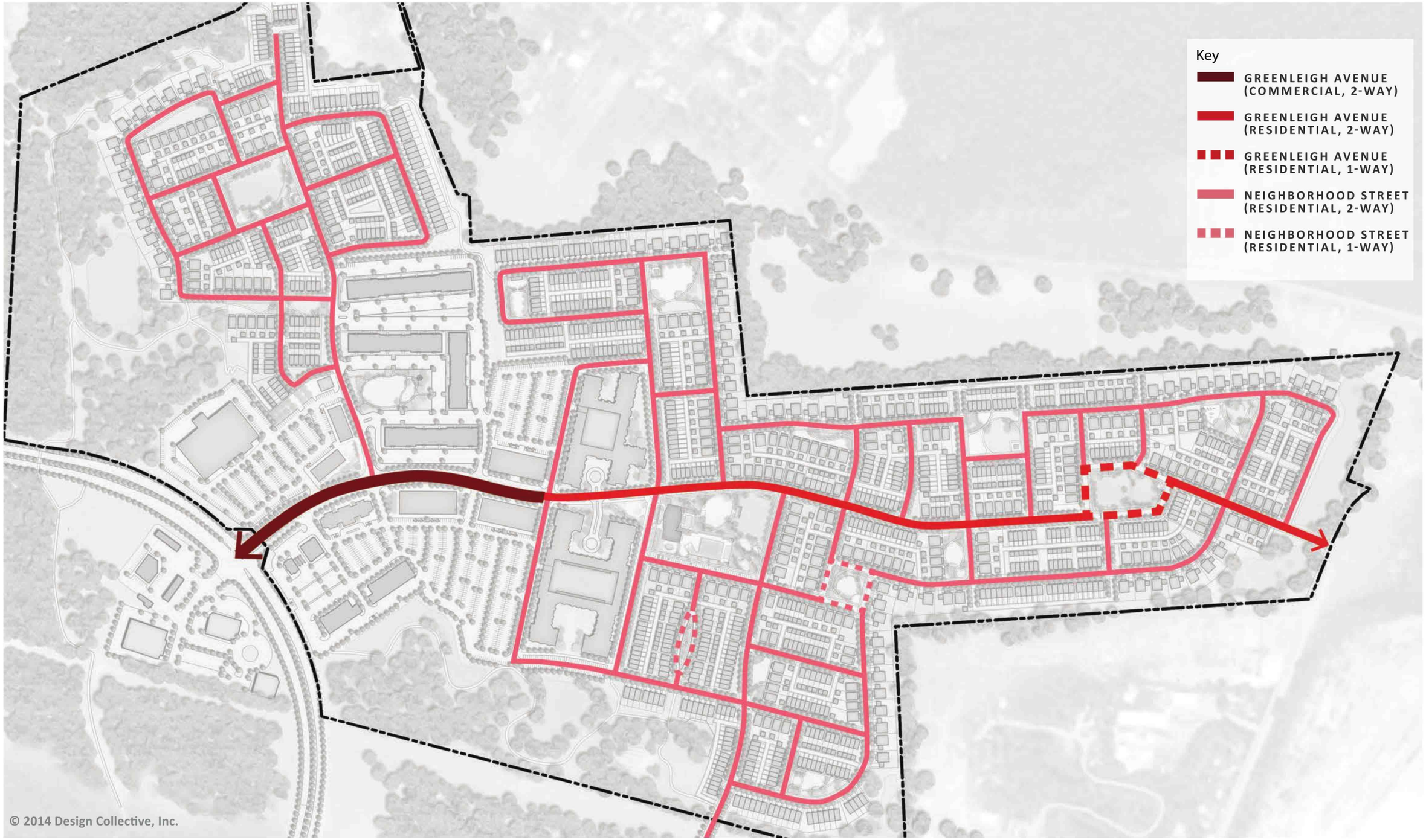
With this vision in mind, the design of streets within Greenleigh must consider the mobility and safety of pedestrians and bicycles, ensuring that maximizing traffic capacity and speed is not the dominant consideration in street design. The streets and sidewalks should include design elements that provide appropriate visual and physical clues for drivers to indicate that pedestrians and bicyclists are integral users of the circulation system in Greenleigh. It is also essential that streets consider the range of users' mobility and provide appropriate access along and across streets for those with limited mobility.

PURPOSE

The purpose of the Street Design Criteria is to guide the design and character of all street types. The streets within Greenleigh act as a network and support the vision established for the community. The criteria include both text and diagrams that specify: 1) street locations and connections; 2) street type standards; 3) streetscape standards; and 4) acceptable material and element standards.

GENERAL PROVISIONS

1. The following typical street curb radii standard applies throughout Greenleigh:
   - Neighborhood Street Curb Radii: 20' min.
2. The following standard applies to residential alleys within Greenleigh:
   - Alley Paving Width: 16'
3. Transitions from one street type to another shall be designed to ensure smooth changes between paving, parking, sidewalks, planting strips, and similar.
4. Where site plan conditions warrant variations to the Street Type Plans and Sections, the lane widths and sidewalk widths should remain the same while the number of lanes, tree zone width, parking, and similar may vary. At an intersection where two different street types meet (with the exception of alleys) or where an existing street meets a new street, the larger curb radius should be used.
5. Streets should have sidewalk on both sides of the street unless otherwise approved by Development Plans Review. If there are site constraints preventing a sidewalk on only one side of the street, a sidewalk may only be required along the single-family residential side of the street. Connections to trails are encouraged. Sidewalks shall be designed consistently along the entire length of a block. Generally, street trees should be planted at regular intervals to provide shading on the sidewalks *(for additional criteria, see below and Street Tree Criteria on page 44)*.
6. Curb "bulb-outs" shalll be included at intersections along Greenleigh Avenue.
7. Crosswalks of a different paving material, texture, and/or color from the street asphalt are required on Greenleigh Avenue where sidewalks meet vehicular travel lanes.
8. Street Trees:
   a. A single species of tree shall be consistent along an entire street (for the length of the street), but variety is encouraged from one street to the next. For example, one street may have Red Maples, while the next street over may have Lindens *(for additional information on street tree selection, see page 44)*.
   b. Trees shall be planted at regular intervals along streets appropriate to the particular character and function of the street and the tree species. In general, trees should be planted 25 to 35 feet on center, but no more than 42 feet on center. Variation in tree spacing may be appropriate in some circumstances, depending on location and adjacent uses, street lighting, underground utilities, and above ground structures.
   c. Street trees shall be centered within the Tree Zone.
   d. The placement of street trees shall be coordinated with the placement of street lights, such that street trees are located to ensure adequate light levels.
   e. Street trees shall be placed a minimum of 15 feet from all regulatory signs and all intersections (excepting alleys) when planted between the curb and sidewalk and located with consideration to underground utilities and structures. Street trees may not be planted within 5 feet of a street drain inlet structure, within 5 feet of the edge of crosswalks and handicap curb cuts/ramps, or within 10 feet of an alley entrance or driveway.
   f. Other streetscape plantings (not including street trees) shall be set back a minimum of 3 feet from the edge of crosswalks and handicap curb cuts/ramps.
   g. Street trees shall be placed to align where possible with lot lines and demising walls of buildings so as to avoid blocking leadwalks to stoops and front porches, doors of buildings, address numbers, and pedestrian passage connections.
   h. In order to create a comfortable pedestrian environment, street trees shall have their limbs pruned over sidewalks to approximately 8 feet above grade.
   i. When a driveway or private roadway intersects a public right-of-way or when a lot abuts the intersection of two or more public right-of-ways, plant material must not obstruct visibility. No plant material taller than 2 feet above the curb shall be allowed in any sight triangle area except single stem trees whose lower branches are pruned to a minimum height of 8 feet.
9. Along streets throughout Greenleigh, street lighting and street furniture should be consistent *(see Street Lighting on page 48 for more information)*.



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Greenleigh Street Network *This plan is illustrative only and subject to change.*

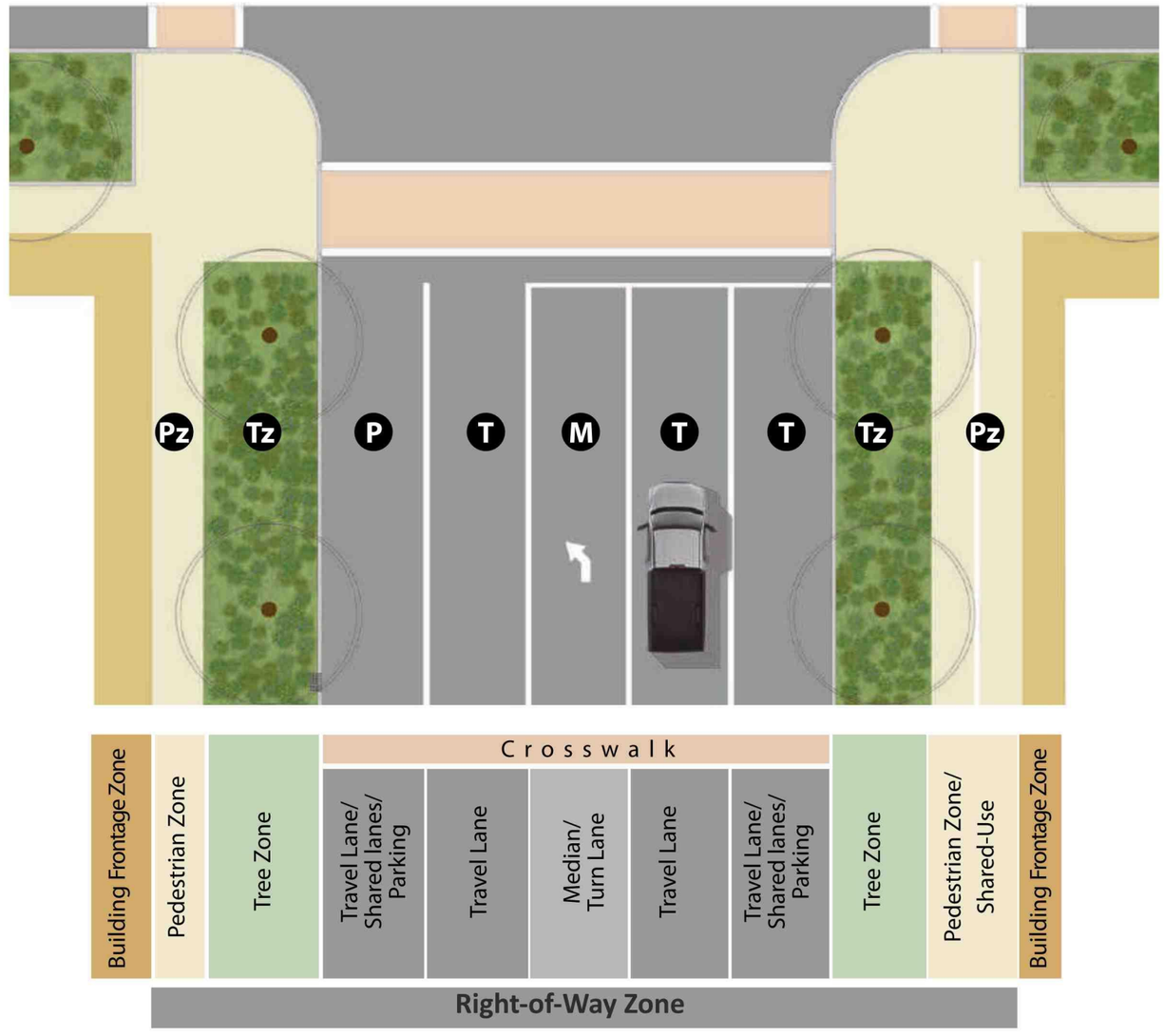
3.2 COMPLETE STREETS

Complete Streets are streets that provide safe and convenient accommodation to all potential users, including pedestrians, cyclists, and motorists alike. Complete Streets recognize that crossing the street, walking to visit neighbors and businesses, and cycling to work are equally important to driving. Since streets will play an important role in the livability of Greenleigh, they must accommodate all users in an appropriate manner, whether young or old, motorist or cyclist, walker or wheelchair user, patron or business owner. A network of Complete Streets, together with necessary physical, design, and visual elements, will enable Greenleigh to be safer, more livable, and welcoming to everyone. Effective Complete Streets are designed to be compatible with their context. For example, sidewalks should be wider where heavy foot traffic is anticipated, such as adjacent to a large community gathering space or amenity, compared to a standard 5-foot wide sidewalk. Bicycle facilities also should vary per context. Shared-use lanes accommodating both vehicles and bicycles may be appropriate on low-speed residential streets; whereas an off-street shared-use path may be appropriate on wider or commercial streets.

Additionally, as a component of Complete Streets, sustainable design elements including native plantings, street trees to provide shade, sustainable materials, and efficient lighting contribute to the overall comfort, safety, and natural resource benefits that are part of complete street design.

The Street Design criteria, therefore, address all of the necessary components of Complete Streets, from lot line to lot line, across a street. These criteria include:

1. General provisions for all streets, including criteria as appropriate for medians, parallel parking, streetscape plantings, vehicle travel lanes, and pedestrian sidewalks;
2. Street Types identifying specific design and dimensional criteria for each of the street types envisioned within Greenleigh; and
3. Material and Element Standards.



Complete Streets Diagram *This diagram is for illustrative purposes only.*

MEDIANS

Median widths may vary, but are typically 16 feet wide and no less than 4 feet wide. Medians are encouraged to be planted, but may also be paved where site conditions or constraints warrant. In such instances, decorative paving shall be used. Medians shall accommodate crosswalk breaks where required.

TRAVEL LANES

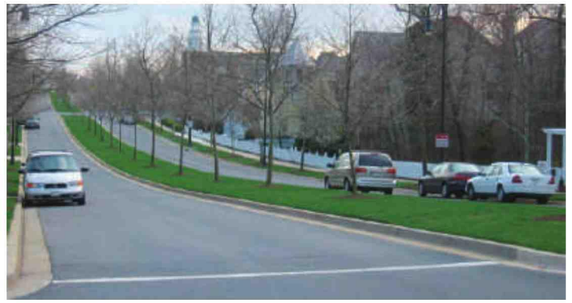
The following travel lane dimensions apply throughout Greenleigh:

- Through Travel Lane: 10 feet or 11 feet
- One-way Travel Lane: 12 feet
- Left Turning Lane Width: 11 feet
- Right Turning Lane Width: 11 feet

Generally, the travel lanes of all streets in Greenleigh shall be viewed as shared-use facilities where bicycles and motorized vehicles use the same travelway.

PARKING (PARALLEL)

Parallel parking along the curb shall be 8 feet wide. Parallel parking offers an additional buffer between traffic and pedestrians, as well as helps to lower vehicle speeds. Throughout Greenleigh, parallel parking is typically provided on one side of all residential streets to provide additional, visitor parking.





TREE ZONE

The Tree Zone or streetscape planting zone is typically 7 feet wide and accommodates permanent features such as planting strips, light poles, street signage, benches, and bike racks. This zone may also incorporate non-permanent elements, including waste/recycling receptacles, potted plants, and additional seating. At intersections, this zone may be partially or fully paved to provide access to pedestrian street crossings.

PEDESTRIAN ZONE

The Pedestrian Zone is a minimum of 5 feet wide and shall remain clear of all street furniture, signs, and similar. This zone is reserved for pedestrian circulation and shall be clearly differentiated from other zones by paving materials or other visual cues.

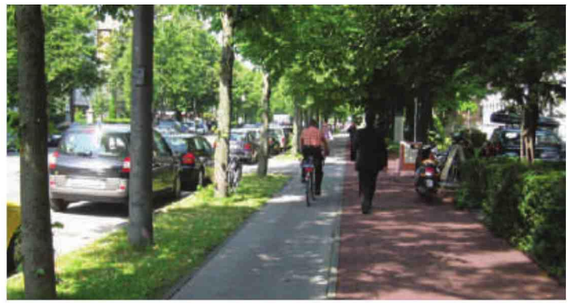
SHARED-USE PATH

A shared-use path shall be incorporated along the south side of Greenleigh Avenue to link White Marsh Boulevard/Md. Route 43 to the Community Center Green.

The shared-use path shall be a minimum of 8 feet wide to accommodate pedestrians and cyclists traveling both east and west. The pathway shall remain clear of all street furniture, signs, and similar and is reserved for the use of pedestrian and bicycle circulation.









3.3 STREET TYPES

STREET NETWORK

The Greenleigh Street Network Diagram on page 33 shows the locations of the various street types within the community and are keyed to the street sections. The Street Type criteria address the roadway and streetscape characteristics and materials, including vehicular lane widths, number of lanes, medians, sidewalks, and crosswalks.

The following Street Types are planned in Greenleigh:

- Greenleigh Avenue Commercial Street, 2-way
- Greenleigh Avenue Residential Street, 2-way
- Greenleigh Avenue Residential Street, 1-way
- Neighborhood Street, Residential 2-way
- Neighborhood Street, Residential 1-way

For criteria that apply to all street types within Greenleigh, *see General Provisions on page 34.*

Street Section Key

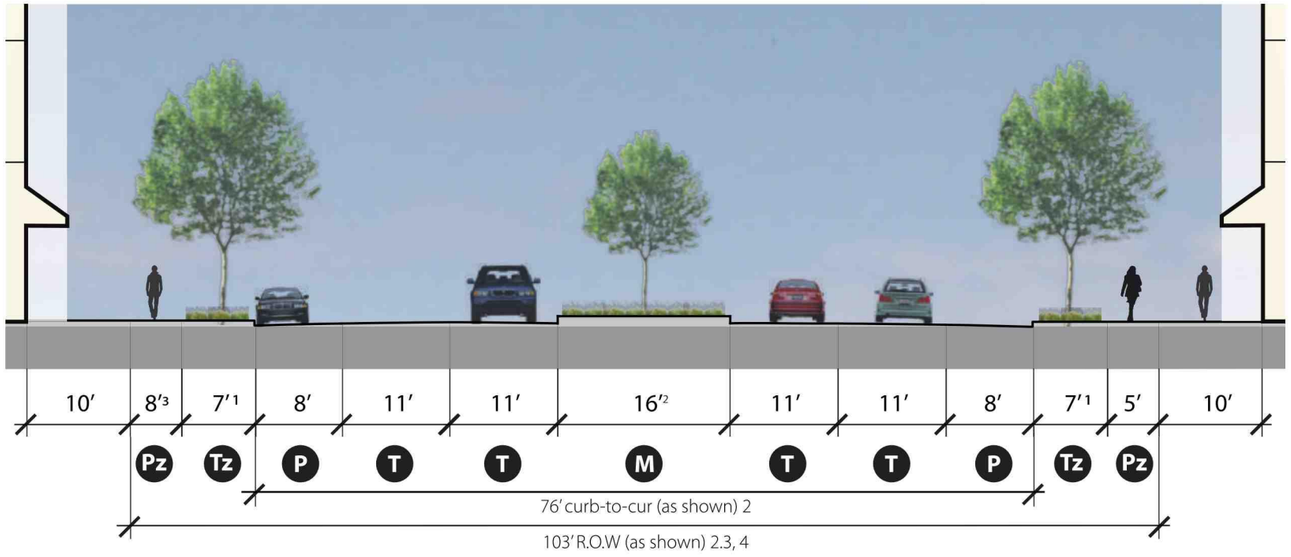
- **M** Medians (planted medians and turning lanes)
- **T** Vehicular Travel Lanes
- **P** Parking (parallel; optional)
- **Tz** Tree Zone [1]
- **Pz** Pedestrian Zone

[1] The Tree Zone shall be a minimum of 7' wide and may increase to accommodate site conditions.

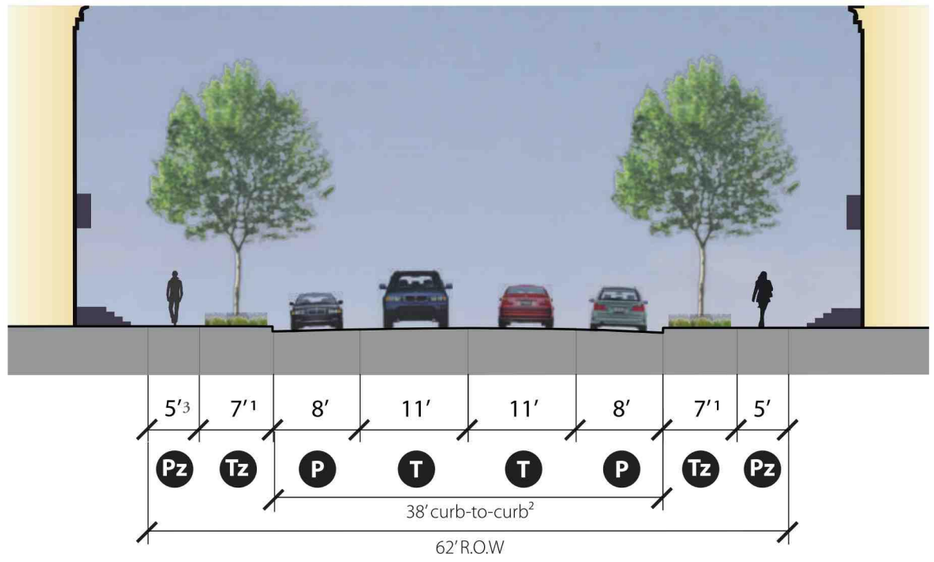
[2] Medians are optional. If included, medians may range in width from 4' to 16'. Turn lane(s) may carve into or replace medians at intersections. Further, additional lanes may be added at intersections if required by traffic studies.

[3] The Pedestrian Zone along the south side of Greenleigh Avenue shall be a minimum of 5' wide and shall increase to 8' to accommodate a shared-use path.

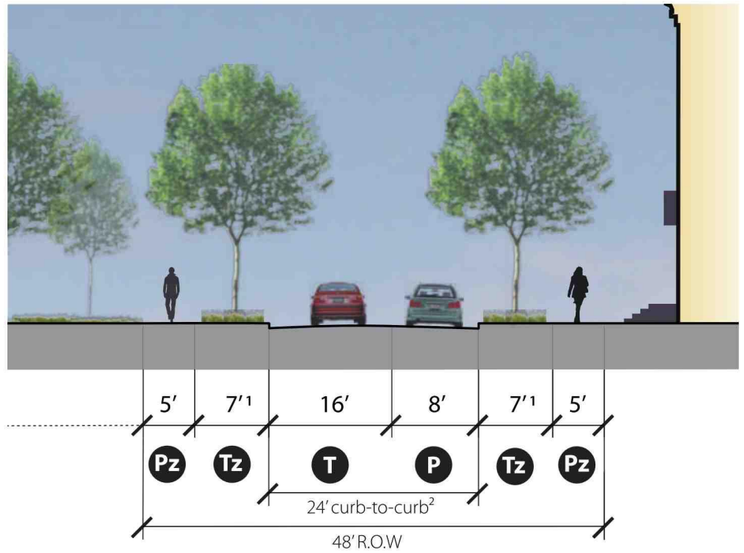
[4] The right-of-way may be reduced to include only 5' of the Pedestrian Zone widths on Greenleigh Avenue.



Greenleigh Avenue - Commercial Street, 2-way

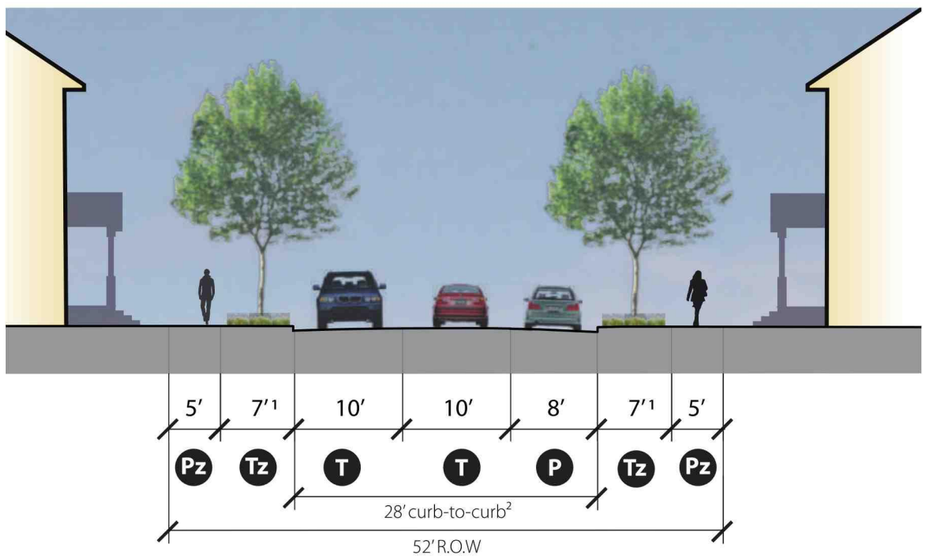


Greenleigh Avenue - Residential Street, 2-way



Greenleigh Avenue - Residential Street, 1-way

Neighborhood Street - Residential, 1-way



Neighborhood Street - Residential, 2-way



2-way Commercial Avenue



2-way Residential Street



1-way Residential Street

3.4 MATERIAL AND ELEMENT STANDARDS

The purpose of the Street Design Material and Element Standards is to ensure and maintain a consistent, high-quality streetscape environment within Greenleigh.

The Material and Element Standards include a palette of suggested street furnishings as well as criteria for the following streetscape elements:

- Hardscape
- Landscape
- Street Furnishings
- Lighting

Throughout the Pattern Book, the use of the word “shall” identifies mandated criteria. “Must,” “required,” and “mandated” are additional words with the same meaning. The use of the word “encouraged,” “should,” or “recommended” identify criteria which are desired. In some instances, words such as “prohibited” and “not permitted” identify practices, materials, or systems which are not allowed in the Greenleigh Neighborhood.

STREET FURNISHINGS - PALETTE

It is important that all streetscapes within Greenleigh represent a consistent built environment that is reflective of the intended character of the community. While each open space may express an individual, unique palette of furnishings appropriate to the type and location, street furnishings shall be consistent throughout Greenleigh. The following is a suggested palette of streetscape furnishings for Greenleigh, appropriate to the envisioned character and quality. Actual selections may vary from those depicted, however, the selected street furnishings shall meet the following Material and Element Standard, unless otherwise approved by the BCOC.

Green

Black

COLOR PALETTE

All streetscape furnishings, unless identified otherwise, are to be finished in a dark green or black color to provide a uniform palette throughout the community.

CUSTOM DESIGN

Laser cuts design may be included in the streetscape furnishings with Greenleigh text, logo, or other imagery *(see pages 84-85 for more information on the logo)*. The following images are examples of the custom designs that can be incorporated as part of various streetscape elements.



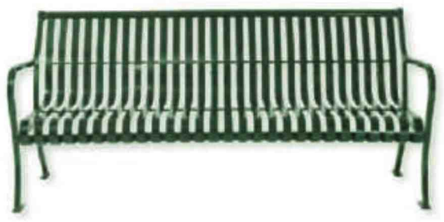
BENCHES



Victor Stanley - Steelsites RB Collection
Color: Green or Black



Victor Stanley - Steelsites RB Collection (without back)
Color: Green or Black



Keystone Ridge Designs - Pullman Series
Color: Ivy or Black
(Alternative option to Victor Stanley Steelsites RB Collection)

POTS AND PLANTERS



Victor Stanley - Ironsites
Color: Green or Black

BOLLARDS



Landscape Forms - Annapolis Series
Color: Ivy or Black

WASTE/RECYCLING STATIONS



Victor Stanley - Ironsites
Color: Green or Black

BIKE RACKS



Victor Stanley - Perenne Collection
Color: Green or Black

LIGHTING



All street lights shall have a solid cap to minimize the impact of artificial light on the night sky.

BGE Post Top Luminaires - Havre de Grace Series
Color: Green/Black

HARDSCAPE

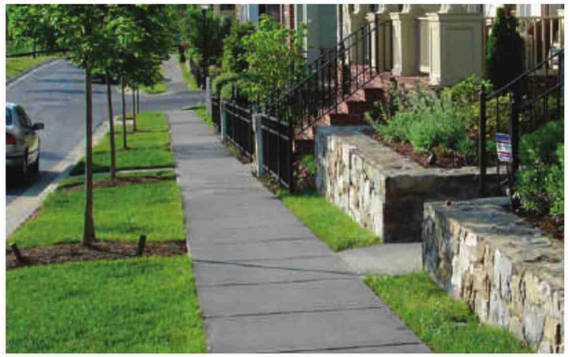
SIDEWALKS

A primary streetscape sidewalk material, pattern, and color should be consistent throughout Greenleigh with the restrained use of different paving options to denote the different zones and uses of sidewalk areas by varying material, pattern, color, and/or texture. For example, where a sidewalk adjoins a plaza seating area, a change in paving type helps to differentiate a movement zone from an area of rest. In contrast, unlike the more uniform streetscape, hardscape areas within open spaces are encouraged to be distinguished from the typical sidewalk paving by banding, material, color, or finish.

Materials:
Streetscape sidewalks shall be constructed of concrete or brick pavers, stone, or brushed concrete. A natural, brushed concrete is anticipated as the primary streetscape Pedestrian Zone material throughout Greenleigh; other streetscape zones may vary in material.

Details:
Streetscape sidewalk materials shall meet all mobility and accessibility requirements. Changes to paving material, pattern, color, and/or texture may occur between different zones and uses of the sidewalk, and where an open space abuts the sidewalk.







CROSSWALKS

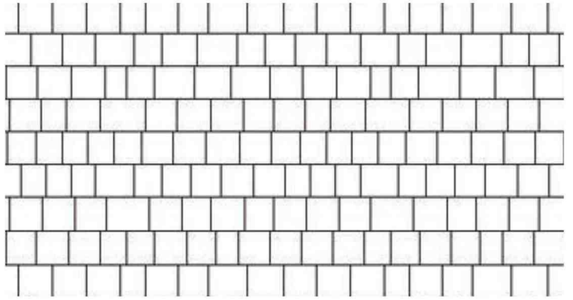
All street intersections along Greenleigh Avenue shall include crosswalks connecting to sidewalks, except in limited situations, where there is no traffic control device.

Materials:
Crosswalks along Greenleigh Avenue shall be of a different paving material, texture, or color from the street paving material.

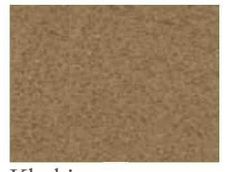
Crosswalk paving materials and textures should be chosen for ease of pedestrian movement, safety, and maintenance. Crosswalks should be a minimum of 8 feet wide, but typically 10 feet wide, with 1-foot wide white reflective bands on either side.

A thermoplastic coating system is anticipated for the crosswalks at Greenleigh and recommended as Ennis-Flint Traffic Pattern XD with the British Cobble pattern in khaki color (as seen to the right) at 8 feet wide, bordered by 1-foot wide white reflective bands.





British Cobble Pattern



Khaki

HARDSCAPE

SHARED-USE PATH

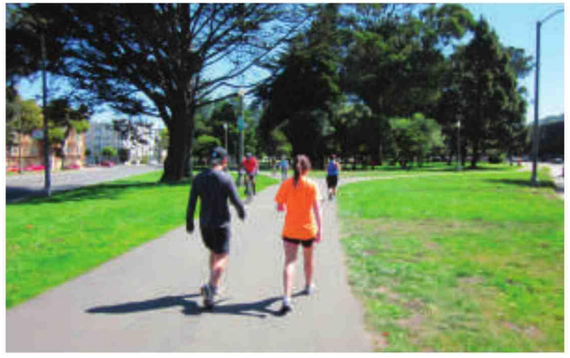
Along the south side of Greenleigh Avenue, a shared-use path is planned, connecting White Marsh Boulevard/Md. Route 43 to the Community Center Green. This two-way, shared-use path shall be physically separated from vehicular travel lanes by a planting strip or landscape barrier adjacent to the curb. This shared-use path may be used by pedestrians, bicyclists, and other non-motorized users and shall be handicap accessible.

Materials:
Along its length, the shared-use path shall be constructed with a uniform material of brushed concrete or similar durable paving material. Edge banding of a different color and/or material is permitted.

If pavers are used, they shall be detailed and installed to meet all mobility and accessibility requirements.

Details:
The width of a two-way, shared-use path shall be 8' minimum.





VEHICLE TRAVEL LANES

Travel lanes within streets that are intended to be dedicated as public right-of-ways, either at the time of construction or at a future date, shall conform to the Baltimore County Design Manual requirements for paving materials. Where streets are to remain private (rather than dedicated public right-of-ways), alternative sustainable paving systems may be investigated, but shall be chosen for durability and ease of maintenance. All street travel lanes should be designed to accommodate private vehicles, as well as emergency equipment.



PARALLEL PARKING

Parallel parking within streets that are intended to be dedicated as public right-of-ways, either at the time of construction or at a future date, shall conform to the Baltimore County Design Manual requirements for paving materials. Where parallel parking occurs along streets that are to remain private (rather than dedicated public right-of-ways), alternative sustainable paving systems may be investigated, but shall be chosen for durability and ease of maintenance.

Materials:
Parallel parking paving along streets shall be either consistent in material with the travel lane paving or differentiated through a change in material.





LANDSCAPE

Street Trees:

Street trees should be planted at regular intervals along streets appropriate to the particular character and function of the street and should be placed to accommodate street lights, vehicular sight lines, pedestrian access, and similar. Additional criteria apply on street tree placement, *see page 34 for more information*.

For each street in Greenleigh, street trees of the same genus and species should be planted continuously and along both sides of an entire street except for the conditions noted below. However, the genus and species should differ along some streets to add variety and interest.

In some instances, where a natural change in species seems logical due to an adjoining open space, community building/amenity, or other important feature, a change in species may be appropriate along a street. Additionally, regularly spaced street trees are not required along the side of the street adjacent to natural areas or stormwater management areas if an adequate tree planting zone is unable to be accommodated due to site constraints.

Street trees within Greenleigh shall be chosen from the Street Tree Palette to the right. To note; the tree species listed in the palette have been approved for use by Baltimore County and the Maryland Aviation Administration (MAA). Other tree species in addition to this list may be acceptable for use as street trees provided that they meet criteria for size, tolerance to road maintenance and other urban conditions, and the requirement of the MAA for non-fruiting species. Any alternate street tree species shall be approved by the BCOC and the MAA.

Greenleigh Avenue is the primary street within the community and, therefore, should be distinguished by its street trees. *Acer rubrum 'Autumn Flame'* (Autumn Flame Red Maple) is recommended due to a dense, uniform crown, a distinctive scarlet red fall color, and its ability to survive in urban conditions.

Details:
Street trees with unbalanced crowns, a poor branching habit, and excessively bent or curved trunks shall be rejected. Plantings within street medians should be selected from the Plant Palette list on pages 26-27 and should be appropriate for the site conditions.

STREET TREE PALETTE

GENUS SPECIES	COMMON NAME
Acer rubrum	**Red Maple**
'Autumn Flame' (Greenleigh Avenue Only)	
'October Glory'	
Betula nigra	**River Birch** *(single stem)*
'Dura Heat'	
Cercidiphyllum japonicum	**Katsura**
Gleditsia triacanthos	**Honey Locust**
'Skycole'	
Nyssa sylvatica	**Black Gum** *(male only)*
Tilia americana 'Redmond'	**Redmond American Linden**
Ulmus americana	**American Elm**
'Jefferson'	
'Princeton'	
'Valley Forge'	
Zelkova serrata	**Zelkova**
'Green Vase'	
'Village Green'	

STREET FURNISHINGS

Benches, Tables, and Chairs

Outdoor seating is an important element in a vibrant, urban neighborhood, providing places for social interaction and recreation. When outdoor seating is comfortable, clean, and convenient, visitors will be encouraged to stay and enjoy Greenleigh. Benches along the street edge that are part of the street furnishings shall be uniform and consistent throughout the community. In contrast, furnishings within open spaces and placed away from the street edge are encouraged to be unique, differentiated from the street furnishings, to express the character of the open space (*see Open Space Section 4.3 Material and Element Standards for furnishing criteria*).

Materials: Benches along the street edge that are part of the street furnishings shall be metal (aluminum, steel, or cast iron) and consistent in style and color with the other street furnishings, including street lights, transit shelters, bollards, and trash/recycling receptacles. The use of other durable materials (e.g., wood or stone) may be approved by the BCOC.

Details: Benches should be surface-mountable or able to be embedded in paving. Tables and chairs may be either permanently placed/mounted or moveable.





Pots and Planters

Pots and planters should add interest, color, and pedestrian scale to the streetscape. Low-maintenance planters with perennial and annual plantings are encouraged in Greenleigh where appropriate, but are anticipated primarily within the Business District. Moveable pots and planters shall be used where permanent planters may limit the versatility and use of a paved area.

Details: Pots and planters shall be of a durable, low maintenance material. Materials with a high percentage (75% or more) of recycled content are encouraged. Pots and planters shall not impede pedestrian circulation or block visibility.





Bollards

Bollards may be used along streets primarily to protect pedestrians from vehicles or limit vehicular access, but may also be used to add visual interest and provide ground-level lighting.

Materials:
Bollards along the street edge that are part of the street furnishings shall be metal (aluminum, steel, or cast iron) and consistent in material, style, and color with the other street furnishings, including street lights, benches, and trash/recycling receptacles.

Details:
Bollards may be permanent or removable, depending on the desired limits of access. Removable bollards are recommended where possible in order to provide maximum flexibility.





Tree grates

Tree grates are appropriate along streets where high pedestrian traffic is anticipated. In Greenleigh, tree grates may be used near plazas, community building entries, and other appropriate locations.

Materials: As part of the streetscape, tree grates shall be consistent throughout Greenleigh and compatible in material, style, and color with the other street furnishings, including street lights, bollards, and trash/recycling receptacles. Tree grates shall be metal (steel or cast iron). Materials with a high percentage (75% or more) of recycled content are encouraged.

Details: Tree grates shall be properly maintained and cleaned for the safety of visitors and for the welfare of the trees they protect.





Waste/Recycling Stations

Waste and recycling receptacles should be coupled together and shall be conveniently located along streets.

Materials: Trash/recycling receptacles along the street edge that are part of the street furnishings shall be metal (aluminum, steel, or cast iron) and consistent in material, style, and color with the other street furnishings, including street lights, benches, and bollards. Materials with a high percentage (75% or more) of recycled content are encouraged.

Details: For sanitation purposes, receptacles shall have a rain guard over the main opening and shall conceal the main recycling or trash container.



Smoking Receptacles

A non-smoking environment should be a goal of Greenleigh; however, proper disposal of tobacco products is necessary to avoid littering and fire hazards. Use of smoking receptacles may be limited, but necessary near community building entries.

Materials: Smoking receptacles shall be metal, unless otherwise approved by the BCOC.

Details: Any exterior designated smoking areas shall be located at least 25 feet away from building entries, outdoor air intakes, and operable windows.



Bicycle Racks

Bike racks shall be installed along streets near open spaces or amenity areas to promote bicycling as a means of travel. Locations of bike racks are contingent on site conditions. In all cases, bike racks should be located without interfering with pedestrian movement and building entry.

Materials:
Bike racks along the street edge that are part of the street furnishings shall be metal (aluminum or steel) and consistent in material, style, and color with the other street furnishings, including street lights, benches, and trash/recycling receptacles.

Details:
Bike racks shall be permanently installed. Bike racks should enable both the front wheel and frame to be locked securely and the bicycle to remain upright. Single racks should be mounted at 30 inches minimum on center to allow room for two bicycles to be secured to one rack (on either side).





STREET LIGHTING

Street lights shall be selected and placed to create an even rhythm and consistent, safe light levels along streets. Street lights shall be selected with the consideration of being used as the standard fixture throughout Greenleigh. As such, street light types shall be selected with the developer, the County, and BGE participation. Pedestrian-scaled street lights of approximately 14 feet in height are encouraged along streets with residential frontage. Higher poles up to 30 feet in height may be required to adequately light wider streets or intersections, such as along the commercial portions of Greenleigh Avenue, to provide additional illumination at crosswalks for safety. Light levels and quality of light should be appropriate for the street type, character, and use. Lighting should be selected from a family of the same design-related fixtures; recommended fixtures can be seen in the Street Furnishings Palette on page 41.

Materials:
All light poles should be fiberglass. If metal poles are desired by the developer, breakaway bases shall be required. All lighting fixtures shall be LED and are encouraged to be Dark Sky compliant, as defined by the International Dark Sky Association (IDA). LED fixtures are recommended with a target wattage in the range of 70 to 100 watts for the pedestrian-scaled light pole locations. Higher wattage fixtures may be used on the 30' pole locations. LED fixtures are encouraged with a lamp color near 4000 K.

Details:
Banners can be integrated, where appropriate, but are recommended mainly on the 30' pole locations.

In order to ensure adequate light levels are maintained, street lights shall be located first, followed by street trees (with mature height, canopy, and foliage density taken into consideration), and finally street furnishings.





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4.0 OPEN SPACE

4.1 OVERVIEW
4.2 OPEN SPACE TYPES
4.3 MATERIAL AND ELEMENT STANDARDS

4.1 OVERVIEW

The open spaces within Greenleigh are integral components of the overall plan and include plazas, greens, pedestrian passages, and playgrounds, as well as trails through natural areas.

Open spaces within Greenleigh serve multiple purposes for the design organization and livability of the community. The open space network, along with the street network, organize Greenleigh into three neighborhoods and a business district, each with a primary open space as a focal point. Open spaces act as gathering spaces for the community for spontaneous and planned activities. Open spaces enhance the character and help build the identity of each neighborhood. They also add value to the lots surrounding each open space.

PURPOSE

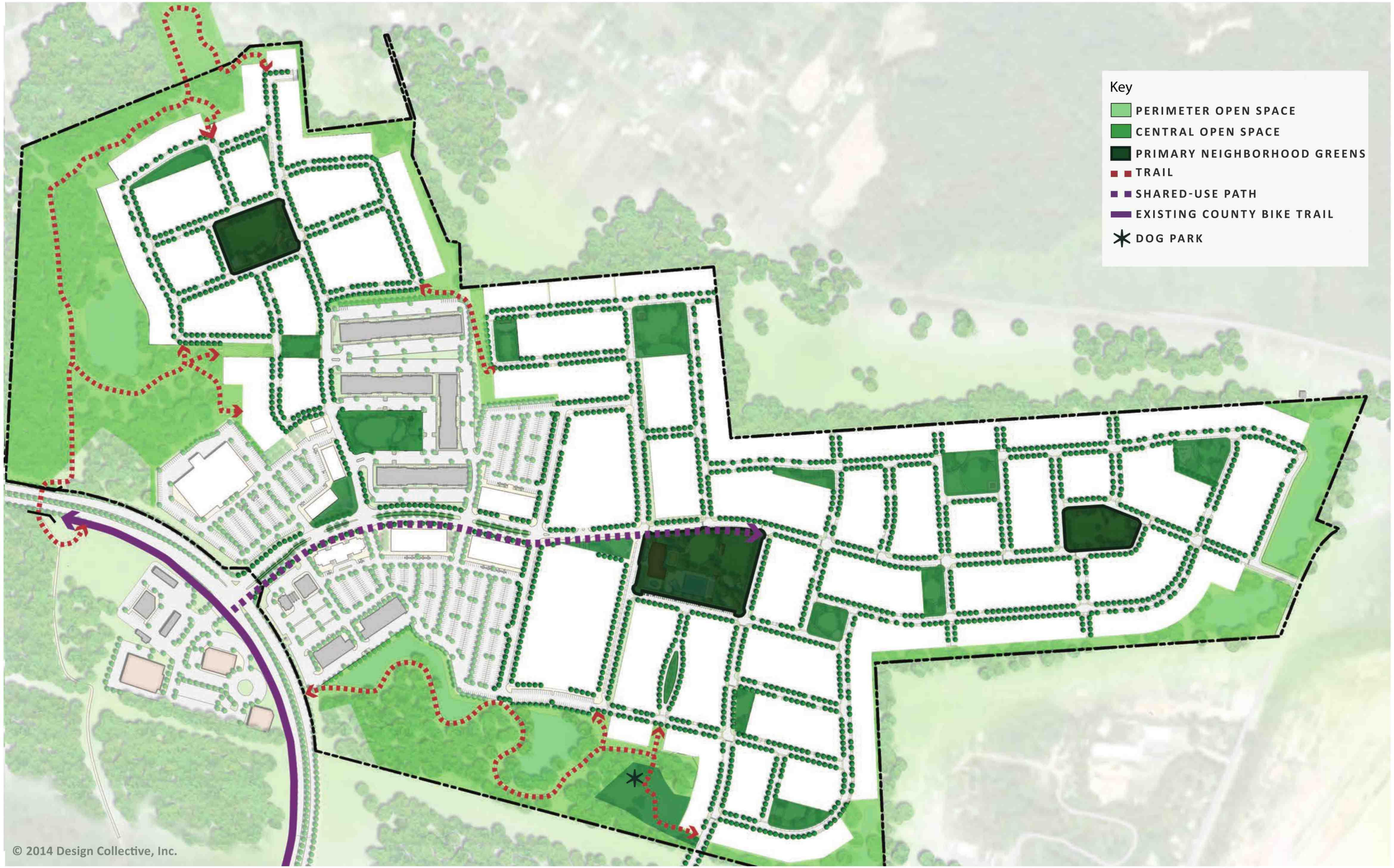
The primary purpose of the Open Space Criteria for Greenleigh is to guide the design and character of open spaces that will be used by the community and visitors. The new open spaces in Greenleigh should be designed as a system of places that link to one another. Variations in open space type, size, use, and design should occur throughout Greenleigh and from neighborhood to neighborhood to allow for a variety of both passive and active recreation. The design and character of the Greenleigh open spaces should support the vision established for the community (*see the Introduction, 1.3 Vision, page 6*).

Components

The Open Space Criteria include General Provisions that provide guidance for all of the open space types within Greenleigh. The Open Space Network Diagram shows general locations for the open spaces in Greenleigh. The Open Space Types provide definitions and design criteria as well as illustrative examples specific to each type. The Material and Element Standards include criteria for the following components of open spaces: hardscape, landscape, site furnishings, and lighting.

General Provisions

1. Open spaces should be open and visible, designed to invite people of various ages and mobility.
2. Sustainability should be a primary criteria in the design and maintenance of all open spaces.
3. Open spaces should be designed with consideration for adjacent building heights and sun angles during different seasons of the year; plant species should be selected based on site-specific sun exposure.
4. Open spaces should be designed for their intended function, i.e., plazas should be designed with adequate amounts of hardscape to accommodate large groups of people, and, greens should not include excessive amounts of hardscape areas that will generally appear unoccupied and uninviting.
5. Open spaces should provide for an appropriate variety of seating locations, orientations, and arrangements, including secondary seating in the form of steps, planters, and walls.
6. Seating should be placed where sitters can watch passersby and/or activities within the open space.
7. Seating walls should be approximately 16-18 inches in height.
8. Paving materials and installation methods should take accessibility needs into consideration.
9. Views from open spaces should be framed, where appropriate, to visually link to other areas of the community.
10. Open spaces shall be maintained by the Homeowners Association (HOA).



Greenleigh Open Space Diagram *This plan is illustrative only and subject to change.*

4.2 OPEN SPACE TYPES

Within Greenleigh, a network of open space has been established. This network creates a hierarchy of spaces that, along with the street network, completes the structure of Greenleigh and enhances the character for each neighborhood within Greenleigh.

The open space types that make up the open space network in Greenleigh include:

Community Center Green
Neighborhood Greens
Pedestrian Passages
Natural Areas
Dog Park
Plaza

COMMUNITY CENTER GREEN

In Greenleigh, the Community Center Green is located at the core of the community and centrally located in the Midtown Neighborhood. The space is defined by streets on all sides, including Greenleigh Avenue to the north, and is fronted by a mix of housing types including multi-family units, single-family detached units, and single family attached units.

An illustrative, conceptual plan of the Community Center Green is shown on the facing page.

Size: approximately 3.5 acres in size

Character: The design consists primarily of trees, planted landscapes, and lawn areas, informally or formally disposed. The amount of hardscape is minimized, so that hardscape areas do not appear unoccupied and uninviting. The Community Center Green shall minimally contain the following amenities: a community center building, a pool, playground, and multi-purpose field designed, sized, and arranged to host a variety of events such as community gatherings and meetings, recreational and possibly team swimming, pick-up games, and similar. Greens are available for unstructured recreation and passive, reflective open space. A playground is buffered by swathes of meadow plantings and is located some distance from Greenleigh Avenue to provide a safe, accessible play space for children.





Community Building



Community Gathering Space



Pool



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Greenleigh - Community Center Green *This plan is illustrative only and subject to change. The images to the right are for precedent reference only.*



Playground



Informal Lawn space - for passive and active recreation



Picnic Pavilion - for community events



Formal Garden Area - for community events

NEIGHBORHOOD GREENS

Neighborhood Greens are smaller than the Community Center Green and are typically defined by building frontages and/or streets. Neighborhood Greens typically consist of more planted landscape areas than paved hardscape areas, but include paths or sidewalks for pedestrian crossings. One main green is located at the core of each neighborhood and shall serve as the focal point. Other smaller attached and detached greens shall be distributed through the neighborhoods (see additional, specific information on attached greens on pages 58-59). Greens are typically informal in their design and help create an identity for the surrounding area.

Size: Typically at least 2,400 square feet but not more than 2 acres in size.

Character: The design consists primarily of trees and lawn areas, informally or formally disposed, and should not include excessive amounts of hardscape that will generally appear unoccupied and uninviting. Neighborhood Greens are available for unstructured recreation and passive and reflective open space.

Greens may be fully detached (surrounded by streets) or attached on one or two sides. Minimally, the main Neighborhood Greens, one in each of the three neighborhoods, shall have a pavilion to provide shade and/or mailbox shelter and shall provide a tot lot.

Two greens are depicted to the right, showing illustrative, conceptual plans of the Westside and Eastside Neighborhood Greens.





Westside Neighborhood Green - *This plan is illustrative only and subject to change.*



Eastside Neighborhood Green

This plan is illustrative only and subject to change. The images to the right are for precedent reference only.



Neighborhood detached green



Community lawn and gathering space



Picnic Pavilion - for community events



Playground



Micro-bioretention areas



Mailbox Pavilion

ATTACHED GREEN

Attached Greens range in size throughout Greenleigh, but are generally smaller than the Community Center and Neighborhood Greens. Beyond size, they are distinguished by the fact that lots directly adjoin the open space on one or more sides. As with Neighborhood Greens, Attached Greens, typically consist of more planted landscape areas than paved hardscape areas, but may include paths or sidewalks for pedestrian crossings and other small areas of hardscape. Attached Greens occur throughout Greenleigh and are distributed among the neighborhoods. Generally, but not always, these greens are located at the ends of blocks. Each should have a unique character or feature to help create an identity for the surrounding area.

Size: Typically at least 2,400 square feet but not more than 2 acre in size.

Character: The design consists primarily of trees and lawn areas, informally or formally disposed, and should not include excessive amounts of hardscape that will generally appear unoccupied and uninviting.

Minimally, Attached Greens shall include pathway, landscaping, and benches. Attached Greens are available for unstructured recreation and passive and reflective open space. By definition, these greens shall be attached, with lots directly adjoining the open space, on one or more sides.

The two Attached Greens depicted to the right are examples of the many attached greens planned throughout Greenleigh. They are representative of two different sizes of attached greens and show illustrative, conceptual plans of one small green in Midtown and one large green in Eastside.





Typical Attached Neighborhood Green - *This plan is illustrative only and subject to change.*



Eastside Attached Neighborhood Green

This plan is illustrative only and subject to change. The images to the right are for precedent reference only.



Neighborhood attached green



Community lawn and gathering space



Picnic Pavilion - for community events



Natural plantings with paths



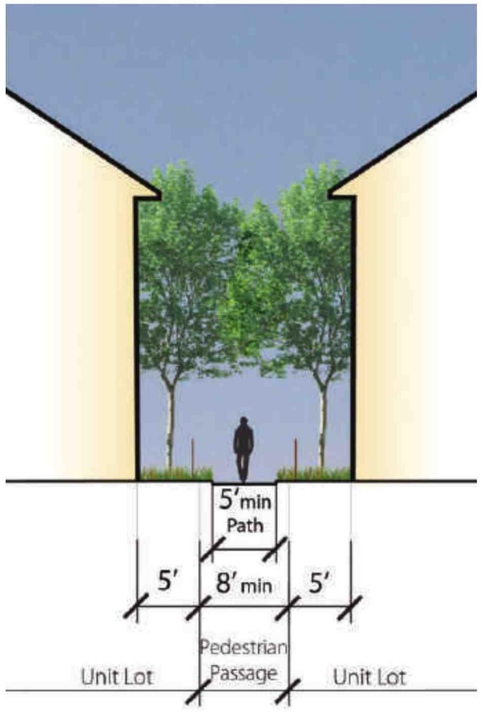
Micro-Bioretention areas

PEDESTRIAN PASSAGES

Pedestrian Passages are linear open spaces that typically make a pedestrian connection along a tree-lined or planted walk from one street to another or to an open space. Pedestrian Passages may be either formal or informal in their design, reflecting the character of the surrounding architecture.

Size: A minimum of 8' wide with a minimum 5' wide path.

Character: A hardscape pathway within a planted landscape area that may contain trees to either side of the pathway.



Pedestrian Passage Typical Section



Mid-Block Pedestrian Passage



Pedestrian Passage



Pedestrian Passage

NATURAL AREAS

Natural Areas are vegetated, typically peripheral open spaces set aside for environmentally-sensitive features such as wetlands or streams, or to provide additional environmental or recreational benefit. Natural Areas typically consist of mostly landscape but may include trails and associated amenities.

Size: Varies in size based on location and environmental features.

Character: A natural landscape that acts as a vegetated buffer protecting natural habitats and environmental features. Trails within the Natural Areas may be paved or unpaved and accommodate a variety of users including bicyclists, walkers, skaters, and joggers.



Natural Area Trail



Sidewalk along Natural Area

DOG PARK

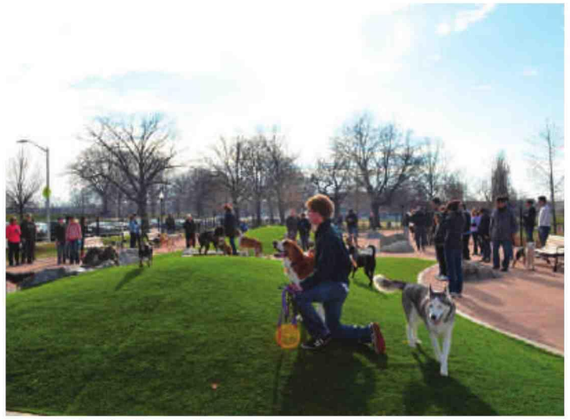
Dog parks are community open spaces where owners and their dogs can play together. These parks offer dogs off-leash play areas to exercise and socialize.

Dog parks should have 6' high fences on all sides and include a double-gated entry to keep dogs from escaping. Dog parks should be designed to include shade and water for both dogs and owners, along with benches.

Depending on site constraints, separate areas for small and large dogs should be provided. This will enable large dog owners to allow their pets to run more freely, while protecting smaller dogs who may not be suited to the enthusiastic play of larger breeds.

Size: 1/2 acre minimum

Character: Mix of landscape (greater than 50 percent) and hardscape (less than 50 percent); may be located within larger open spaces; typically peripheral locations are preferred that are somewhat removed from, and/or minimally screened from, residential units.



Dog Park - for large dogs



Fenced in Dog Park

PLAZA

Plazas are public open spaces at the intersection of important streets, between buildings along a street or sidewalk, and/or at the front or around important commercial and/or civic buildings. Plazas are set aside for civic purpose and intense pedestrian activity.

Typically, plazas are circumscribed on all sides by building frontages and/or streets. Plazas may contain large areas of durable pavement as well as furniture, public art, fountains, and trees, all formally arranged. Plazas are generally located at the core of the community or commercial district and intended for large gatherings and events. Provisions within plazas for lighting, sound, and similar infrastructure needs should be considered.

Size: 1/8–1 acre

Character: Mostly hardscape; activated by both planned and spontaneous activities; attached minimally on one side.



Small Community Plaza



Corner Plaza with art

4.3 MATERIAL AND ELEMENT STANDARDS

The purpose of the Open Space Material and Element Standards is to ensure and maintain a consistent, high-quality built environment in Greenleigh as a new mixed-use community which supports the principles of Traditional Neighborhood Development (TND) and exemplifies the character and experiences of the best TND open spaces.

The Material and Element Standards include criteria for the following components of open spaces:

- Hardscape
- Landscape
- Site Furnishings
- Lighting

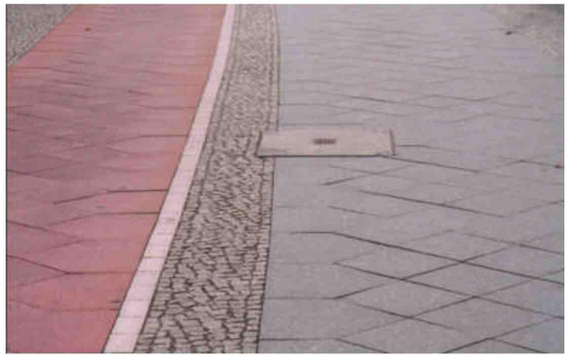
Developers and/or builders shall submit landscape plans prepared by a registered landscape architect certifying that the landscape plans meet the design intent specified in these guidelines, including plant species selection or comparable alternatives.

Throughout the Pattern Book, the use of the word “shall” identifies mandated criteria. “Must,” “required,” and “mandated” are additional words with the same meaning. The use of the word “encouraged,” “should,” or “recommended” identify criteria which are desired. In some instances, words such as “discouraged,” “avoid,” and “not permitted” identify practices, materials, or systems which are not allowed in the Greenleigh.

HARDSCAPE

Throughout Greenleigh, various paving types may be employed to denote the different zones and uses of hardscape areas. For example, where a sidewalk adjoins a plaza seating area, a change in paving type differentiates a movement zone from an area of rest. The hierarchy of spaces is encouraged to be reinforced through the creative, yet restrained, use of different paving options by varying material, pattern, color, and/or texture. Unlike the more uniform streetscape, hardscape areas within open spaces are encouraged to differ from and contrast with the typical street sidewalk paving (however, concrete is anticipated as the primary material for both streetscape sidewalks and open space paths). Hardscape areas within open spaces shall contribute to the overall design intent and character of the space and compliment the adjacent architecture.





Materials:
Hardscape shall be constructed of concrete or brick pavers, stone, or brushed concrete. Trails may also be asphalt.

Details:
Hardscape paving materials shall meet all mobility and accessibility requirements. Changes to paving material, pattern, color, and/or texture may occur between different zones and uses of the open space areas.

LANDSCAPE

Throughout Greenleigh, various tree and plant types shall be employed to denote the different zones and uses of landscape areas. For example, shade trees shall be used to shelter seating areas, long swathes of perennials or grasses may edge movement zones, and grass lawn areas may occur in quiet, informal gathering areas. The hierarchy and character of each open space is encouraged to be expressed through the creative use of different plant materials. Tree species used for street trees shall not be employed randomly (out of alignment along the street edge) in adjacent open spaces (*see Street Design section pages 33-49*).

With a focus on native and adaptive plantings, the criteria below shall guide the plant material palette for the open spaces. Vegetation on the list of Maryland Species of Concern shall not be used. Generally, plants and trees should be selected from the palette shown on pages 26-27. Alternative plant species may be used, with approval from the BCOC and the MAA.

Shade Trees:
Tree Crown: Density of tree crowns should be considered when choosing tree species and used appropriately. Crown density and spacing of trees can negatively affect street lighting, cleanliness, shade density, sight lines to buildings, and safety, when used inappropriately. Shade trees used in plazas, greens, and mews should reflect the intended use of the space and balance between ecological function and aesthetic value. Shade trees in open spaces should consider the desire for adequate filtered sunlight reaching the ground plane and understory plantings. A variety of species is generally desired to contrast with the uniformity of the street trees.

Soil Compaction: Preventing soil compaction should be considered in tree species selection and placement.





Avoidance of excessive movement over tree root zones and the use of root protection materials (such as Silva Cells or other MDE approved systems) should be considered, to allow stormwater infiltration and promote tree longevity.

Color and Texture: Color variation and textural qualities should be noted and considered when selecting certain shade trees. A variety of seasonal color and/or differentiation among open spaces should be considered.

Certain species have been cultivated to be thornless, fruitless, disease and insect resistant, and are preferred in high-use and stressed environments. Shade trees known for excessive plant litter and weak limbs should be avoided in high-use pedestrian and vehicular areas, in order to prevent injury and utility damage. In these high-use areas, shade trees should be pruned to not impair specified circulation routes for pedestrians, bicyclists, and maintenance vehicles.

Zone Hardiness: Appropriate hardiness of shade tree species should reflect the climate zone of the intended planting area. Although the site's climate zone may be consistent, microclimates within the site may exist and will inform specific plant selection based on sun exposure, slope, and soil condition.

Growth Habit: Trees known for root upheaval, water sprouts, or knees should be planted in areas away from pedestrian movement, to prevent personal injury or circulation disruption (unless alternative root protection, root barrier, or root growth methods are implemented). Invasive trees should be avoided to prevent spread of noxious seeds, roots, or rhizomes (refer to local invasive plant species list). The scale of the shade trees' eventual growth (both eventual height and root mass) should be taken into consideration

when deciding tree species, spacing, and proximity to buildings, parking, and utilities.

Biodiversity: A variety of trees should be used to promote local biodiversity and healthy resiliency against insects and diseases. The same tree genus should not be used for more than approximately ten percent of the entire planting design.

The criteria for Street Trees (i.e., trees along a street curb line) differ from Open Space trees; for Street Tree requirements, *see Street Design section pages 33-49*.

Specimen/Ornamental Trees:
Tree Crown: The crown and density of specimen/ornamental trees will vary greatly. Selection and placement/spacing of trees should support the desired design aesthetic, whether in small clumps for accent, in rows to reinforce linear references, or in random/organic patterns to strengthen a natural aesthetic. Specimen trees may be used to denote a place of significance, frame views, accentuate a façade or sculptural piece, or add visual and seasonal variation to a planting area. Specimen/ornamental trees should not be overused. The scale of specimen/ornamental trees; eventual growth (both eventual height and root mass) should be taken into consideration when deciding tree species, spacing, and proximity to buildings, parking, and utilities.

Soil Compaction: Same as noted for Shade Trees.

Color and Texture: "Specimen/ornamental tree" refers to any tree specially noted for its high visual quality of bloom color, foliage color, texture, visibility, or placement in the landscape. Typically, specimen/ornamental trees are lower growing trees, single or multi-stemmed, which can be planted in massings, small clusters, individually, or in large planters. Specimen/ornamental trees are noted for flowers,





color, and/or texture. Avoid overuse of specimen/ornamental trees that bloom at the same time of year and consider a staggering of species and bloom times that last for different durations and begin and end at different times.

Zone Hardiness: Same as noted for Shade Trees.

Growth Habit: Invasive trees should be avoided to prevent spread of noxious seeds, roots, or rhizomes (refer to local invasive plant species list). Trees known for root upheaval, water sprouts, or knees, should be planted in areas away from pedestrian movement, to prevent personal injury or circulation disruption (unless alternative root protection, root barrier, or root growth methods are implemented). Those with fragrant flowers may attract stinging insects and should be located an appropriate distance out of reach from pedestrians. Maintenance costs and considerations should be weighed when choosing ornamental tree species that require constant attention.

Biodiversity: Same as noted for Shade Trees.

Shrubs:
Design Objectives: Planting areas, massings, and large planters are typically the best locations for shrubs. They may be used to control circulation by guiding the movement of pedestrians and cyclists. Shrubs may be used for screening against views, wind, sun, and similar. Shrubs should grow to (or be maintained at) a height that will not obstruct views, block visibility, or create unsafe areas. Shrubs should be spaced for eventual growth and expansion, depending on size of the plant upon installation. Evergreen and deciduous shrubs should be used to create a year-round range of colors, textures, and interest in the landscape. Shrubs used in masses or as hedges should be of the same genus and species and not intermixed. However, intentionally naturalized areas or designs that intend to mimic a more organic or natural environment may be mixed.





Color and Texture: A variety of evergreen and deciduous shrubs are recommended. Leaf color, texture, and flowers, as well as growth habit, should be varied and selected to support a particular design aesthetic. A shrub's fragrance, whether pleasant or odious, should be considered; unpleasant fragrant shrubs should be avoided.

Zone Hardiness: Same as noted for Shade Trees.

Growth Habit: Shrubs with poisonous berries or shrubs that attract stinging insects should be located an appropriate distance out of reach from pedestrians and especially children. Importantly, shrub plantings around playgrounds and playscapes shall avoid thorns, bright berries, and insect-attracting flowers. Invasive plants should be avoided to prevent spread of noxious seeds, roots, or rhizomes (refer to local invasive plant species list).

Biodiversity: Same as noted for Shade Trees. Native and drought tolerant shrubs are desired.





Grasses and Perennials:
In this section, "grasses" refers to a blend of native and ornamental grasses other than sod. Grasses and perennials may be planted in massings, clusters, grids, or borders, but should not be planted alone unless in planters or pots. A blend of non-invasive, native, and exotic grasses should be used to exhibit regional character while adding exotic interest and variety. Grasses that grow above 48" should be avoided for security and wildlife issues.

Growth Habit: Invasive plants should be avoided to prevent spread of noxious seeds, roots, or rhizomes (refer to local invasive plant species list).

SITE FURNISHINGS

Benches, Tables, and Chairs

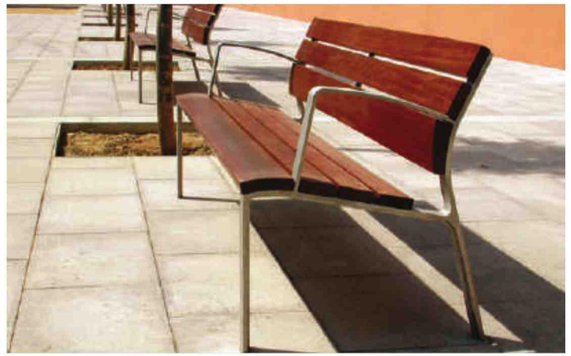
Outdoor seating is an important element in a vibrant neighborhood, providing places for social interaction and recreation. When outdoor seating is comfortable, clean, and convenient, visitors will be encouraged to stay and residents will be able to enjoy Greenleigh. Benches, tables, and chairs within the open spaces, away from the street edge, shall be differentiated from the typical street furnishings. Whereas the street furnishings shall be uniform and consistent throughout Greenleigh, furnishings within the open spaces may be unique and expressive of the overall composition and character of the space. A variety of styles, materials, and colors are strongly encouraged.

Materials: Benches shall be metal (aluminum, steel, or cast iron), a combination of wood and metal, stone, or other durable material. Materials with a high percentage (75% or more) of recycled content are encouraged. Other materials may be used for benches that serve as public art if approved by the BCOC.

Details: Benches should be surface-mountable or able to be embedded in paving. Tables and chairs may be either permanently placed/mounted or moveable.







Pots and Planters

Pots and planters should add interest, color, and pedestrian scale to the open space. Low-maintenance planters with perennial and annual plantings are highly encouraged throughout Greenleigh, but shall be appropriate to the overall design of the open spaces in which they occur. Moveable pots and planters shall be used where permanent planters may limit the versatility and use of an open space.

Details: Pots and planters shall be of a durable, low maintenance material. Materials with a high percentage (75% or more) of recycled content are encouraged. Pots and planters shall not impede pedestrian circulation or block visibility.





Bollards

Bollards may be used in open spaces to protect pedestrians from vehicles or to add visual interest and provide ground-level lighting.

Details: Bollards shall be of a durable, low maintenance material. Bollards may be permanent or removable, depending on the desired limits of access. Removable bollards are recommended where possible in order to provide maximum flexibility.

Tree grates

Tree grates are appropriate in open spaces with high pedestrian traffic. In Greenleigh, tree grates should be used primarily within plazas. As part of the streetscape, tree grates shall be consistent throughout Greenleigh, however, when used in open spaces away from the street edge, tree grates may be of a different design coordinated with the open space character.

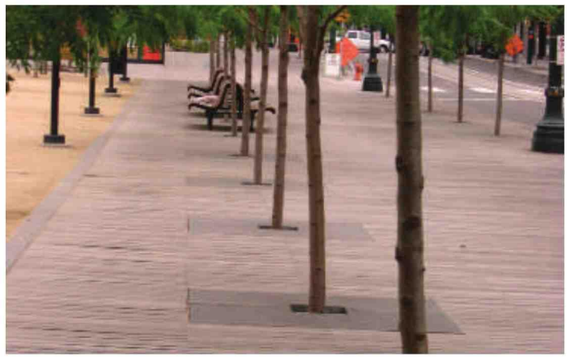
Materials: Tree grates shall be metal (steel or cast iron). Materials with a high percentage (75% or more) of recycled content are encouraged.

Details: Tree grates shall be properly maintained and cleaned for the safety of visitors and for the welfare of the trees they protect.

Waste/Recycling Receptacles







Materials: Waste and recycling receptacles shall be metal or a combination of wood and metal.

Details: Waste and recycling receptacles should be coupled together and shall be conveniently located in central open spaces and at main trail heads. For sanitation purposes, receptacles shall have a rain guard over the main opening and shall conceal the main recycling or trash container.

Smoking Receptacles

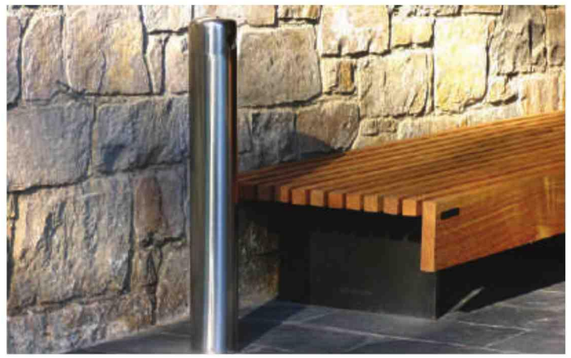
A non-smoking environment should be a goal of Greenleigh; however, proper disposal of tobacco products is necessary to avoid littering and fire hazards.

Materials: Smoking receptacles shall be metal.

Details: Any exterior designated smoking areas shall be located at least 25 feet away from building entries, outdoor air intakes, operable windows, and playgrounds.







LIGHTING

Lighting in open spaces should change in scale and type according to the adjacent use and the scale and character of the space. Light fixtures used as standard types for streets should not be employed randomly (out of alignment, away from the street edge) in adjacent open spaces (*see Street Design section page 33-49*). A variety of lighting types are encouraged in open spaces and may include pole-mounted, bollard, sconce, step, and similar types.

Materials: All light poles and fixture housings shall be metal. All lighting fixtures are encouraged to be Dark Sky compliant, as defined by the International Dark Sky Association (IDA). Lamp color and quality should be Ceramic Metal Halide, 80+ CRI, and 3000 to 3500 K. For these pedestrian-scale area lights, lamping of 70-100 watts shall be used. Alternatively, LED fixtures are encouraged with a lamp color near 4000 K.







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5.0 ARCHITECTURE

5.1 OVERVIEW
5.2 MATERIAL AND ELEMENT STANDARDS

5.1 OVERVIEW

PURPOSE

The primary purpose of the Architectural Criteria in this document is to guide the design and character of the single-family residential and associated amenity building architecture in material, configuration, and technique (i.e., what materials are permitted for each component of a building, how materials shall be used, and what finishes or details are acceptable). Importantly, the design and character of the architecture should support the vision established for the community *(see the Introduction, 1.3 Vision, page 6)*.

COMPONENTS

The Architectural Criteria include General Provisions that provide guidance for all single-family residential and associated structures and amenity buildings in Greenleigh as well as criteria that apply to specific building components. These specific components include: Exterior Walls, Building Elements (such as porches, stoops, bays, and decks), Roofs, and Doors and Windows, as well as criteria specific to Frontage and Yard components. Illustrative diagrams are included to support the criteria.

5.2 MATERIAL AND ELEMENT STANDARDS

GENERAL PROVISIONS

- Corner lots (i.e., lots fronting two streets and/or open spaces) are known as Prominent Lots. Corner lots have two frontages, including two front façades, roofscapes and yards for the purposes of these criteria. Lots located at alley entrances or adjacent to mid-block pedestrian passages are known as Semi-Prominent Lots. All development on Prominent or Semi-Prominent Lots shall follow the appropriate criteria in the Urban Design section on pages 22-23.
- Where and as used on the main/entry façade, masonry (brick or stone to 8" below grade) is required on the prominent side/non-entry façade. Further, the masonry shall return a minimum of 12" on the non-frontage side elevations or at an inside corner of a protruding element on the main/entry facade. Garages, links, and other secondary structures may have a masonry watertable in lieu of full brick on the frontage elevation(s). *See Figure 1.*
- On corner Prominent Lots, full porches on the entry façade shall wrap the non-entry façade a minimum of two structural bays, unless otherwise approved by the BCOC. *See Figure 2.*
- Particular attention shall be paid to buildings situated at the ends of streets or open spaces. *See Figure 3.* These buildings shall have special articulation and massing, such as bays, porches or stoops, or other unique features; should be placed such that garage doors are oriented away from the view corridor; and may require additional detail or features as required by the BCOC.
- Buildings fronting central open spaces shall have special attention paid to the roofscapes, such that a variety of elements, including dormers and front gables animate the elevations.
- Buildings should align at the front façade along a block. For Single-Family Attached (SFA) units, where building setback variations occur, the setbacks shall be grouped. Alternating or staggering each individual building setback is not permitted. *See Figure 4.*
- The color selections of the exterior siding and/or brick facade shall not repeat on houses two lots down or across the street or around the corner.
- A unified, thoughtful approach shall be used in the style selection and placement of all building address numbers. In general, at Greenleigh, all address numbers shall be mounted to the right side of the main entry door (when facing the building from the street). Alternatively, address numbers may be mounted above the entry door. Address numbers may be direct mounted or applied on a plaque, but, in all cases, they shall be placed appropriately, in concert with the building's architecture.
- Outdoor lighting fixtures are required on the front building façade of each unit and on the alley-side of each rear-load detached garage. The lighting fixtures shall be unswitched and hardwired to a photocell. The HOA shall assume responsibility for replacing the bulbs when necessary.
- Flood lights shall not be permitted on residential lots.
- Solar path/garden lights, antennae, statuary, garden benches, play equipment, barbecues, and similar shall be relegated to rear yards only.
- Satellite dishes and accompanying mounting hardware and cables shall be placed on rear or side roof surfaces or elevations only. In instances where signal reception is inadequate in these locations and a satellite dish is still desired, satellite dishes may be mounted to a front roof or façade. In such cases, a letter from the installer stating the necessity of the particular location shall be submitted to the BCOC.
- Solar panels shall be placed on rear or side roof surfaces out of view from the street or in rear yards. In such cases where solar orientation requires panels to be mounted to front roof surfaces, panels shall be align, grouped, and centered on the roof. In such cases, a letter from the installer stating the necessity of the particular location shall be submitted to the BCOC, along with a roof plan showing proposed placement.

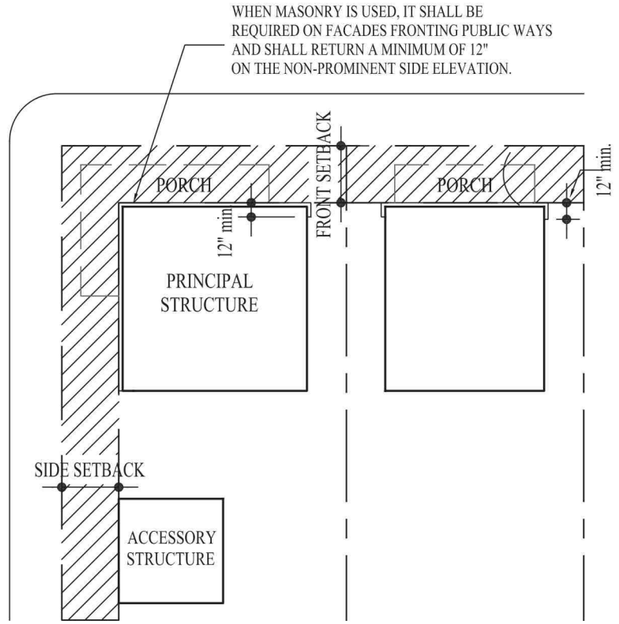


Figure 1

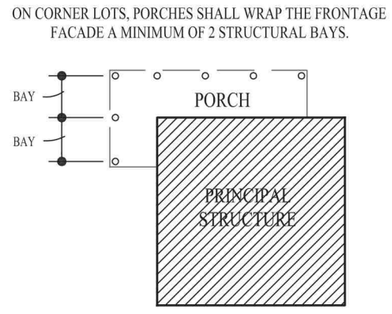


Figure 2

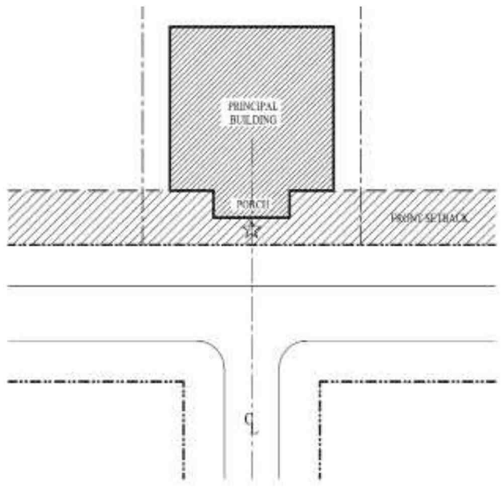


Figure 3

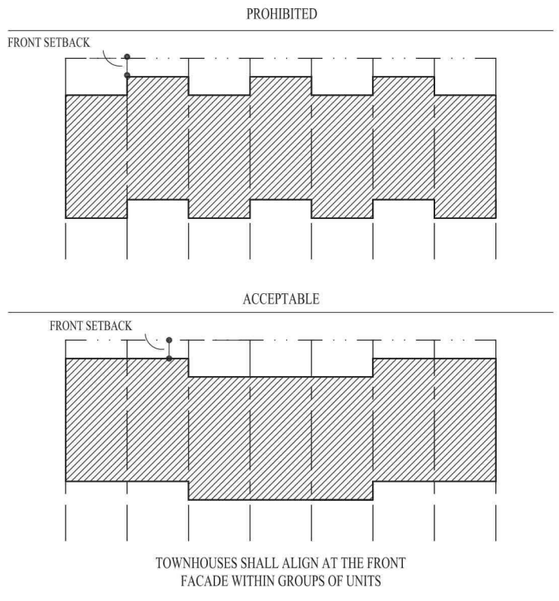


Figure 4

Construction Materials:

- Foundation walls shall be brick, stone, or poured concrete with a brick pattern and painted to match or be one shade darker than the main façade material.
- Walls shall be brick, stone, or cementitious siding in a smooth finish (no vinyl siding is permitted). Stucco (true stucco, not EIFS) may be approved, if appropriate to the architectural character, by the BCOC.
- Trim shall be cementitious, solid cellular PVC, or other simulated wood as approved by the BCOC.

Configurations:

- All houses shall have a masonry watertable on the front façade. A masonry watertable or full masonry façade shall also be required on sides designated as Prominent *(see Prominent/Semi-Prominent on pages 22-23 for additional information)*.
- Masonry shall return a minimum of 12" on non-frontage side elevations or at an inside corner of a protruding element on the main/entry facade. Masonry returns are encouraged, but not required on rear elevations. *See Figure 5a.*
- An expression of the base or watertable through a change in plane, brick shape, color, and/or pattern is required on frontage façades. *See Figure 8.*
- Building walls between the foundation and the eave shall be no more than two primary materials. Material changes shall occur along a horizontal line. Additionally, the lighter (or lighter appearing) material shall be used above the heavier (or heavier appearing) material. *See Figure 8.*
- Wall materials shall be oriented horizontally, unless approved as appropriate to the architectural character by the BCOC.
- Walls of siding shall have all openings trimmed in vertical/jamb boards with a 4" minimum nominal width unless otherwise noted. Windows with installed shutters may omit the 4" jamb boards. Subject to approval by the BCOC, trim boards on rear windows may be a minimum of 2" wide. On frontage elevations, head trim shall be 8" minimum nominal in height and may incorporate a special head feature. On non-frontage side elevations, head trim shall be 4" minimum nominal in height. Sill trim shall project and be differentiated from apron trim.
- A minimum 10" nominal skirt/band trim board is required where siding meets a foundation wall or a watertable.
- Corners of siding elevations shall be trimmed in boards of 6" minimum nominal width. Non-frontage side and rear corners may be trimmed in boards of 4" minimum nominal width, subject to BCOC approval.
- Doors in siding elevations shall be trimmed in boards of 4" minimum nominal width; wider trim is encouraged.
- Keystones are not permitted in non-masonry head features.
- Walls of masonry shall have all openings trimmed in simulated wood brick mould. Lintels and sills shall be made of brick, stone, or precast.
- Cornices are required with a minimum 10" nominal base trim. Decorative trim may be applied within the frieze of the cornice as approved by the BCOC. *See Figure 6.*
- Cornice returns at gable ends shall be a minimum of 2'. *See Figure 5b.*

Construction Techniques:

- Cementitious siding shall be pre-finished or painted.
- Butt joints may be caulked or covered and shall be painted to match the siding color.
- Brick shall be in a horizontal running or Flemish bond pattern with weathered, concave, V-shaped or grapevine mortar joints not greater than 5/8" in height.
- Mortar shall be glazed, beige, warm grey, or similar.
- Stucco shall be sand finished or steel trowelled.
- Stone shall be set in a regularly coursed or roughly coursed pattern. *See Figure 7.*
- Trim is required where there is a change in material or a change in plane.



Figure 5a

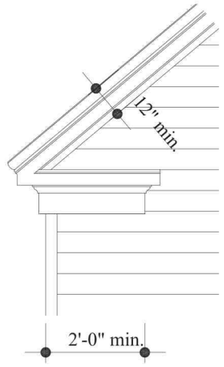


Figure 5b

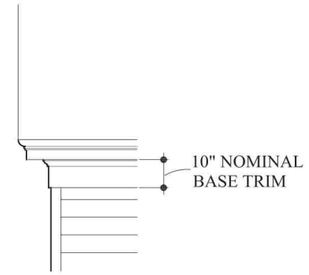
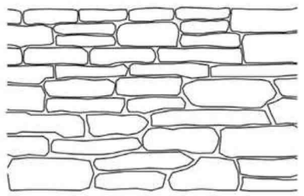
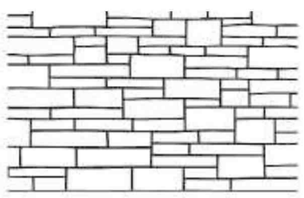


Figure 6



ROUGHLY COURSED FIELD STONE



COURSED SQUARE-CUT STONE

Figure 7

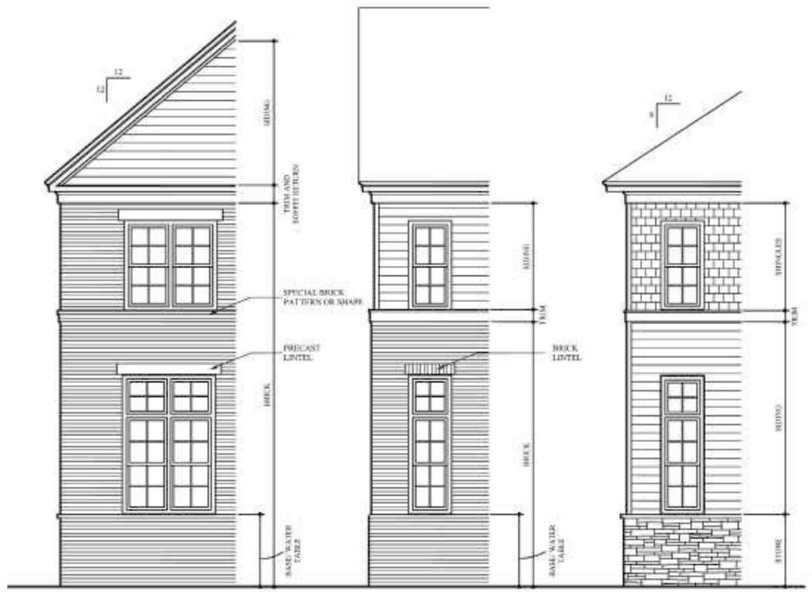


Figure 8

Construction Materials:

- Porches shall have simulated wood (i.e., Trex, Azek, or similar) walking surfaces. Brick or flagstone on the porch walking surface may also be approved by the BCOC. Concrete may be approved by the BCOC if it is not directly visible from the street and has been detailed appropriately. Concrete must not be exposed on vertical surfaces.
- Stoops shall be brick or flagstone on walking surfaces, risers, and sides. Concrete or simulated wood may be used at secondary entrances on non-frontage elevations.
- Rear yard decks shall have simulated wood products such as Trex, Azek, or similar decking on walking surfaces. Deck walking surfaces may also be pressure-treated wood. Rear yard patios shall be brick, flagstone, and/or concrete pavers.
- Lattice shall be solid cellular PVC or vinyl.
- Posts and columns may be made of simulated wood, PVC, or fiberglass (such as Permacast columns).
- Railings on porches and stoops shall be made of steel, wrought iron, or electro-static painted (ESP) aluminum. PVC railing systems may be approved by the BCOC where appropriate to architectural character.
- Piers and arches shall be brick or stone. Rusticated architectural block may be approved by the BCOC where consistent with the architectural character.
- In masonry elevations, sills shall be brick, molded brick, cut stone, precast with proper drip edge projection. In siding elevations, sills and aprons shall be solid cellular PVC or simulated wood. *See Doors and Windows section below for additional requirements.*
- No "doghouses" for direct vent fireplaces are permitted on the frontage façades. If fireplaces are installed and require venting on the frontage façades, brick or stone masonry chimneys are required and vents shall run vertically, up the chimney (i.e., no direct venting on frontage elevations). Additional chimney detail may be required by the BCOC on frontage façades. Direct vents and "dog houses" are permitted only on non-prominent, side and rear elevations.
- Flues shall be tile, terracotta, or metal.
- Garages, outbuildings, sunrooms, and similar shall match or coordinate with the architecture of the main/principal building.

Configurations:

- Decks are only permitted in rear yards and may not extend beyond the side foundation walls of the principal structure.
- Deck posts that are more than 36" out of grade shall be wrapped in solid cellular PVC, fiberglass composite, or polymer composite trim with appropriate base and cap trim.
- Patios are allowed in the rear yard only and may not extend beyond the side foundation walls of the principal structure.
- The undercroft of porches shall be skirted with lattice having openings of 1-1/2" square maximum. Alternatively, louvers of solid cellular PVC may be used. Lattice or louvers shall be placed a minimum of 3/4" behind the surface of the pier and shall be framed with trim. *See Figure 10.*
- Porches and stoops shall have a maximum height of 7 risers and a minimum height of 2 risers.
- Porches on frontage elevations shall be a minimum of 8' in depth unless otherwise approved by the BCOC. Stoops shall be a minimum of 4' in depth.
- Porch openings between columns and piers shall be vertical in proportion, unless approved otherwise by the BCOC.
- Posts shall be no less than 6" nominal in width or depth. *See Figure 10.*
- Openings in masonry elevations shall have brick arches, jack arches, or stone/precast lintels.
- Open arches made of masonry shall not be less than 8" in thickness.
- Keystones and voussoirs (masonry units that compose an arch) shall have sides radial to the arch.
- Piers made of masonry shall be no less than 12" in width and 8" in depth and integral when used with a column or post.
- Columns and pilasters shall be of the Tuscan or Doric orders as prescribed by The American Vignola, unless approved otherwise by the BCOC. On porches or stoops, full or half-round columns or pilasters are required against the building wall corresponding to the outside, freestanding column or pier. *See Figure 10.*
- Lintels made of stone or pre-case concrete shall extend horizontally beyond the opening a dimension equal to the height of the lintel, not to exceed 8". Precast lintels shall be flush with the wall surface.
- Brick soldier lintels (i.e., jack arches) shall extend a minimum of one brick beyond the opening and may project between 1/2" and 3/4" beyond the wall surface. *See Figure 9.*

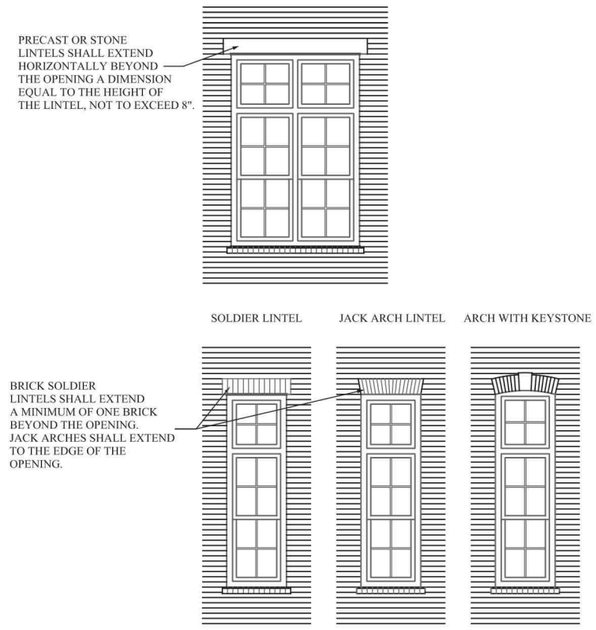


Figure 9

Construction Techniques:

- Railings of steel or wrought iron shall be pre-finished or painted black.

See General Provisions for additional criteria.

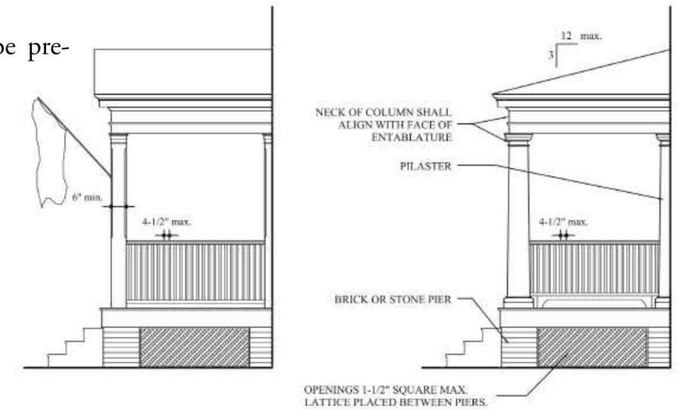


Figure 10

Construction Materials:

- Roofs may be pre-finished standing metal seam, copper, slate, artificial slate, or architectural grade asphalt shingles.
- Gutters and downspouts shall be aluminum, pre-finished metal or copper. (Copper anodized aluminum is not permitted).
- Splash blocks shall be stone, brick, concrete, fiberglass, or vinyl. Gravel may be approved by the BCOC.
- Glazing in windows, skylights, and stained-glass shall be glass.

Configurations:

- Roofs shall be simple and symmetrically pitched, and only in the configuration of gables, hips, and mansards. Shed roofs may be used on secondary massing elements and dormers.
- On the primary structure the pitch of the main roof shall be between 8:12 and 14:12. Secondary roofs on the principal structure, subject to BCOC approval, as well as garage and link roofs may have shallower pitches but shall relate to the main house roof (hips with hips and gables with gables). *See Figure 11.*
- Eaves shall have no more than six outside corners. *See Figure 12.*
- Shed roofs of building elements shall have the ridge attached to an exterior building wall or primary roof ridge and have a maximum pitch of 4:12.
- Flat roofs and balustrades are permitted only when the flat roof is occupiable and accessible. *See Figure 11.*
- Roofs (with the exception of interior lot townhouses) shall overhang a gable end a minimum of 12" measured from the face of the fascia board to the face of building wall.
- Rake returns (with the exception of interior lot townhouses) are required at gable ends and shall have 2' minimum return of cornice trim *(see also Exterior Walls). See Figure 5b.*
- Gable ends shall have profile trim.
- Skylights shall be flat in profile and not directly visible from a street or open space.
- Solar Panels: *See General Provisions on page 71.*
- Rooftop mechanical equipment (including elevator equipment, HVAC equipment, and similar) shall be concealed in roof wells designed as an integral part of the building or screened with a parapet.
- Vents, flues, turbines, and other roof penetrations shall be collected or grouped when possible and relegated to the rear roof surface.
- Gutters shall be half-round or ogee ("K") profile.
- Downspouts shall not be attached to free-standing columns or posts, rather shall run down and attach to the building wall.

Construction Techniques:

- Roofs built of standing seam metal shall be pre-finished.
- Shingle color may be dark gray, charcoal, black, or a black blend.
- Vents, attic ventilators, turbines, flues and another roof penetrations shall be pre-finished or painted to match the color of the roof.
- Gutters and downspouts made of aluminum or pre-finished metal shall coordinate with the color of the adjacent material finish (i.e., gutters and downspouts mounted on light trim material shall be white or off-white; gutters and downspouts on dark brick or stone shall be a dark neutral color). Copper downspouts shall be permitted to age naturally.

See General Provisions for additional criteria.

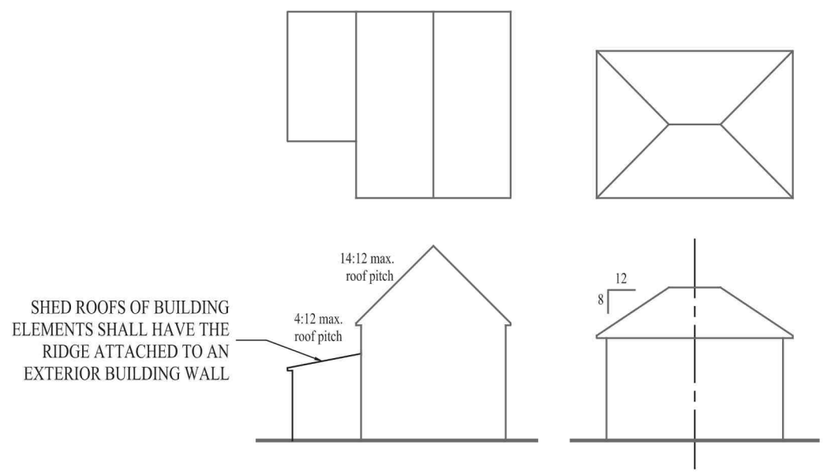


Figure 11

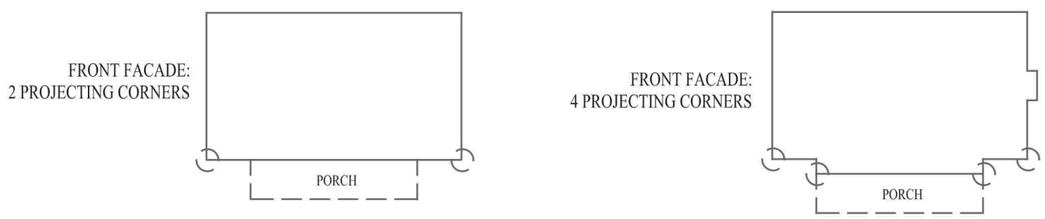


Figure 12

Construction Materials:

- Windows shall be aluminum clad, fiberglass, or vinyl clad.
- Glass shall be clear and free of color. One window in each building may be stained glass, art glass, or frosted glass. False windows may have a dark film or paint applied to the interior.
- Shutters shall be solid cellular PVC or vinyl.
- Doors shall be built of embossed steel or fiberglass.
- Garage doors shall be built of embossed steel or fiberglass. Glass transoms appropriate to the garage door style may be included (i.e., square-top transoms with square-top doors; arch-top transoms with arch-top doors). Garage doors on frontage façades (fronting a street or central open space) shall be architectural grade, carriage style doors with transom windows. *See Figure 19b.*

Configurations:

- Windows should align vertically within any given façade. *See Figure 13.*
- One window on each frontage façade may be circular, semi-circular, hexagonal, or octagonal in shape. Windows may be quarter-circular in shape when paired in a gable end. *See Figure 13.*
- All houses require a minimum of 2 windows on non-frontage side elevations, located within the front third of the elevation (closest to the street).
- Windows and window lites shall be square or vertical in proportion. Windows shall be configured with 9/9, 9/6, 6/6, 6/1, 4/4, 4/1, 2/1, or 1/1 lites. Muntins shall be true divided light or simulated divided light (grills mounted to the exterior of the window are preferred). *See Figure 14.*
- Bay windows on frontage façades shall extend to the ground or visually appear to be structurally supported by brackets. *See Figure 16.*
- Single glass panes shall be a no larger than 24 square feet.
- For residential buildings, total fenestration (rough window openings) on frontage façades (not including a tower element above the eave) shall not exceed 40% of the total surface area. *See Figure 15.*
- Two windows paired in the same rough opening shall be separated by a minimum 4" nominal post (mullion). *See Figure 17.*
- Windows should be no closer than 2' to building corners, except where windows are paired, one on each wall at a corner or within rear yard sunrooms or solariums.
- Storm windows shall be the same material and color matching the windows they serve.
- Screens shall be a dark neutral color.
- Shutters shall be applied to all or none of the windows on any given façade or both frontage façades and shall be shaped, sized, and proportioned to the windows they serve, both in height and width. *See Figure 18.* The BCOC may approve the elimination of shutters on paired or unique windows.
- Shutters shall be operable or provided with adequate hardware (i.e., shutter dogs, stays, or similar) to make them appear operable and shall be mounted as if hinged to the window frame. *See Figures 18 and 20.*
- A minimum of 18" shelter shall be provided at main entry doors.
- Storm doors and screen doors shall be full view, free of decorative trim, and match the color of the exterior trim of the house. *See Figure 19.*
- Doors shall be attached by hinges. Double doors on single-family residential units are not permitted on frontage façades without BCOC approval.
- Exterior doors shall be a minimum of 3'-0" x 6'-8" with raised or recessed panels. Doors may be set within door surrounds with sidelight panels. *See Figure 19a.*

Techniques:

- Windows shall be single-hung, double-hung, triple-hung, casement, hopper, or fixed.
- Shutters shall be painted a dark neutral color.
- Doors, including garage doors, shall have glass, raised or recessed panels, or both.

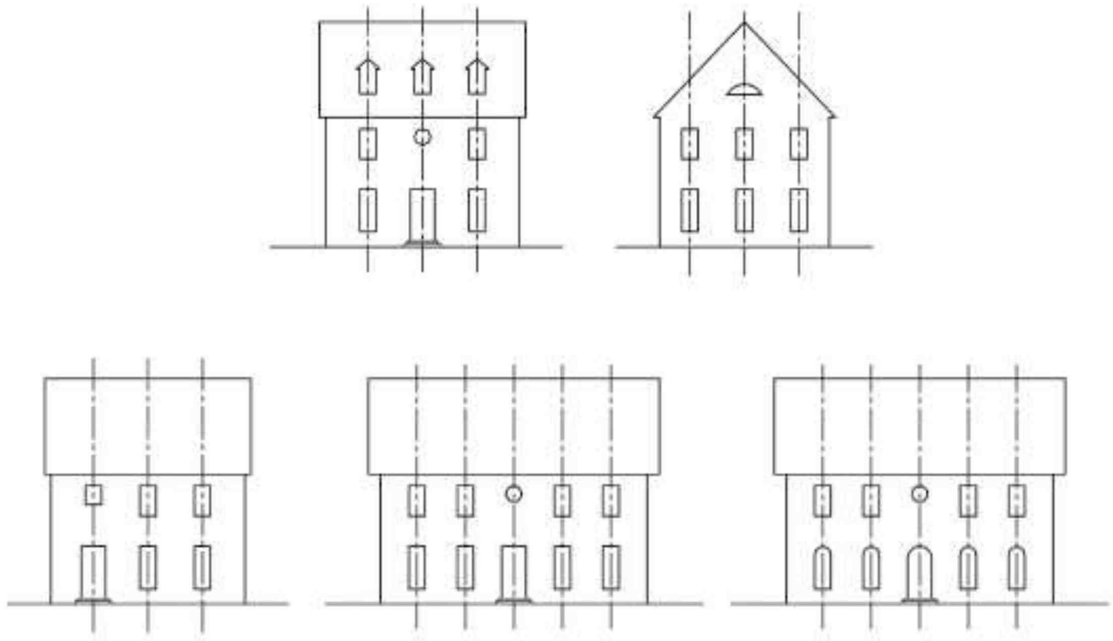


Figure 13

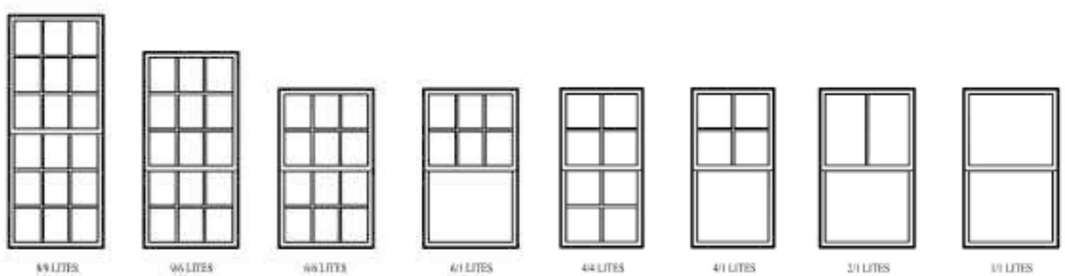


Figure 14

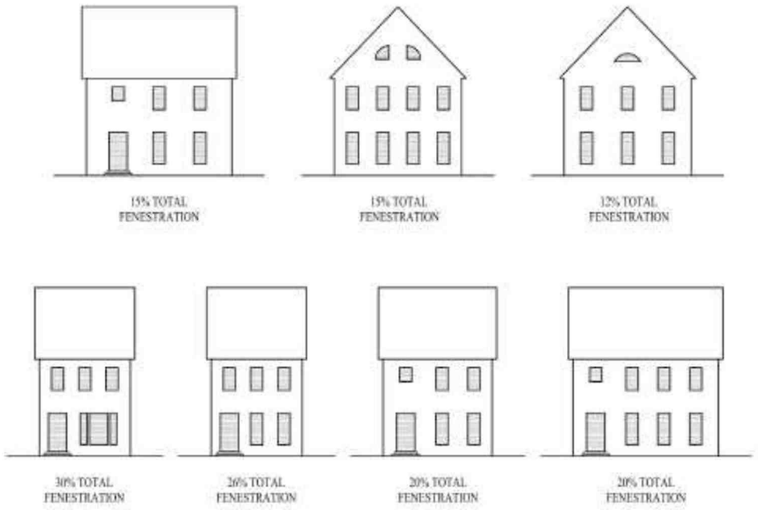


Figure 15



Figure 16

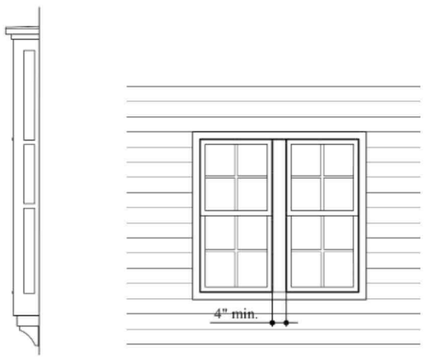


Figure 17

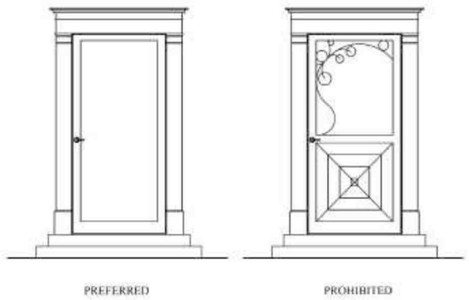


Figure 19

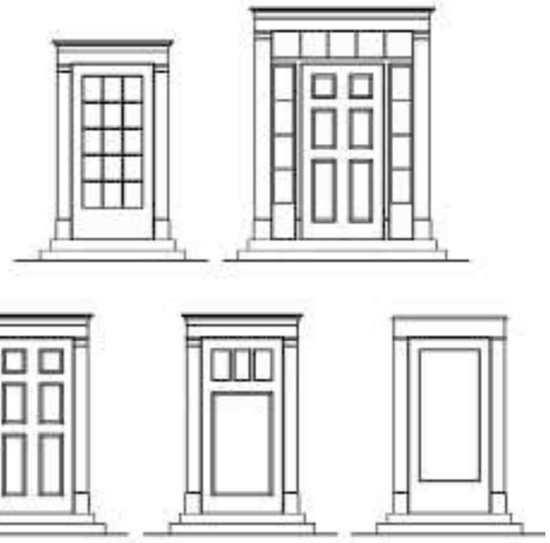


Figure 19a



Figure 20

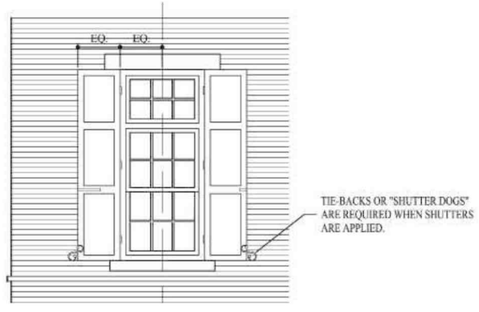


Figure 18

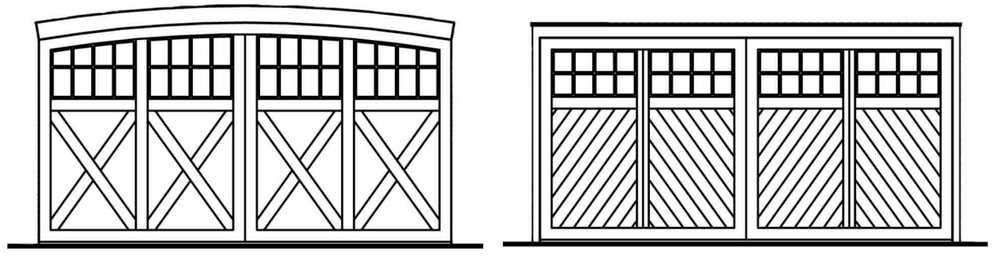


Figure 19b

Construction Materials:

- Frontage (front-yard) fences adjacent to a street or central open space are not required at Greenleigh; however, if used, fences shall be steel, wrought iron, or ESP (electrostatically painted) aluminum.
- Privacy (rear-yard) fences shall be almond/beige vinyl.
- Frontage dooryard walls and garden walls shall be brick or stone.
- Retaining walls shall be brick, stone, or architectural grade, straight-face block.
- Hedges, when installed along a frontage, shall be planted and maintained to be a continuous mass. *See additional Landscape Criteria on pages 28-30.*
- Leadwalks on lots may be brick, stone (flagstone or slate), concrete pavers, or concrete.
- Steps attached to stoops or porches shall be brick or flagstone on walking surfaces, risers, and sides. Concrete or simulated wood may be used at secondary entrances on non-frontage elevations.
- Front-load driveways may be asphalt, brick pavers, or concrete pavers. Aprons shall be concrete. *See Figure 23.*

Configurations:

- Terminal posts in fences (at corners, openings, ends, and similar) shall be wider and taller in proportion than other posts (maximum heights per type follow below). Fence posts shall be spaced evenly along a run with 8' maximum spacing.
- Frontage fences shall be between 32" and 42" in height, with posts up to 48" in height. Frontage fences on neighboring lots shall be of different designs.
- Privacy fences in rear yards shall be a maximum of 6' in height, including any top lattice or spaced picket portion. *See Figure 25.*
- Along non-frontage lot lines, privacy fences shall not extend forward of the primary structure. Subject to BCOC approval, privacy fences may be permitted to extend up to 12' forward of the primary structure. *See Figure 21a.*
- Brick or stone piers or metal picket gates may mark the pedestrian entrance to a private yard.
- Frontage dooryard, garden, or retaining walls shall be between 18" and 42" in height, with piers up to 48" in height.
- Lot leadwalks shall connect with street sidewalks and/or driveways.
- Posts of fences and garden walls shall be set 12" minimum and 24" maximum off street or open space sidewalks. *See Figures 21 and 22.*

Techniques:

- Fences of steel or aluminium shall be pre-finished in black.
- Brick walls shall be capped with coping stone or shaped brick. The cap shall overhang the wall between 1/2" and 1-1/2" to provide an appropriate drip edge.
- Dooryard, garden, or retaining walls of brick or stone shall be no less than 8" wide and capped in a rowlock course of brick, cut brick, or dressed coping stone 1-1/2" to 3" thick. *See Figure 24.* Dooryard or garden walls are encouraged where sidewalk grade is 5' or more lower than the stoop or porch walking surface.
- Poured concrete shall have a smooth finish.
- Vinyl fences shall have a smooth finish (i.e., no wood grain).

See General Provisions for additional criteria.

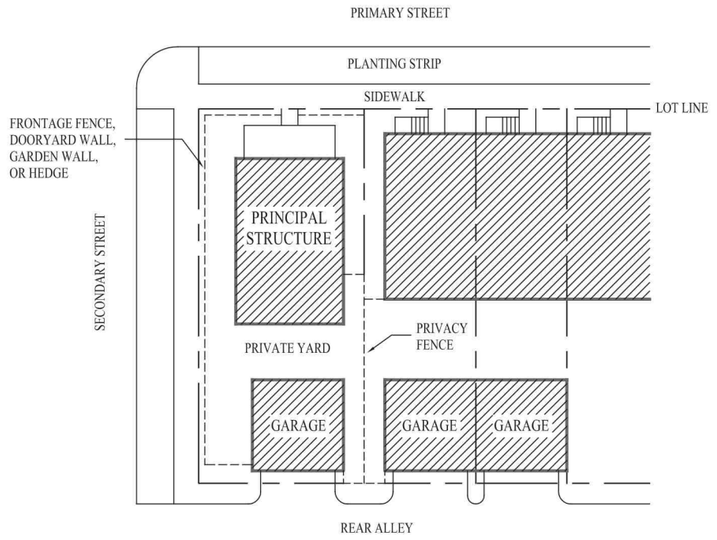


Figure 21

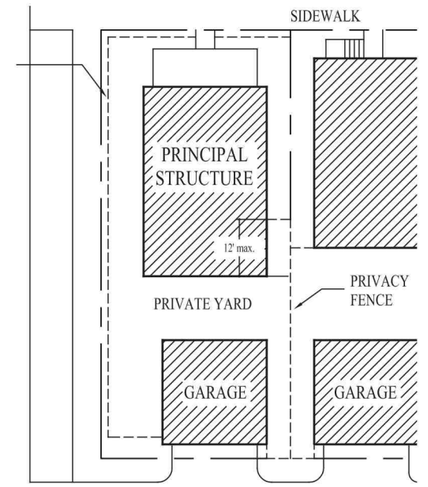


Figure 21a

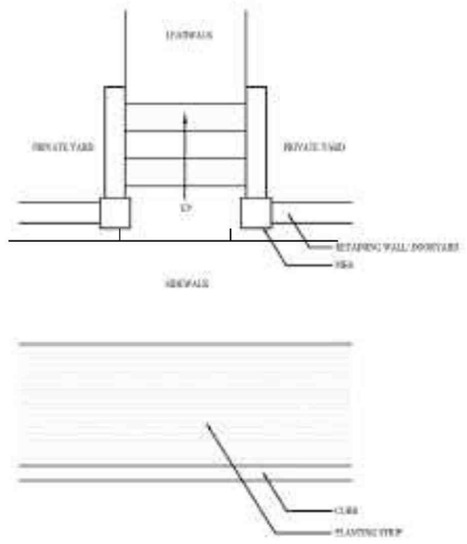


Figure 22

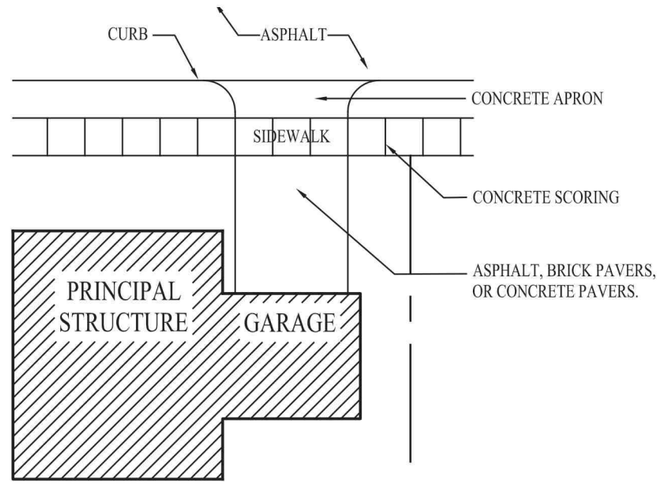


Figure 23

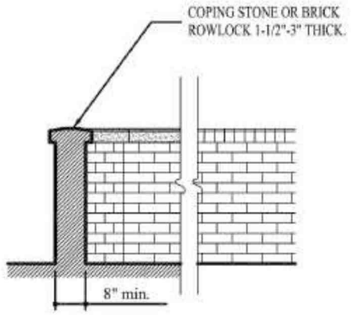


Figure 24

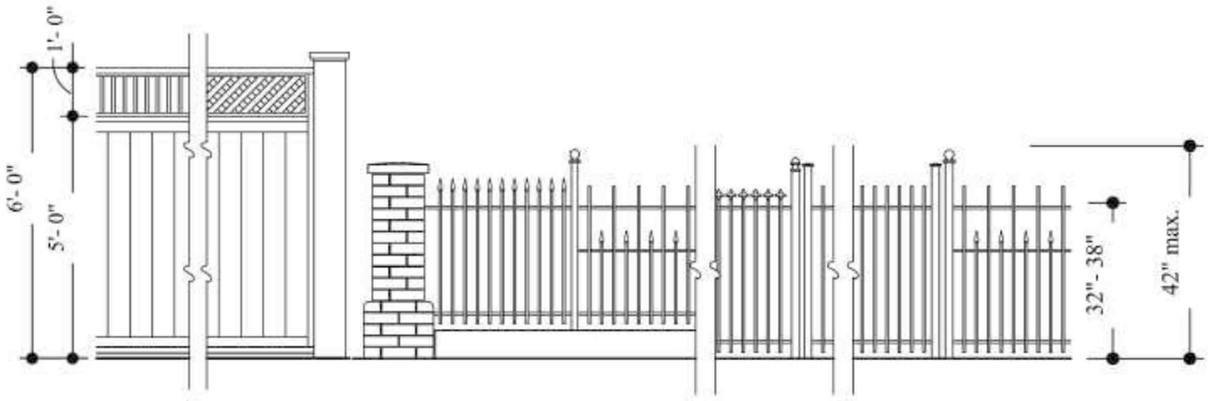


Figure 25

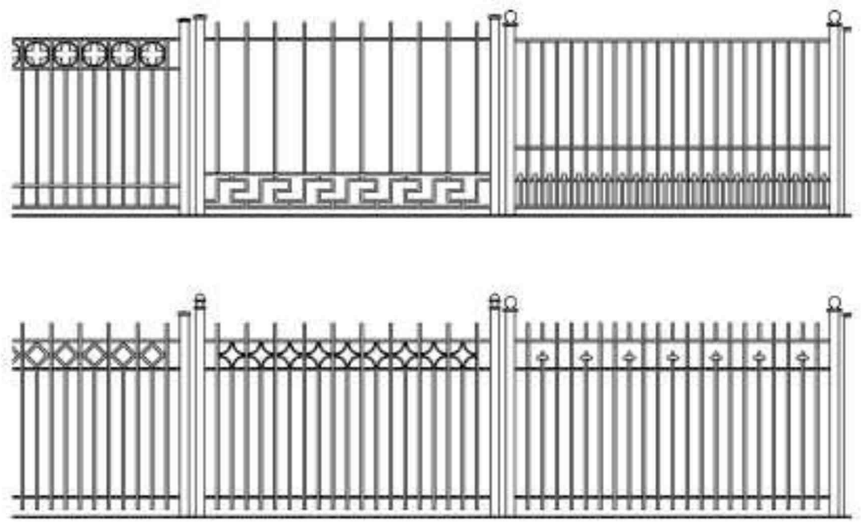


Figure 26

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6.0 SIGNAGE

6.1 OVERVIEW
6.2 SIGN TYPES AND STANDARDS

6.1 OVERVIEW

This section is comprised of guidelines to ensure that signs are an integral part of Greenleigh, welcoming visitors to the community and promoting clear wayfinding. The criteria in the Pattern Book are aimed at achieving well-designed, coordinated signage. These criteria apply to new single-family residential and associated structures and amenity buildings located within Greenleigh, as well as signage components within the public realm of streets and open spaces.

Additionally, an environmental graphics identity study was conducted as part of the planning efforts. The selected graphics are documented within this section.

PURPOSE

The intent of the Signage criteria is to facilitate the overall vision for Greenleigh by creating a coordinated and aesthetically pleasing sign program for the community that is consistent with the envisioned character. These criteria encourage the use of artistic imagery, lighting, color, texture, graphics, and materials to inspire creative design for the signage. Signage should inform, direct, and orient the public in a thoughtful and meaningful way. It should also improve and complement the aesthetic qualities of a building, a streetscape, or landscape while having a positive visual impact on the entire community.

These criteria are intended to convey required standards and to provide visual and textual examples of a variety of signs that represent the community's expectation for quality signage.

COMPONENTS

The Signage Criteria include General Provisions that provide guidance for all sign types within Greenleigh. The Sign Type and Standards include signage style and color guidance for each sign type as well as illustrative examples.

IDENTITY - PALETTE

The Greenleigh at Crossroads brand identity system is composed of several core elements that include the development name, the logotype, the color palette, the approved typographic palette, and certain design parameters. All of these elements should work together within the signage for Greenleigh.

GREENLEIGH
at CROSSROADS

Pantone 627 90%

Pantone 125C

THE SYMBOL

The "gold leaf" appeals to traditional symbolism of quality and refinement.

The interweaving stem adds a distinctive flourish to the symbol, while also referencing the "crossroads" in the name.

The symmetrical leaf silhouette establishes a center axis to the logo and frames the stem leading to the center.

LOGOTYPE

The typeface, Poetica - Small Capitals, and its swash "G"compliment the natural imagery of the symbol. Both the typeface and its dark green color have strong contrast potential, making the text suitable for branding the community. The text "at Crossroads" is set in Futura Regular to match the existing signage at The Arbors.

LOGO INTEGRITY

The symbol and the logotype together form the entity that is the logo. Generally, it should be used as one complete element and in the composition shown to the left; detailed criteria for use of the logo appear on the following page. The symbol and the logotype may be used independently of each other on certain sign types, such as entry monument signs or street name signs.

GREENLEIGH LOGO: CORRECT & INCORRECT USAGE

ACCEPTABLE

On White or Light Gray: The Greenleigh logo shall be used on a solid white background or on a very light screen of Black (not to exceed 10% of the background color's value).

In One Color: The Greenleigh logo shall be used in Black-and-Grey, with the Leaf in a 35% screen of black and the Logotype in a 100% screen of black. The logo shall not be printed in alternate colors, even monochromatically.

Reversed: The logo may be reversed out of Black or Greenleigh Dark Green only. The logo shall not be reversed out of other colors, even if those colors exist in the approved corporate palette.

UNACCEPTABLE

Stretching/Scaling: The logo shall not be stretched or scaled to fit into a desired picture window or print applications. The logo shall be used proportionally, without manipulation of its aspect ratio.

Positioning of Logo Elements: The relative position of the logo elements should not be changed. The symbol and the logotype may be used independently of each other on certain sign types, such as entry monument signs or street name signs.

Scaling of Logo Elements: The elements of the logo, either type or graphics, shall not be scaled independently.





GENERAL PROVISIONS

The following items listed below are general provisions that apply to all sign types within Greenleigh (excepting commercial properties). Further provisions specific to each sign type follow the General Provisions.

- Greenleigh should contain an eclectic mix of signage that provides a layer of authenticity to the community.
- Signs should be designed with the purpose of promoting Greenleigh to all users while enhancing the pedestrian and cyclist experience.
- Building signs on community or amenity structures should relate to their surroundings in terms of size, shape, color, texture, and lighting so that they are complementary to the overall design of the building but also to the streetscape. Building signs should be located in logical "signable areas" which relate to the architectural pattern of the façade. Signage areas are often, but not always, continuous wall surfaces uninterrupted by doors, windows, or architectural detail. Building signs should enhance and relate to, not obscure, the architectural features of buildings.
- Building signs on single-family residential building are not permitted, excepting address numbers.
- Signs are to be kept in good repair such that they are always in clean, working condition and the copy text and graphics is not obscured or damaged.

Content & Illumination

- Signs, copy, and graphic elements should fit comfortably into sign area, leaving sufficient margins and negative space. Thickness, height, and color of sign lettering should be visually balanced and in proportion to other signs located on the same building façade.
- Lighted signs help create the night streetscape while assisting with identification and wayfinding. It is important to illuminate signage carefully and appropriately to ensure safety.
- Internally illuminated, acrylic or flexible-vinyl faced box signs are not permitted, unless incorporated as a secondary or supportive feature.
- Backlit, halo-lit illumination, or reverse channel letters with halo illumination are encouraged for lighting purposes. Such signs convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.
- Projecting light fixtures used for externally-illuminated signs should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign and should be designed as part of the architecture of the sign.
- Sign lighting should be designed and installed to achieve appropriate illumination of the particular sign type and condition. Effort should be made to only illuminate the graphic surfaces, background, and letterforms of the sign, while limiting light spill over to other adjacent uses, buildings, pedestrians, and vehicles and to keep night sky light pollution to a minimum.
- All electrical connections, including junction boxes, transformers, conduit, raceways, and tubing required for any sign items, should not be exposed; they should be concealed and out of public view.
- A sign should not have blinking, flashing, or fluttering lights or other illuminating devices which have a changing light operated to create an appearance or illusion of writing or printing.
- Sign illumination should promote energy conservation by utilizing energy efficient illumination methods such as LED lighting components.

Sign Design & Materials

- Quality materials and creative design should be used as a means to add visual interest and direct attention rather than bright colors or over-scaled letters.
- Dimensional signs, letterforms, and decorative brackets are encouraged.
- Where sign letters are pin-mounted, they should have dimensional returns to give the appearance of solid dimensional material.
- Internally lit plastic letters or plastic box signs are not permitted.
- Signage for Greenleigh is anticipated to employ a variety of materials and illumination techniques including:
  - » Painted aluminum/metals
  - » Natural finish metals, including bronze, aluminum, steel, and stainless steel
  - » Etched and polished metals
  - » Cast metals/plaques
  - » Natural, opaque, hard surface materials, such as brick and stone
  - » Glass, including frosted, colored, patterned, and clear
  - » Exterior grade vinyl materials
  - » Acrylic, poly-resin materials
  - » High Density Urethane
  - » LED illumination
  - » Concealed fluorescent illumination

6.2 SIGN TYPES AND STANDARDS

While the General Provisions apply to all single-family residential and community signs in Greenleigh, the following sign types require particular attention as the identification and directional signage for the community. In this important role of building the community character, further provisions specific to each of the following sign types apply.

PERMANENT IDENTIFICATION SIGNS

Located at key perimeter locations, these signs announce the primary entry points (or gateways) to Greenleigh. This sign type should be part of a coordinated family of signs and should be integrated within an overall wayfinding plan.

DIRECTIONAL SIGNS

These signs promote convenient wayfinding within the Greenleigh neighborhood and include the following types: Vehicular Directional Signs and Pedestrian Directional Signs.

STREET SIGNS

These signs, attached to poles, offer an opportunity for customization. Including the Greenleigh logo and/or typeface along with the street name can add to the sense of place and distinguish Greenleigh.

BANNERS

Banner signs are permanent or temporary signs that add visual interest and color to the streetscape. They are vertically oriented and should be compatible with the overall character and color of the community's graphic identity. Banner signs along the streetscape may be attached to light poles to provide a simple means of displaying the community's identity and/or promoting special community events, holidays, or seasons.







PERMANENT IDENTIFICATION SIGNS

Permanent Identification Signs announce Greenleigh, highlighting the entry points and/or major gateways to the community. These signs play an important role in establishing an identity for Greenleigh that welcomes visitors to the community.

Materials and Standards:

- Shall be designed as an integral part of the community's hardscaping and landscaping.
- Shall be compatible with the architecture of Greenleigh.
- Sign materials may include fabricated aluminum, natural metals, stone, masonry, and/or glass.
- Messages on Greenleigh Identification Signs shall be limited to the name, "Greenleigh at Crossroads", but may also include "Welcome to" or similar supporting text.
- Signs may contain internal and/or remote illumination.



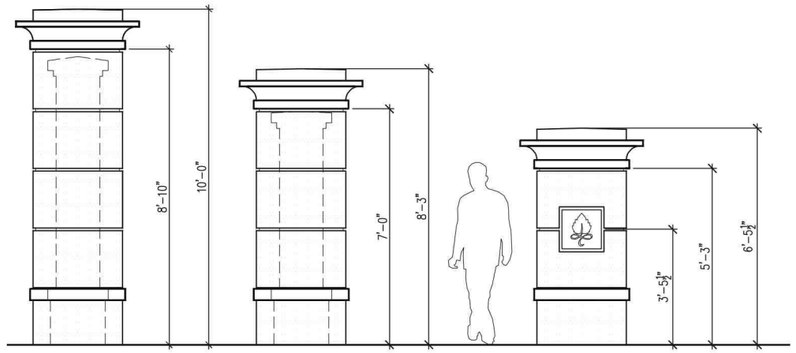
PERMANENT IDENTIFICATION SIGN DESIGN

Greenleigh Permanent Identification Signs are envisioned as a series of pier and wall combinations with a unified design language. Signage shall be distinctive among primary, secondary, and tertiary entrances, but shall have a logical hierarchy. The tallest walls and piers, Wall A and Pier A, indicate primary entrances where vehicle speeds are high. Wall B and Pier B step down in scale for secondary entrances, at intersections where vehicle speeds are lower and more pedestrians are anticipated. Wall C and Pier C are smaller yet pedestrian scaled to indicate tertiary entrances.

Pier C may be solitary, attached to Wall Type C, or to a fence. There are two variations of Pier C, named C-1 and C-2. Pier C-1 incorporates the Greenleigh leaf inset on a 16" square precast or metal panel. Pier C-2 is the same dimensions as Pier C-1 but does not have the Greenleigh leaf panel.

The primary entrance sign at White Marsh Boulevard and Greenleigh Avenue will be the largest identifier of the community, due to its location along a major thoroughfare. This sign incorporates all levels of the Permanent Identification signage hierarchy. The walls consist of a brick base, precast watertable course, brick face, and a precast cap. Piers consist of a precast base, watertable course, precast panels, and a precast cap. Wall A contains the largest permanent identification sign for Greenleigh, which consists of a precast panel and engraved or pinned-off letters.

The brick for the signage walls shall be unique but complementary to other brick selections in the community. Both the brick and the precast for the signage shall be consistent in color and finish among all of the Permanent Identification signage elements.



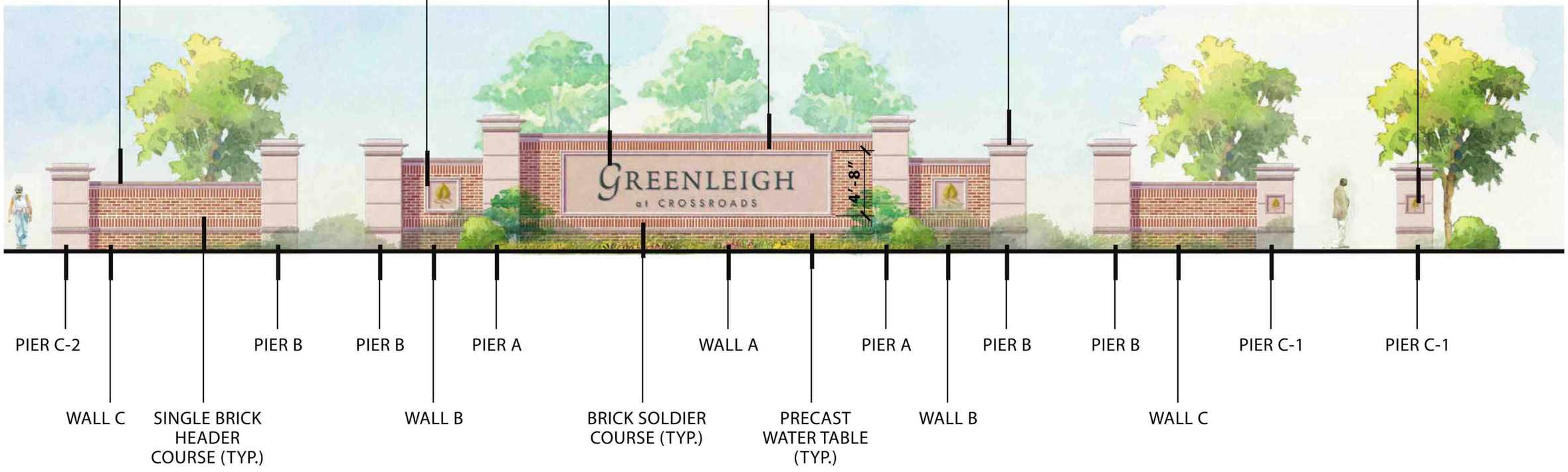
Pier Type Diagram



Precedent - Pier A Permanent Identification Signs



Precedent - Pier C Permanent Identification Signs



Greenleigh Entrance Signage Elevation *This elevation is illustrative only and subject to change.*

DIRECTIONAL SIGNS

These signs facilitate wayfinding within Greenleigh. Directional signs promote convenient navigation within the community, helping to create an environment that is easy to navigate, whether by car, bicycle, or walking.

Designed and constructed as a family of signs, the Directional Signs for Greenleigh should welcome the visitor arriving by car and easily navigate all visitors to key areas. Pedestrian Directional Signs further help direct movement by providing wayfinding to destinations throughout Greenleigh.

Specific criteria for each directional sign type are listed on the following pages.

Directional Sign Types:

- Vehicular Directional Signs
- Pedestrian Directional Signs



VEHICULAR DIRECTIONAL SIGNS

Directional Signs for vehicles will play an active role in providing the primary form of communication for visitors driving within Greenleigh. These signs will identify paths of travel and directions to amenities for residents and visitors.

Materials and Standards:

- Shall be designed with an emphasis on clarity and legibility for vehicular occupants, taking into account vehicular speeds and sightlines (see below).
- Vehicular directional signage shall be designed to be consistent and uniform within Greenleigh and signs shall contain a coordinated logotype.
- Directional text shall contain generic uses (such as “Parking”, “Community Center”, “Plaza”, ”Shops”, “Hotel”, “Restaurants”, “Grocery”, and similar and wording of a directional nature.
- Signage panels shall be fabricated of aluminum and be ground and/or post-mounted.
- Any projecting overhead sign item located within the streetscape shall be mounted no less than 8’ above the ground level.
- Signs should not contain internal illumination, rather they should be illuminated by ambient or remote sources.
- Text for signage shall be fabricated and/or cast painted aluminum letters and applied vinyl.
- All text shall take vehicular speed and sightline visibility into consideration when determining the appropriate font sizes to be used. A minimum text height of three inches is recommended. This has a readable distance for maximum impact of thirty feet and a maximum readable distance of one hundred feet.





PEDESTRIAN DIRECTIONAL SIGNS

These signs provide directional wayfinding for pedestrian use. Pedestrian Directional Signs may also be used for cyclists, particularly on the shared-use paths or trails within Greenleigh.

Materials and Standards:

- Signs shall be designed and constructed as a family of signs that enhances the pedestrian experience.
- Shall be pedestrian in scale and height (see below).
- Shall be used to direct and inform pedestrians throughout Greenleigh.
- Pedestrian directional signage should be designed to be consistent and uniform throughout Greenleigh and shall contain a coordinated logotype.
- Directional text shall contain generic uses (such as “Parking”, “Community Center”, “Plaza”, ”Shops”, “Hotel”, “Restaurants”, “Grocery”, and similar) and wording of a directional nature.
- Signage panels shall be fabricated of aluminum and be ground and/or post-mounted.
- Any projecting overhead sign item located within the streetscape shall be mounted no less than 8’ above the ground level.
- Signs should not contain internal illumination, rather they should be illuminated by ambient or remote sources.
- Text for signage shall be fabricated and/or cast painted aluminum letters and applied vinyl.
- All text shall take sightline visibility into consideration when determining the appropriate font sizes to be used. A minimum text height of one inch and maximum cap text height of three inches is recommended.





STREET NAME SIGNS

These signs, attached to poles, offer an opportunity for customization. Including the Greenleigh logo and/or typeface along with the street name can add to the sense of place and distinguish Greenleigh.

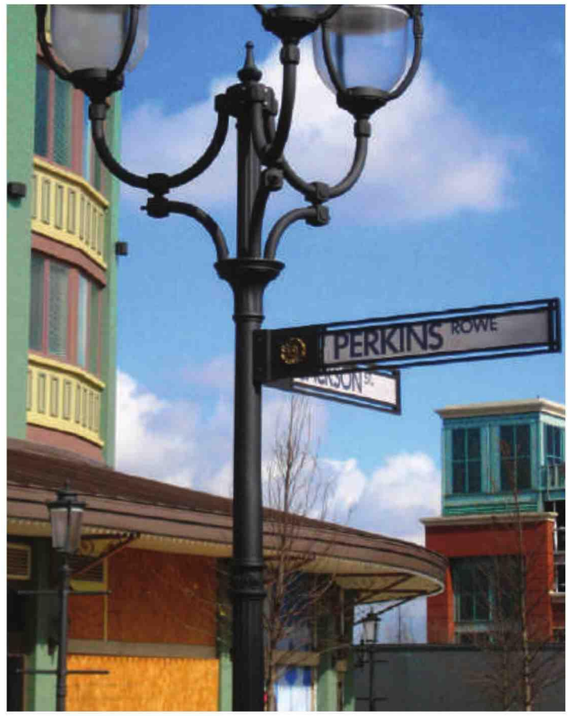
Materials and Standards:

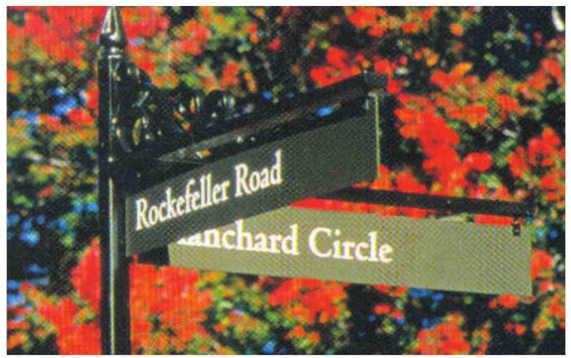
- Shall be designed with an emphasis on clarity and readability for vehicular occupants, taking into account vehicular speeds and sightlines.
- Street signs shall be designed to be consistent and uniform throughout Greenleigh.
- Signage panels shall be fabricated of aluminum, post-mounted, and contain white reflective vinyl text.
- An alternative background color other than the normal guide sign color of green may be used for Street Name Signs.
- Recommended Minimum Letter Heights for post-mounted street signs:

  Multi-lane Street (40 mph or less):
  Initial Upper-Case Min. Height 6 inches
  Lower-Case Min. Height 4.5 inches

  Two-lane Street (25 mph or less):
  Initial Upper-Case Min. Height 4 inches
  Lower-Case Min. Height 3 inches

- Any projecting overhead sign item located within the streetscape shall be mounted no less than 8’ above the ground level or 18’ above any roadway, driveway, or alley.





BANNER SIGNS

Banners can add color and visual interest to the streetscape environment. Permanent and temporary banners may be mounted on, street light poles, and similar pole-like structures.

Banners added to the streetscape environment with Greenleigh will help enliven, add color, and promote a sense of community. This can be achieved by using banners to help identify the corridor, celebrate holidays, and/or advertise community events.

Materials and Standards:

- Banners shall be scaled for both pedestrians and vehicular occupants.
- Materials may include:
  - » Durable, heavy weight exterior grade canvas fabric
  - » Exterior grade, digitally printed vinyl and vinyl mesh materials
- Size: Banners shall be appropriately scaled to the street light pole to which they will attach, taking wind load into consideration. Banners shall not exceed sixteen square feet per side.
- Pole-Mounted Banners located within the streetscape shall be mounted no less than 8' above the ground level or 18' above any roadway, driveway, or alley.
- The horizontal clearance between a banner and the curb line shall not be less than 3'.
- Banners shall be coordinated along the streetscape as to size, style, frequency, and placement.
- Pole-Mounted Banners for community events or holidays may be displayed up to ninety days.







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7.0 REVIEW PROCESS

7.1 OVERVIEW

7.1 OVERVIEW

PURPOSE & PROCEDURE

Purpose of the Baltimore Crossroads Oversight Committee (BCOC): To promote and maintain a consistent aesthetic and material quality and to ensure that all construction adheres to the Pattern Book. No structure or improvement shall be erected or altered until the review approvals described in this document have been obtained. To note, this Pattern Book governs all single-family residential and associated amenity buildings located within Greenleigh.

Initial Construction Review: Initial Construction (prior to occupation by the homeowner(s) or other users) shall follow the Design Review Procedure as outlined in this document. The Initial Construction Review for residential construction shall also be governed by *the Declaration of Covenants, Conditions, Easements and Restrictions for the Greenleigh Homeowners Association, Inc.*

Post-Occupation Review: Exterior Modifications to structures or site work (following occupation by the homeowner(s) or other users) shall follow the review procedure as outlined in this document as well as *the Declaration of Covenants, Conditions, Easements and Restrictions for the Greenleigh Homeowners Association, Inc.*. The submission of an *Application for Exterior Modification* to the Greenleigh Homeowners Association shall be required.

Sketches, in-process drawings, or manufacturer material information may be submitted to the BCOC at any time for informal, non-binding comments.

Step I (Optional)—Schematic Design Review: While this step is optional, it is highly recommended for first-time applicants to ensure a fundamental understanding of the requirements. The intention of this review is to confirm that the applicant has a correct understanding of the *Greenleigh Residential Pattern Book* at the beginning of the design process. Multiple design schemes may be submitted for review should the applicant wish to consider the opinions of the BCOC before selecting one design scheme to develop further. The applicant shall submit scaled drawings, product information, and samples as follows:

Schematic Design Documents* including:

1. Site/Lot Plan at 1"=20' minimally
2. Site Sections at 1"=20' minimally (if warranted by site conditions)
3. Landscape Plan at 1"=20' minimally (optional prior to Construction Document phase)
4. Signage & Lighting Plan at 1"=20' minimally (if warranted)
5. Building Elevations at 1/8"=1'- 0" minimally, with materials indicated
6. Building Plans at 1/8"=1'- 0" minimally
7. Material Samples and/or Product Information (if unique material or assembly is being considered). Material/product information shall contain adequate detail for BCOC review, including images, dimensions, type/style, color, and similar as relevant. Information may be submitted as digital files (pdf or jpg files) or as weblinks; weblinks shall be direct links to the particular material/product, not to the manufacturer's home page.

* *See **Requirements for Submitted Drawings & Materials** at the end of this section for specific submittal requirements.*

Step II—Design Development Review: This review confirms compliance with the *Greenleigh Residential Pattern Book* aand verifies that previous comments made by the BCOC have been addressed. The applicant shall submit scaled drawings, product information, and samples as follows:

Design Development Documents* including:

1. Building Sections, two, at ¼" = 1'-0" minimally
2. Architectural Details at 1 ½" = 1'-0" minimally
3. Material/Color Samples and Product Information
4. Site/Lot Plan at 1"=20' minimally
5. Site Sections at 1"=20' minimally (if warranted by site conditions)
6. Landscape Plan at 1"=20' minimally (optional prior to Construction Document phase)
7. Signage & Lighting Plan at 1"=20' minimally (if warranted)
8. Building Elevations at 1/8"=1'- 0" minimally, with materials indicated
9. Building Plans at 1/8"=1'- 0" minimally
10. Material Samples and/or Product Information (if unique material or assembly is being considered). Material/product information shall contain adequate detail for BCOC review, including images, dimensions, type/style, color, and similar as relevant. Information may be submitted as digital files (pdf or jpg files) or as weblinks; weblinks shall be direct links to the particular material/product, not to the manufacturer's home page.

* *See **Requirements for Submitted Drawings & Materials** at the end of this section for specific submittal requirements.*

Step III—Construction Document Review: This review confirms compliance with the *Greenleigh Residential Pattern Book* and verifies that previous comments made by the BCOC have been addressed. This review serves as a final design approval for the improvements represented in the submitted documents and the materials specified. The applicant shall submit scaled drawings, product information, and samples as follows:

Construction Documents* including:

1. Architectural Construction Documents (a complete architectural set; mechanical and electrical sheets are not required)
2. Site/Lot Plan at 1"=20' minimally
3. Landscape Plan at 1"=20' minimally
4. Material/Color Selection List/Binder indicating Materials, Colors/Color Schemes, Manufacturer names, and Placement

* *See **Requirements for Submitted Drawings & Materials** at the end of this section for specific submittal requirements.*

Upon BCOC approval of the Construction Documents, the Applicant will receive a Certificate of Compliance issued by the BCOC. This Certifiacte shall serve as notice to the County that the application being filed is in compliance with the *Greenleigh Residential Pattern Book* and shall thereby satisfy the Applicant's obligation to receive approval from the Planning Department.

Step IV (Optional)—Minor Change(s): For BCOC approval to make minor changes to the approved Construction Documents, submit the following*:

1. Existing Approved Documents of area being modified
2. Documents and Additional Information: Clearly document and list the requested changes

Step V—On-Site Review (Field Inspection): Periodic field observations may be made by the BCOC to verify compliance of the improvements with the approved documents and materials and to ensure compliance with the Pattern Book. At a minimum, one on-site review will be conducted by the BCOC, following construction/ installation completion. Any deviations from the approved drawings or the prescriptions of the Pattern Book are subject to enforcement measures as outlined in *the Declaration of Covenants, Conditions, Easements and Restrictions for Greenleigh Homeowners Association, Inc.*

POST-OCCUPATION REVIEW:

Step I (Optional)—Exterior Modifications: For approval to make modifications to structures or site work following occupation, submit the following*:

1. Existing Approved Documents of area being modified
2. Documents and Additional Information: Clearly document and list the requested changes

   * See **Requirements for Submitted Drawings & Materials** at the end of this section for specific submittal requirements.

Step II—On-Site Review (Field Inspection): Periodic field observations may be made by the BCOC to verify compliance of the improvements with the approved documents and materials and to ensure compliance with the Pattern Book. At a minimum, one on-site review will be conducted by the BCOC, following construction/installation completion. Any deviations from the approved drawings or the prescriptions of the Pattern Book are subject to enforcement measures as outlined in *the Declaration of Covenants, Conditions, Easements and Restrictions for Greenleigh Homeowners Association, Inc.*

REQUIREMENTS FOR SUBMITTED DRAWINGS & MATERIALS:

All design documents shall be submitted digitally for BCOC review. All physical material samples shall be labeled or tagged with the submission date, lot/location information, and the applicant's contact information.

The required documents shall contain the following information:

Site/Lot Plan:

1. North arrow and scale
2. Lot/Property lines, dimensions, area, and lot number
3. Building footprints with entries noted
4. Encroachments, if any, dimensioned
5. Finished floor elevations
6. Existing and proposed grades

Site Sections:

1. One longitudinal and one transverse

Landscape Plan:

1. Common names of all material
2. Size, quantity, and location of all material
3. Elements such as retaining walls and paved surfaces
4. Fences and garden walls, noting type, dimensions, and location. Fences shall be shown with terminal posts and gates located and noted.

Signage & Lighting Plan:

1. Location and design of all exterior signage
2. Product information for all exterior lighting.

Elevations:

1. Openings, doors, and windows
2. Materials noted and specified, including colors if relevant
3. Finished grade and finished floor elevations
4. Building height to the eaves or parapet walls
5. Overall height from grade at front setback
6. Roof pitches
7. Downspout locations

Building Detail:

1. Openings, doors, and windows
2. Porches, stoops, bays, and balconies
3. Columns, capitals, and bases
4. Ornamental elements and trim
5. Inside and outside corners (pilasters, corner boards, etc.).
6. Eaves
7. Cornices
8. Chimneys
9. Fences and garden walls
10. Material Samples and/or Product Information (if unique material or assembly is being considered). Material/product information shall contain adequate detail for BCOC review, including images, dimensions, type/style, color, and similar as relevant. Information may be submitted as digital files (pdf or jpg files) or as weblinks; weblinks shall be direct links to the particular material/product, not to the manufacturer's home page.

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A.0 APPENDIX

A.1 LIST OF MODIFICATIONS

A.2 OPEN SPACE PLAN

A.1 LIST OF MODIFICATIONS

MODIFICATION OF STANDARDS - March 16, 2015

Single Family Detached Traditional* (Singles and Semi-Detached)	**Current Regulation**	**Required**	**Proposed Minimum**
BCZR §1B01.2 & §504.2 (CMDP) Front Porch	To property line or public street right of way	10'	2'
BCZR §1B01.2 & §504.2 (CMDP) Side	Between side building faces	12'	10'
	To a public street right-of-way and/or tract boundary	10'	6'
BCZR §1B01.2 & §504.2 (CMDP) Rear	To a property line for a rear load unit	35'	3'
BCZR §1B01.2 & §504.2 (CMDP) Rear	To a property line for a front load unit	30'	20'
BCZR §504.2 (CMDP) Front Load Garages	The garage must be setback 8' from the front building façade (not including the porch)	8'	6'
BCZR §1B01.2 & §504.2 (CMDP) Side	To paving of a private road	20'	8'
BCZR §1B01.2 & §504.2 (CMDP) Garages	Not attached to the house shall be located no closer than 12 feet to the principal dwelling.	12'	4'

Single Family Attached Traditional* (Townhomes)	**Current Regulation**	**Required**	**Proposed**
BCZR §1B01.2 & §504.2 (CMDP) Front Porch	To property line or public street right of way	10'	2'
BCZR §1B01.2 & §504.2 (CMDP) Front Building		10'	6'
BCZR §1B01.2 & §504.2 (CMDP) Side	From a side building face to a side building face	15'	10'
	From a side building face to public street right-of-way or tract boundary	10'	6'
BCZR §1B01.2 & §504.2 (CMDP) Building Length	Number of units in a row	6	7
BCZR §1B01.2 & §504.2 (CMDP) Garages	Not attached to the house shall be located no closer than 12 feet to the principal dwelling.	12'	4'
BCZR §1B01.2 & §504.2 (CMDP) Private Yard Area	A minimum private yard area of 500 contiguous square feet with a minimum 15 foot dimension is required for private yard areas.	500 sf	0 sf
BCZR §1B01.2 & §504.2 (CMDP) Side or Front building face	Side or rear building face to the edge of paving of a private road	10'	8'
BCZR §1B01.2 & §504.2 (CMDP) Rear	To a property line for a rear load unit	35'	3'
BCZR §1B01.2 & §504.2 (CMDP) Building Height	Building height shall not exceed 3 stories.	Max. 3 stories	Max. 4 stories or 60'

Single Family Attached Non-Traditional* (Townhomes)	**Current Regulation**	**Required**	**Proposed**
BCZR §1B01.2.C.1.c & §504.2 (CMDP) Front building face	From the garage portion of a front building face to a public street right-of-way	25'	18'
	From the non garage portion of a front building face to a public street right-of-way	25'	6'
BCZR §1B01.2.C.1.c & §504.2 (CMDP)Rear building face	From a rear building face to rear property line	30'	20'
BCZR §1B01.2.C.1.c & §504.2 (CMDP) Side building face	From a side building face to a public street right-of-way	25'	6'
	From a side building face to a side building face	25'	10'
BCZR §1B01.2.C.1.c & §504.2 (CMDP) Any building face	From any building face to a tract boundary	30'	7'
BCZR §1B01.2 & §260 & §504.2 (CMDP) Garages	An attached front-entry garage may not constitute more than 45% of the entire frontage of the individual unit.	45%	70%
BCZR §1B01.2 & §504.2 (CMDP) Building Height	Maximum building height of 50'	Max. 50'	Max. 60' or 4 stories

Other	Current Regulation	Required/Permitted	Proposed
Local Open Space Modification		Open space in accordance with the approved pattern book in lieu of the requirements of BCC §32-6-108	
BCZR §102.5 Corner Lots	On a corner lot in any residential zone, no planting, fence, wall, building or other obstruction to vision more than three feet in height shall be placed or maintained within the triangular area bounded on two sides by the front and side street property lines.	Not Permitted	Permitted
BCZR §301.1 Open Projections	A one-story open porch, with or without a roof, may extend into any required yard not more than 25% of the minimum required depth of a front or rear yard or of the minimum required width of a side yard.	25%	80%
BCZR §400.2 Accessory Building Setbacks*	Accessory buildings, including parking pads, shall be set back not less than 15 feet from the center line of any alley.	15'	14'
BCZR §450 Signage	Community Signs	25 SF	100 SF
		6' Height	10' Height
BCZR §409.6 Parking	To permit on-street parallel parking spaces to count toward parking requirements.	Not Permitted	Permitted
BCZR §1B01.2.C.1.a. Community Center Front Yard*	Front yard Setback	30'	0'
BCZR §1B01.2.C.1.a. Community Center Corner Street Side*	Corner Street Side Setback	25'	4'
BCZR §260 Residential Performance Standards		Architectural Guidelines as specified in the approved pattern book in lieu of BCZR §260	
BCZR §400.1 Accessory Building Location; Lot coverage	Accessory buildings in residence zones, other than farm buildings (Section 404) shall be located only in the rear yard and shall occupy not more than 40% thereof.	Max. 40% of rear yard	Max. 75% of rear yard
	On corner lots they shall be located only in the third of the lot farthest removed from any street and shall occupy not more than 50% of such third.	Located in third of lot farthest from street; occupy a Max. 50% of such third	Located in any third of the lot; occupy a Max. of 100%
BCZR §400.3 Accessory Building Height	The height of accessory buildings, except as noted in Section 300, shall not exceed 15 feet.	15'	35'
BCZR §400.4 Accessory Apartments		Accessory apartments permitted in accordance with the approved pattern book in lieu of the requirements of BCZR §400.4.	

NOTES:

1) Any other such relief as noted in the approved pattern book.

2) * Masonry Veneers will be permitted to encroach a maximum of 6" into any required setback.

3) The lot layout diagrams contained in the approved pattern book represent the typical lot configuration within the Greenleigh residential community. The Modifications of Standards listed in this chart may represent an atypical lot configuration. See the approved pattern book for typical bulk area requirements.

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A.2 OPEN SPACE PLAN (REVISED, 1/08/16)



DESIGNCOLLECTIVE

ARCHITECTURE
PLANNING
INTERIORS
LANDSCAPE ARCHITECTURE
GRAPHICS

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