



Downtown Columbia Design Guidelines

Downtown-Wide

Downtown Columbia Design Guidelines

Downtown—wide

November 2010





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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.

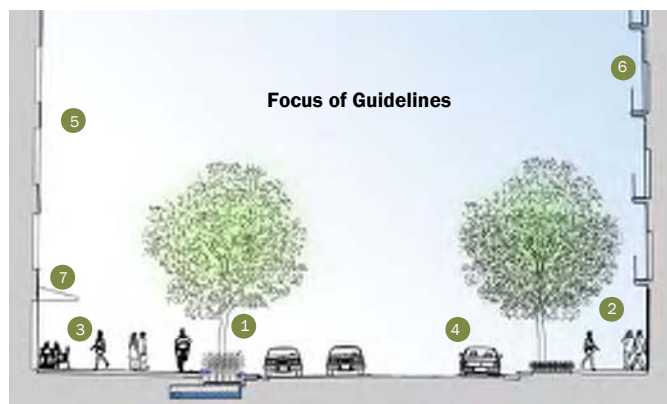
The Architecture Guidelines do not prescribe an architectural style, but rather a design approach to create a high quality, pedestrian-oriented environment that is reinforced by buildings.

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

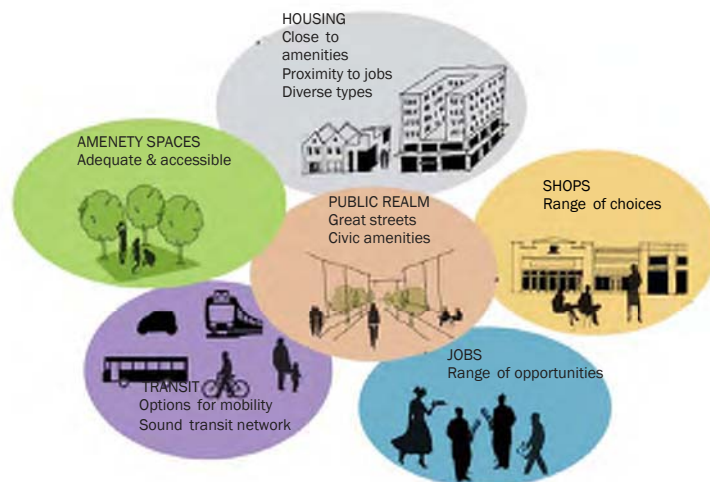


The Design Guidelines provide flexibility to approve designs that vary from the guidance set forth herein under certain circumstances, provided the proposed design conforms to the vision of Downtown Columbia as a sustainable pedestrian-oriented community with a distinctly urban character. In all events,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

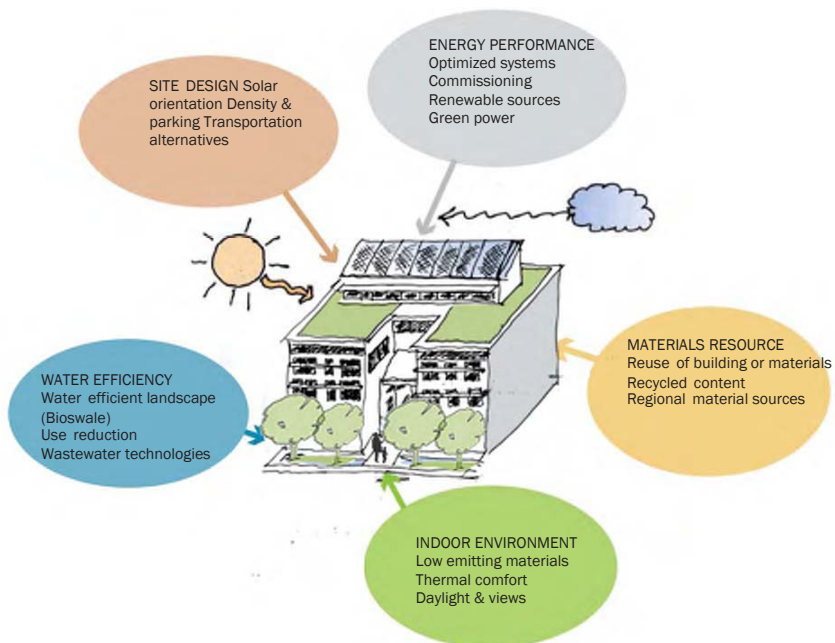


Building Design

- 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™ 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 contribute to the overall neighborhood identity.

Additionally, architecture that is considered memorable is groundbreaking 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 contemporary 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.

BUILDING 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



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.

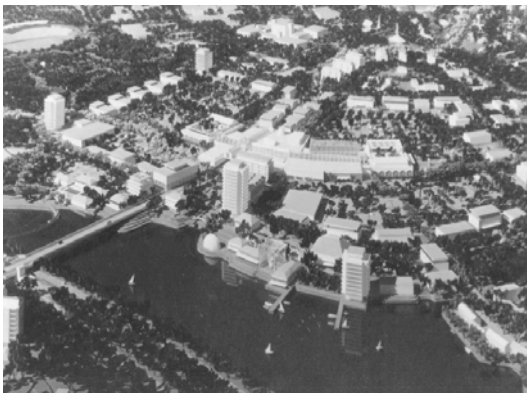
In response to the guidance provided by *Downtown Columbia: A Community Vision*, General Growth Properties began the process in collaboration with the community and a dedicated and experienced team of consultants, of developing a 30-year plan to revitalize and redevelop downtown Columbia and submitted 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.

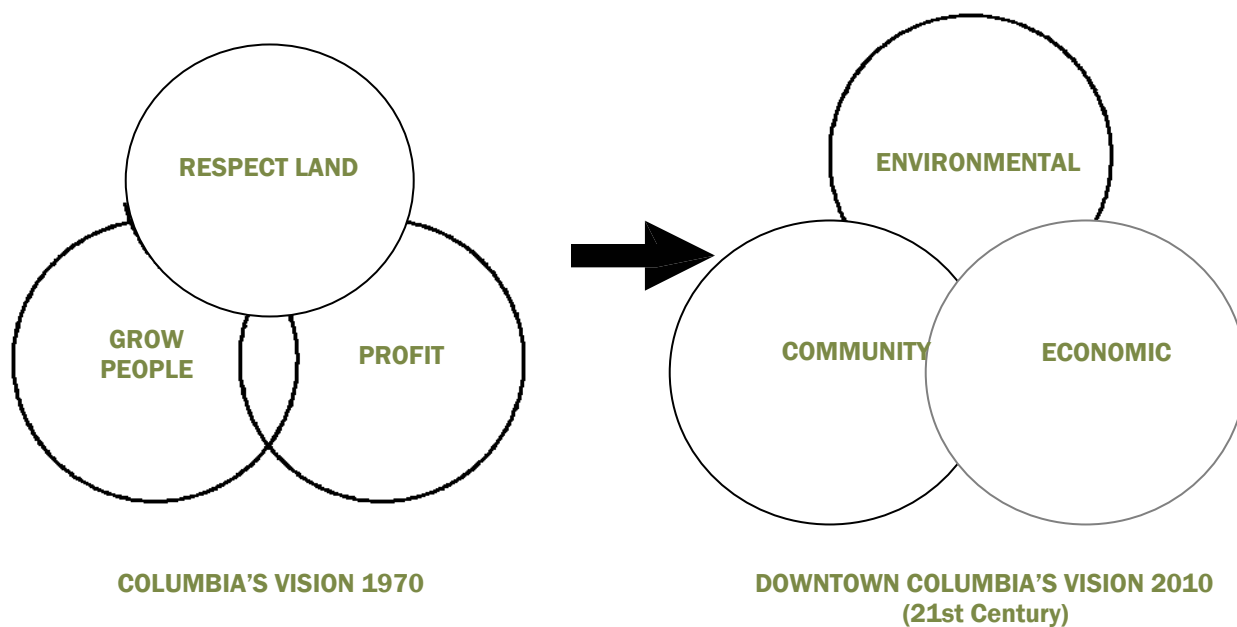
The planning challenge today is how best to complete Rouse's vision of a "real city" by creating a vital downtown in which residents can live, shop, work, entertain, exercise and enjoy cultural opportunities in an enriched natural setting. How to create a dynamic, walkable downtown that lives up to its 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.



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

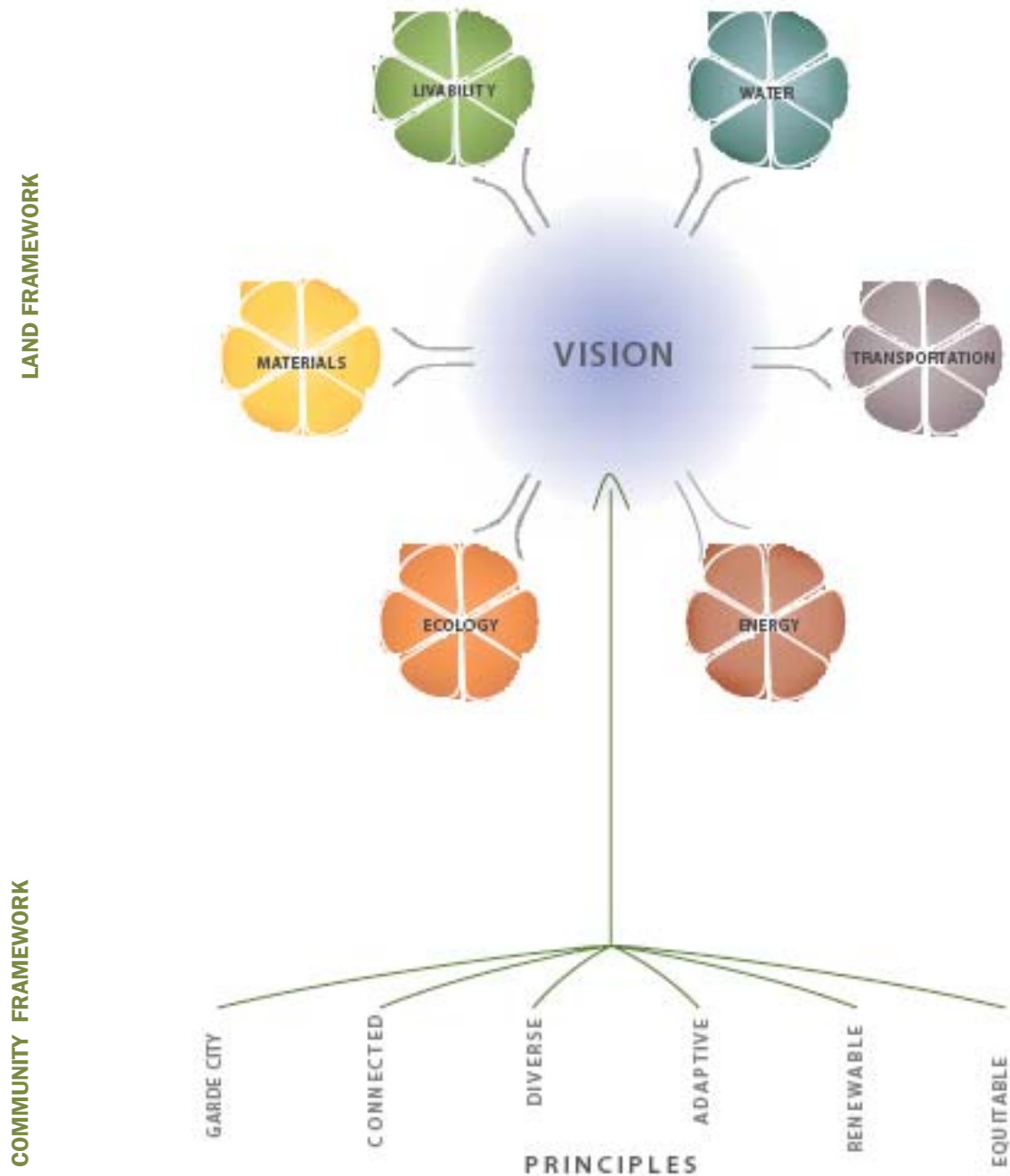
Goal: Downtown Columbia will work to restore and maintain resilient, self-sustaining and diverse site ecology. The site will exist as a whole system that connects and complements the biodiversity of the region. The urban core will include a vital ecology for both humans and wildlife that focuses on healthy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



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, Symphony 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 lakefront 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 Symphony 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 network 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'

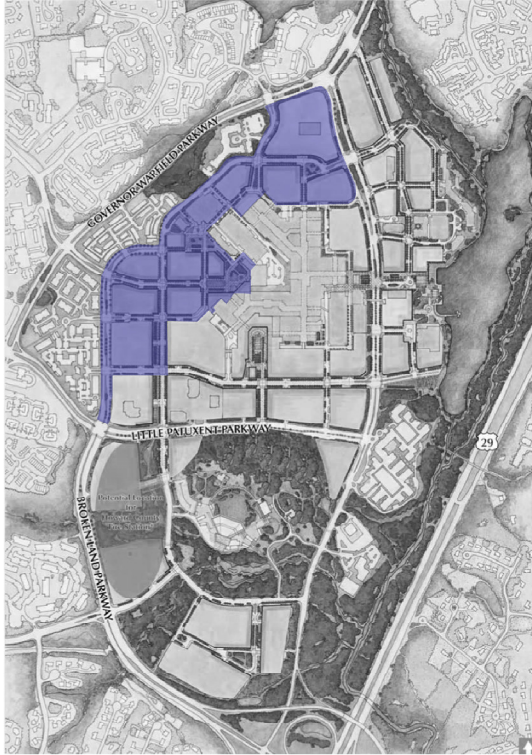
Note: Building heights can vary by building within each Neighborhood from the minimum to the maximum as outlined in the Maximum Building Height Plan (Exhibit F, Downtown Columbia Plan).

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 Downtown 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 neighborhood 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 outdoor 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 Warfield 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 pattern 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

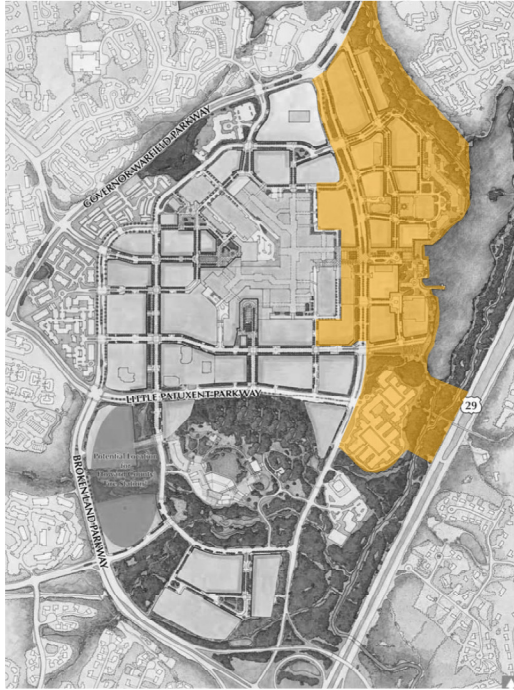
The separation between buildings will vary, but should be sufficient to allow for pedestrian or vehicular access where appropriate. A separation of 25 to 40 feet should be provided if an Alley or Driveway is located between buildings.

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 as 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



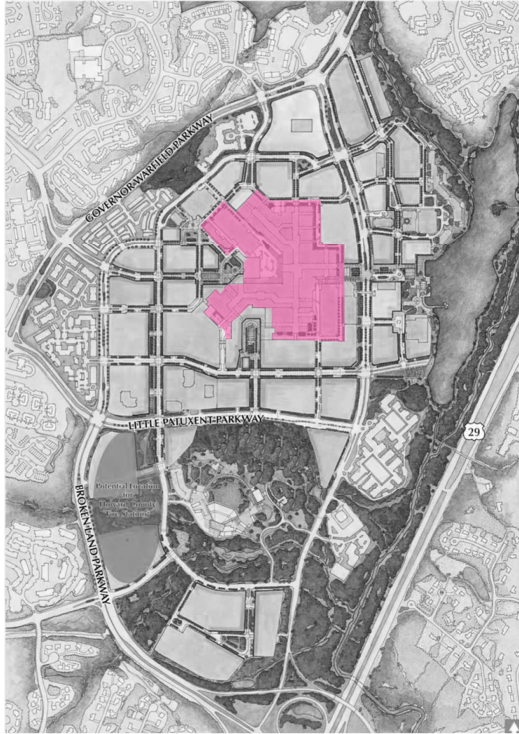
Venues for performing arts



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



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.

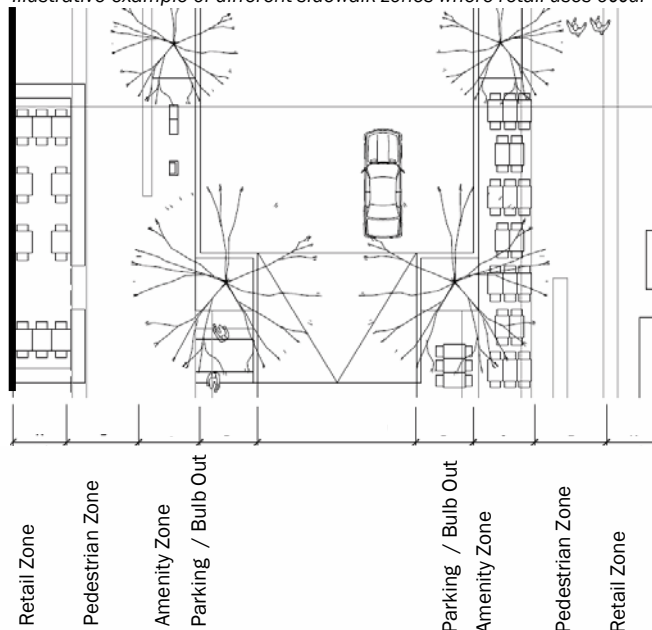
The design and character of the streets (including sidewalks, street trees, rainwater treatment practices, light fixtures, site furniture, etc.) requires careful consideration. To provide a pedestrian-friendly environment, the street network should incorporate urban traffic calming measures such as frequent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



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

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



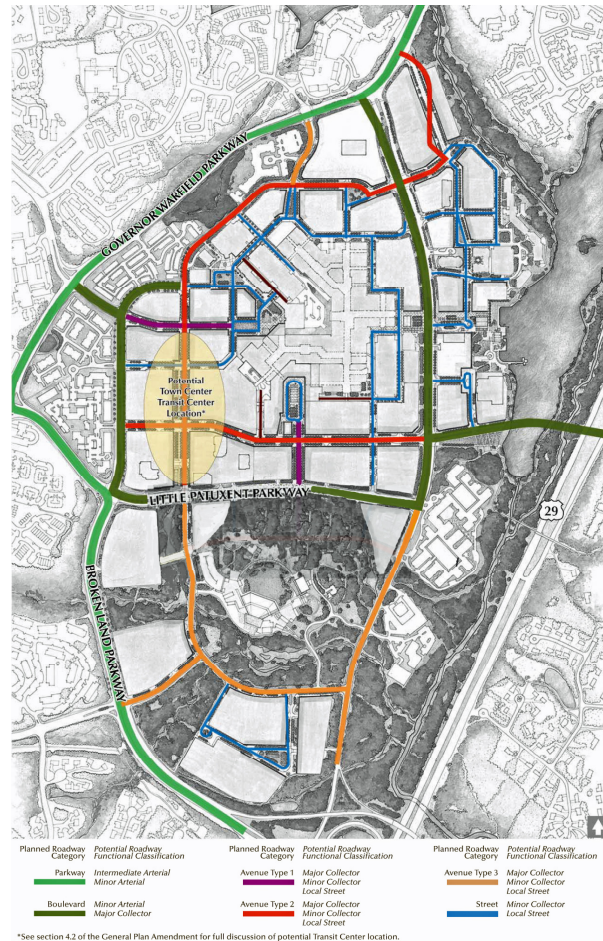
STREET FRAMEWORK DIAGRAM

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.



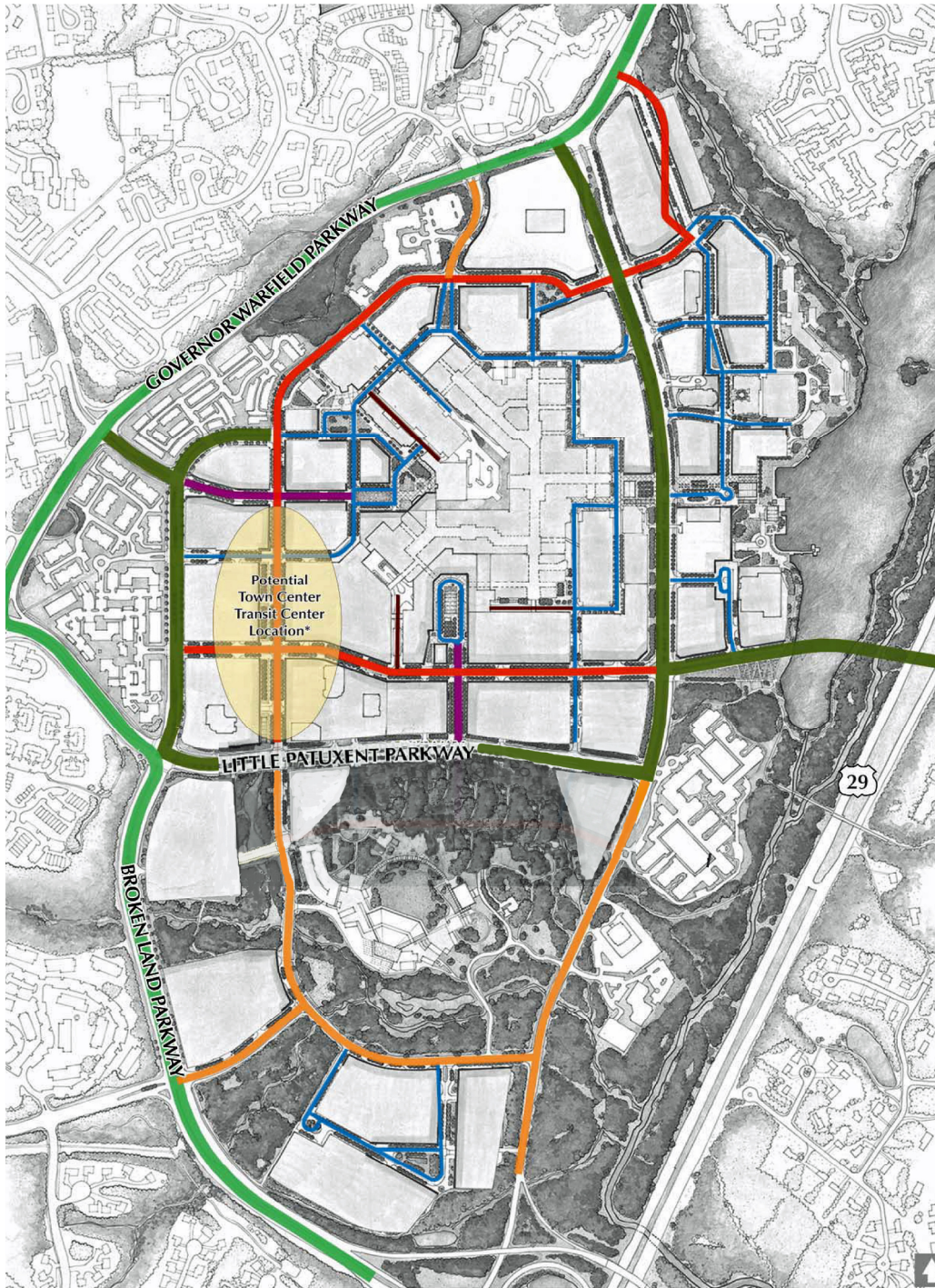
Illustrative Street Framework Diagram

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

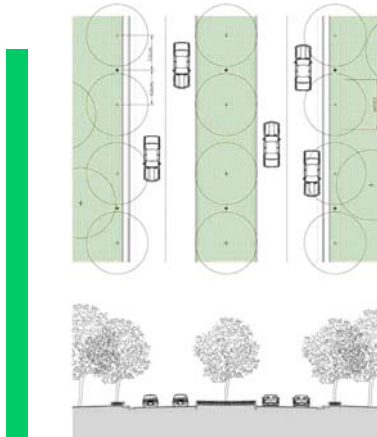


Planned Roadway Category	Potential Roadway Functional Classification	Planned Roadway Category	Potential Roadway Functional Classification	Planned Roadway Category	Potential Roadway Functional Classification
Parkway	Intermediate Arterial Minor Arterial	Avenue Type 1	Major Collector Minor Collector Local Street	Avenue Type 3	Major Collector Minor Collector Local Street
Boulevard	Minor Arterial Major Collector	Avenue Type 2	Major Collector Minor Collector Local Street	Street	Minor Collector Local Street

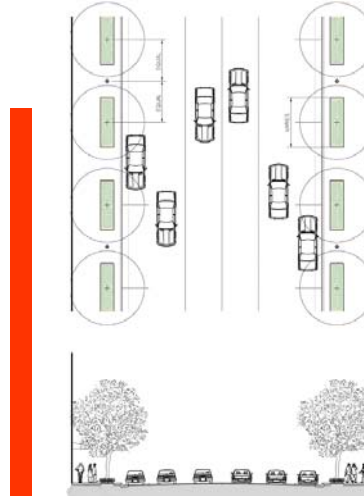
*See section 4.2 of the General Plan Amendment for full discussion of potential Transit Center location.

ROADWAY CATEGORY SYSTEMS

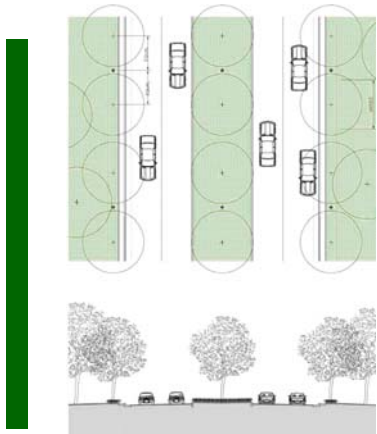
See Appendix A1 for enlarged plans



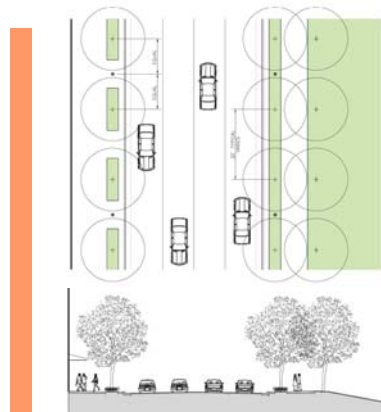
Parkway



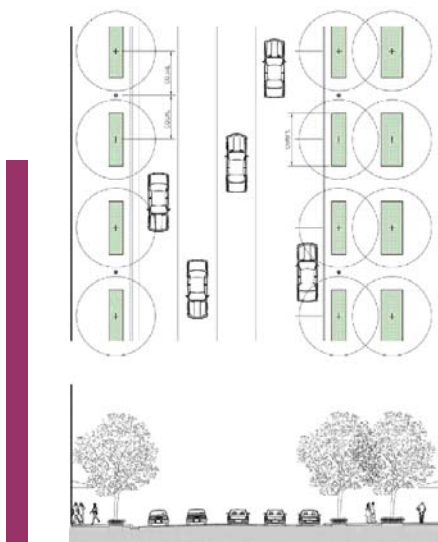
Avenue Type 2*



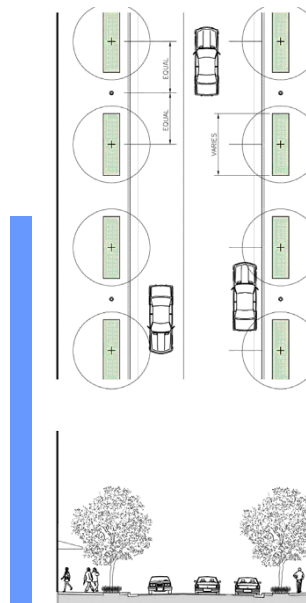
Boulevard*



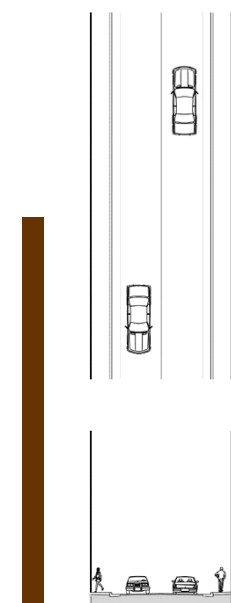
Avenue Type 3*



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.

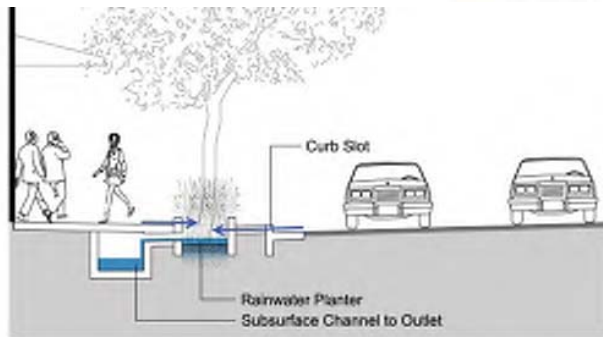
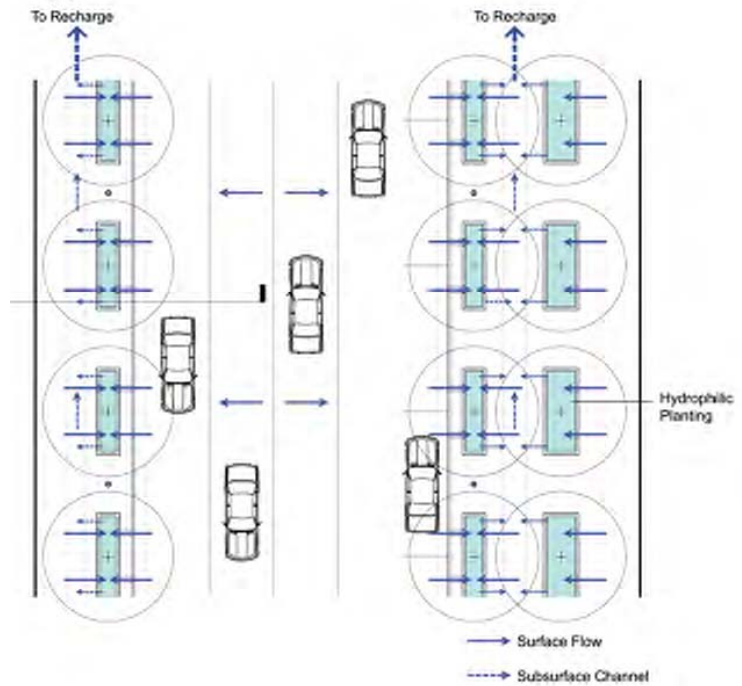


Rainwater planter as water feature

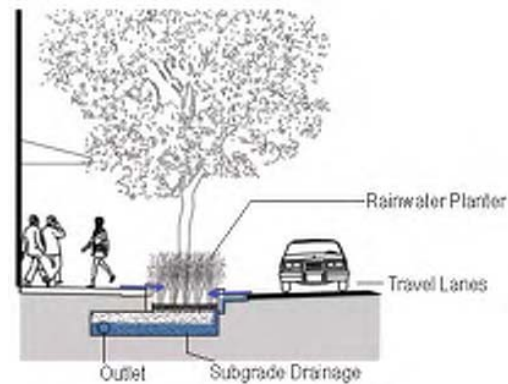
STORMWATER SUSTAINABILITY STRATEGIES

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

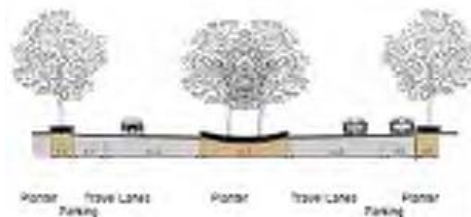
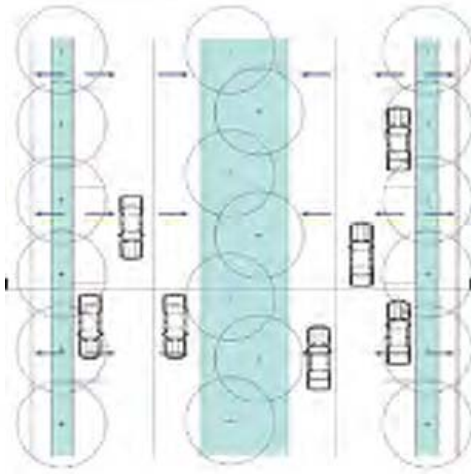


Illustrative images of bioswales

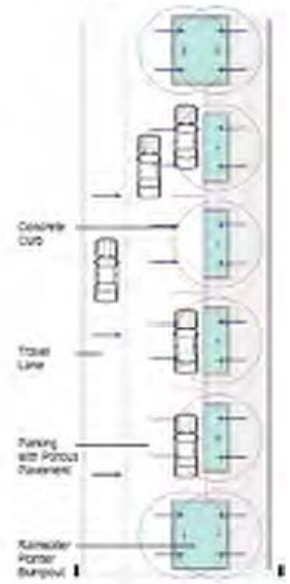


Rainwater Planters, Bioswales, and Porous paver options

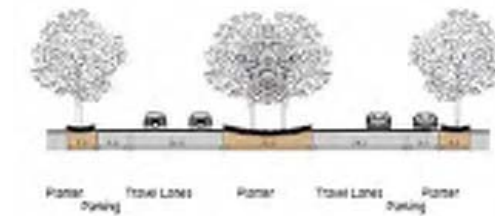
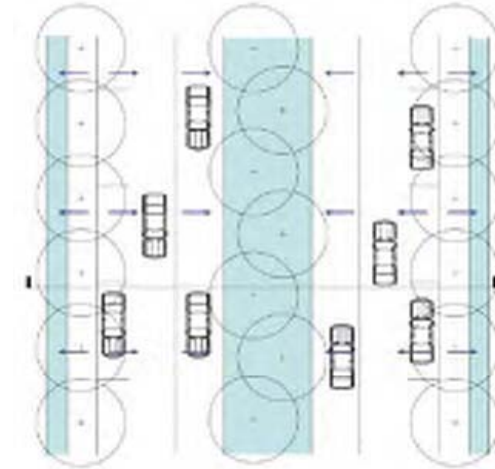
Bioswale with Closed Planter



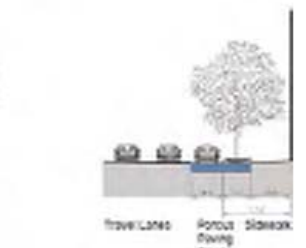
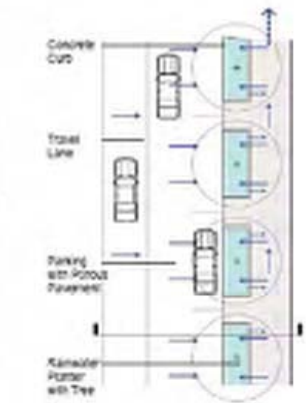
Rainwater Planter with Bumpout



Bioswale with Open Section



Rainwater Planter



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

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.

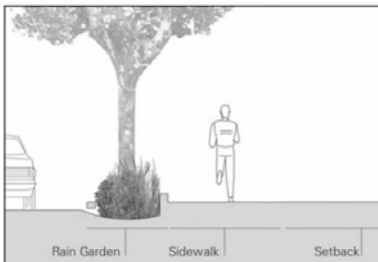
D. Trees and other plantings within State rights-of-way shall meet SHA standards.

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

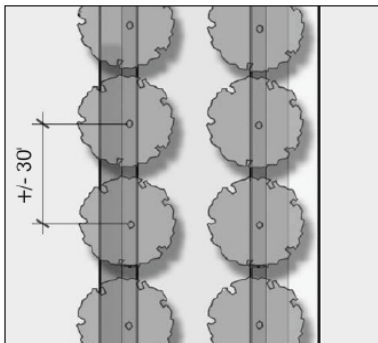
F. Street trees should be consistent along an entire street (the length of the street), but may vary from one street to the next and one neighborhood to the next. For example, one street may have one species, while the next street may have a different species. Allowance should be given for variation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



Illustrative section of bio-filtration planter

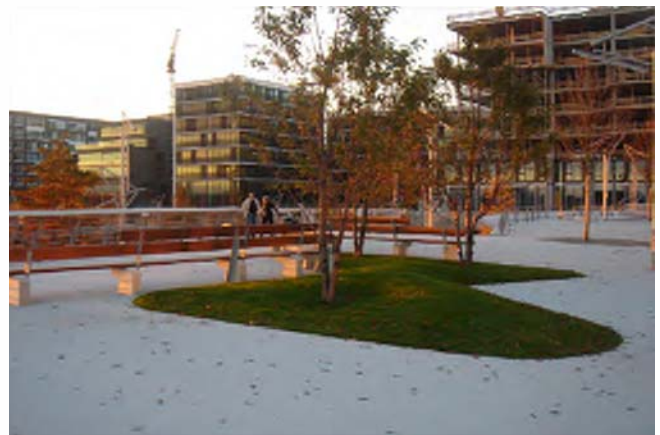


Tree spacing diagram



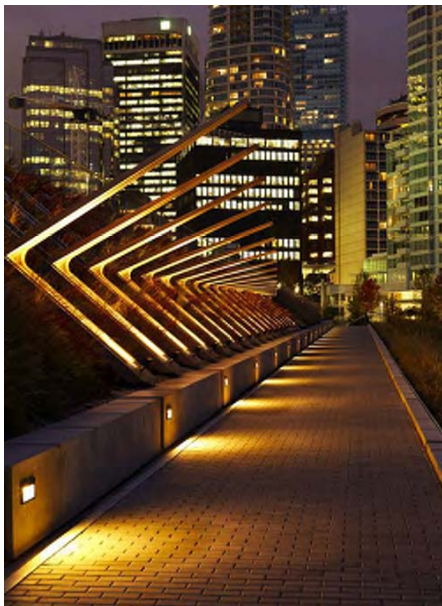
Example of building overhang that does not interfere with street growth

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. Streetlights 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.

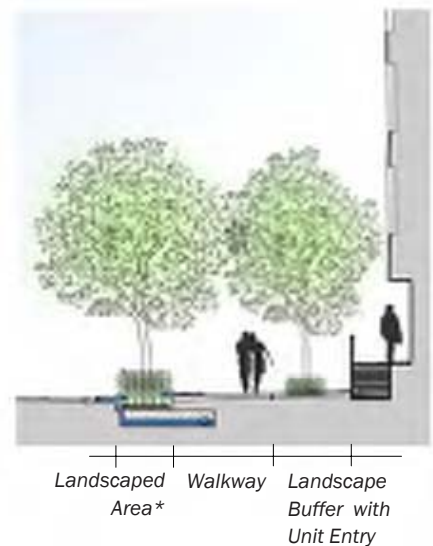
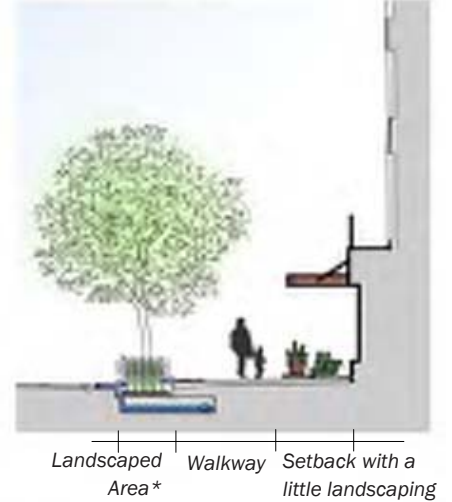
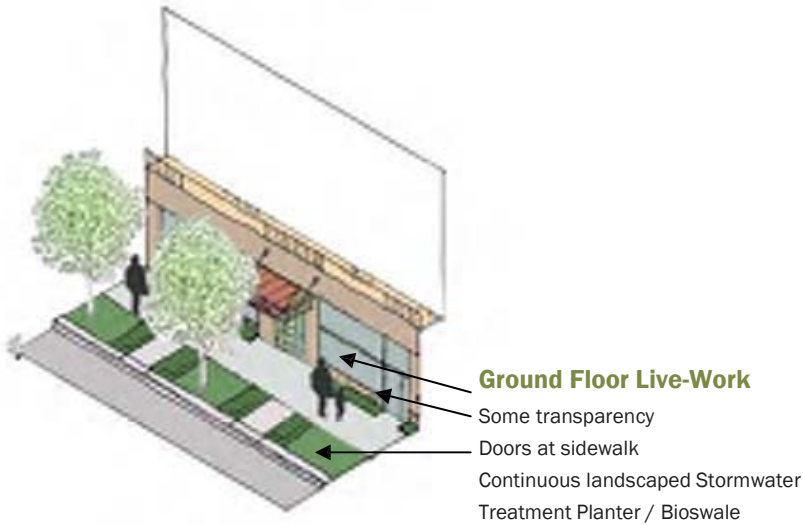
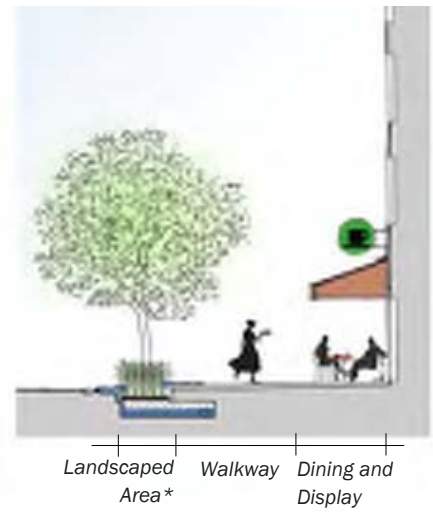
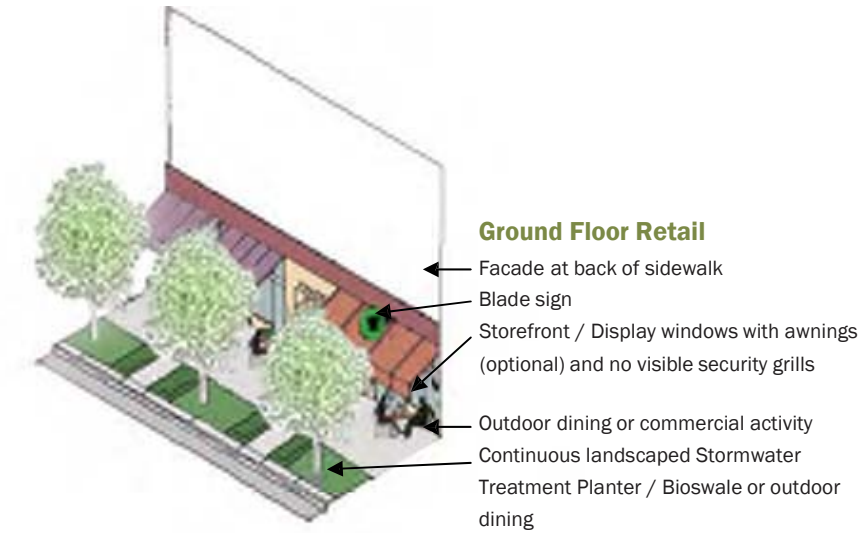
C. Optimal seating wall heights should be approximately 16 to 18 inches, although heights from 9 to 30 inches may provide seating opportunities.



Examples of street furniture as an integral component of the street or art object



SIDEWALK TREATMENT VARIATION WITH GROUND FLOOR TREATMENT



*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, transformers, 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.

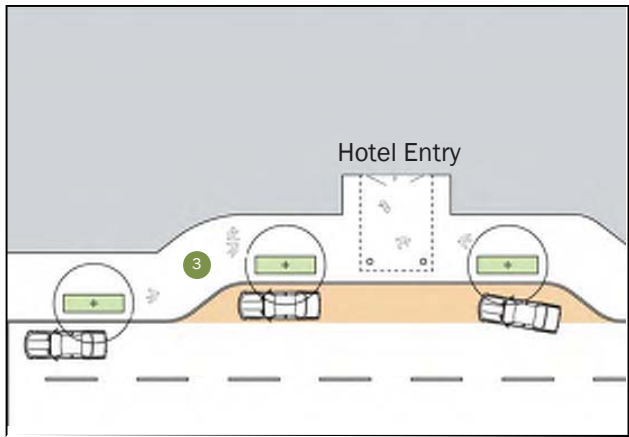
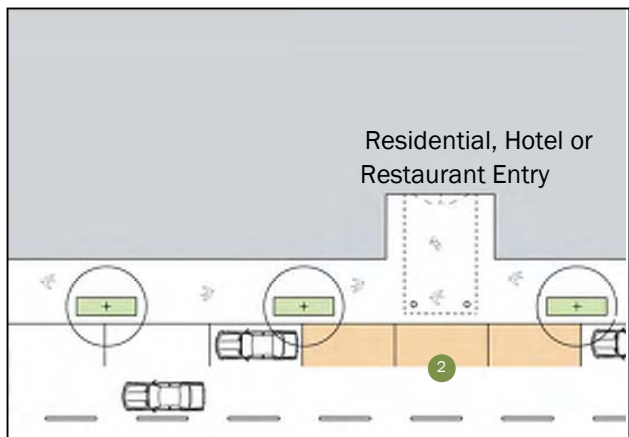
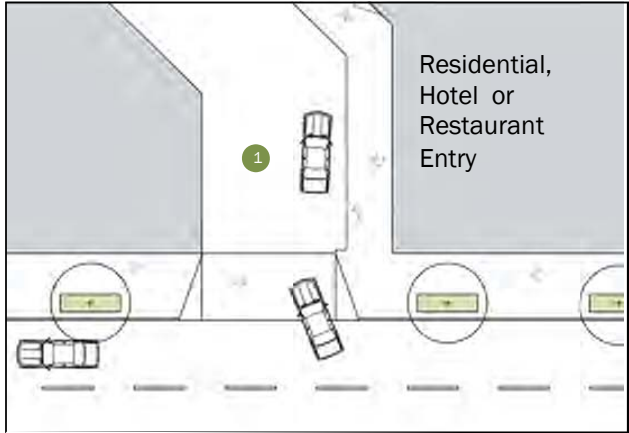
E. Parking and loading access should be located a minimum of 25 feet from a primary building entrance, pedestrian Alley, or public outdoor gathering area. This guideline shall not apply to a hotel Porte Cochere.

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

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 designed.

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.

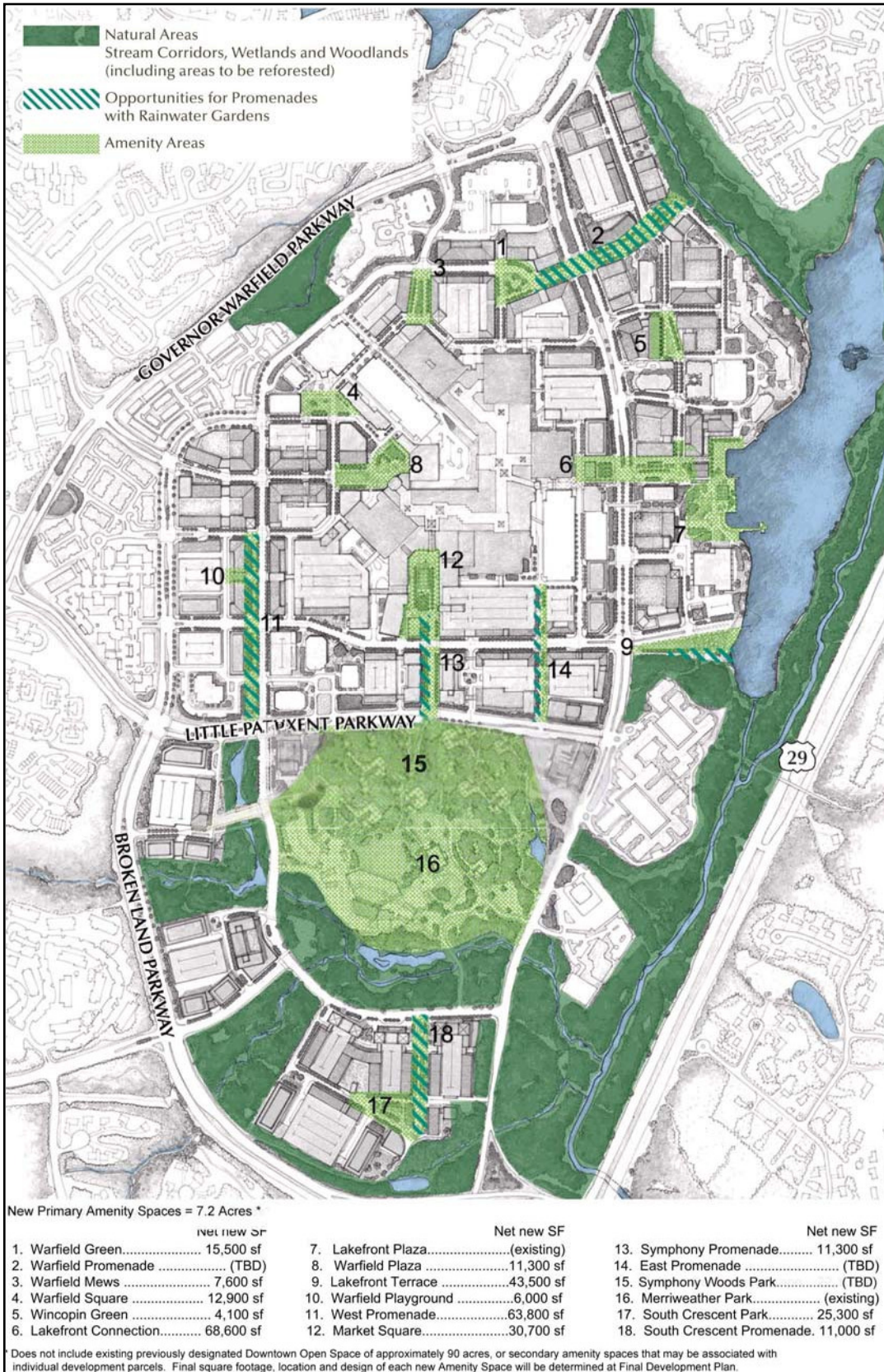
C. Amenity spaces should not be overly designed with structures and planting that will block visibility to storefronts, public art, or important vistas.

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



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.

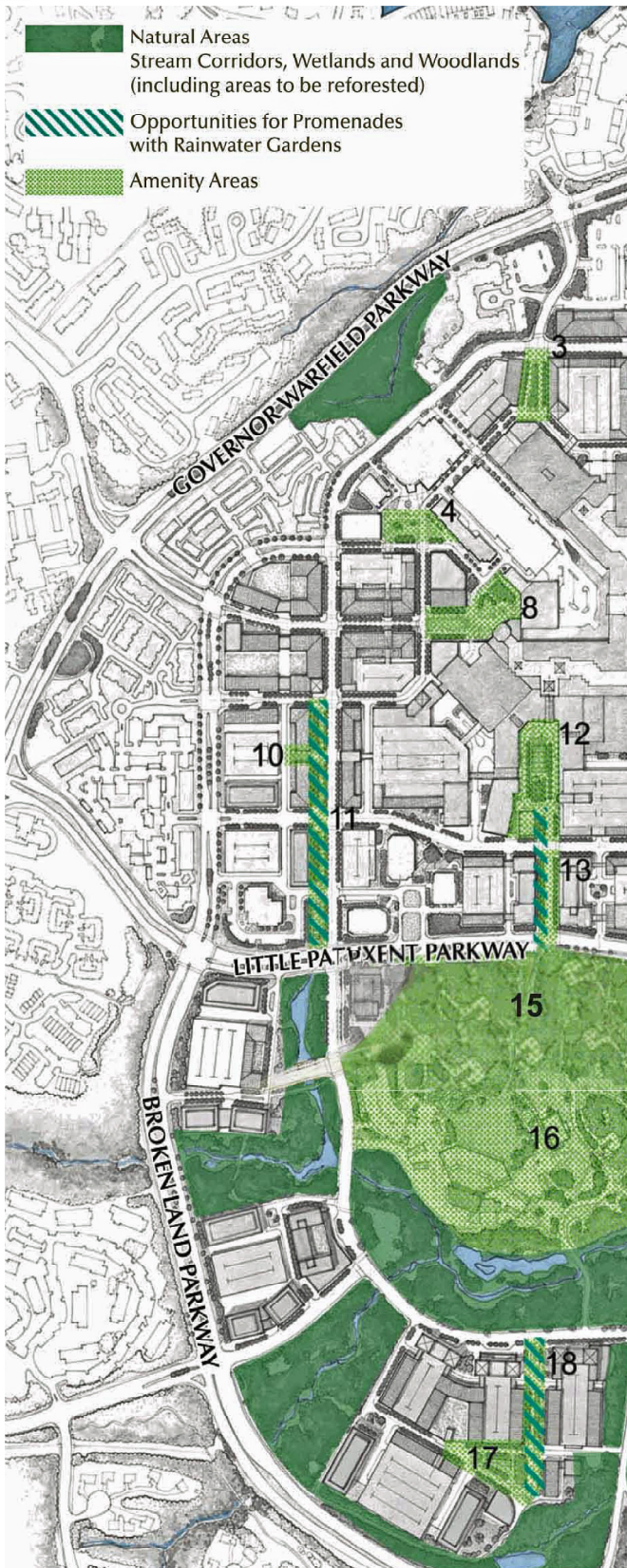
Warfield Plaza (8) incorporates the existing plaza at the entry to the Mall, expanding it with additional green space to create a neighborhood focal point. Water and sculpture should be used to mark this location where streets and urban spaces connect to the Mall entry. The Plaza is at a crossroads of 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

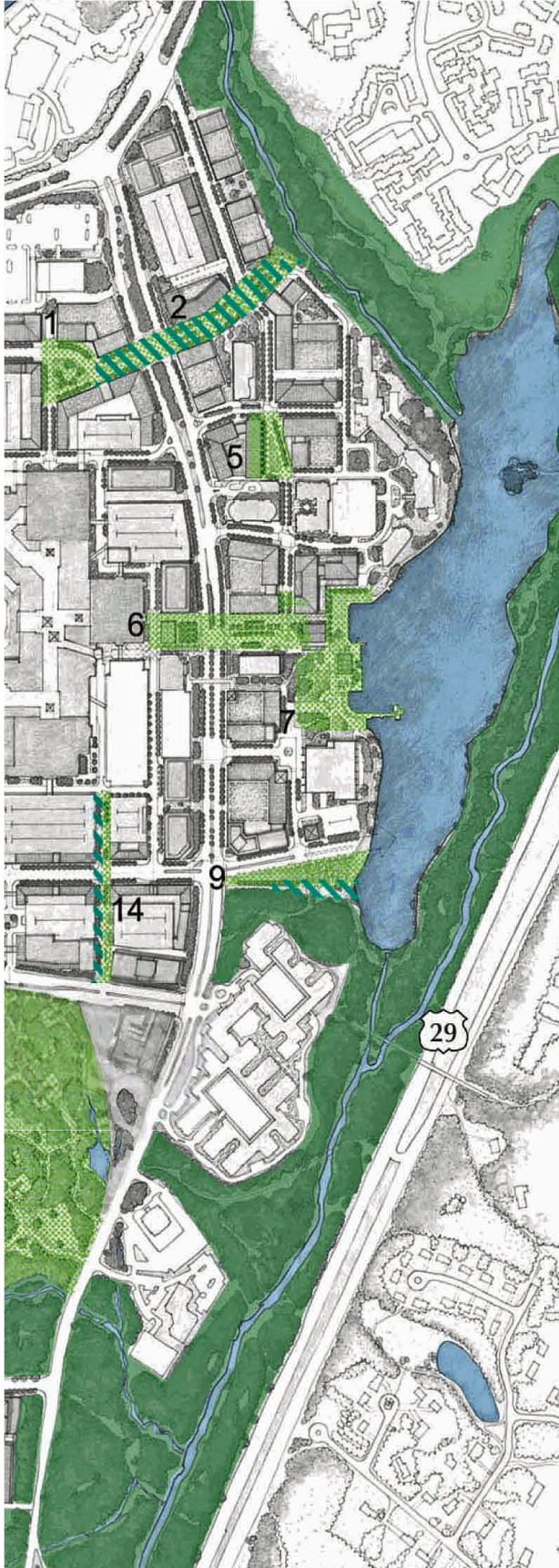
Wincopin Green (5) is a contemplative, passive recreation space that is the focus for the adjacent residential neighborhood. It is predominantly a planted space with paths, benches, pedestrian lighting, trees, and a small lawn used for cultural and social activities. The Green includes an area for children's 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 introduce 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.

P R O T E C T I O N	<p>Against Vehicular Traffic</p> <ul style="list-style-type: none"> • Traffic accidents • Pollution, fumes, noise • Visibility 	<p>Against Crime & Violence</p> <ul style="list-style-type: none"> • Well lit • Allow for passive surveillance • Overlap functions in space and time 	<p>Against unpleasant sensory experiences</p> <ul style="list-style-type: none"> • Wind / Draft • Rain / Snow • Cold / Heat • Pollution • Dust, Glare, Noise 	
	I N V I T A T I O N S	<p>Walking</p> <ul style="list-style-type: none"> • Room for walking • Accessibility to key areas • Interesting facades • No obstacles • Quality surfaces 	<p>Standing and Staying</p> <ul style="list-style-type: none"> • Attractive and functional edges • Defined spots for staying • Objects to lean against or stand next to 	<p>Sitting</p> <ul style="list-style-type: none"> • Defined zones for sitting • Maximize advantages - pleasant views, people watching • Good mix of public and café seating • Resting opportunities
		<p>Visual Contact</p> <ul style="list-style-type: none"> • Coherent way-finding • Unhindered views • Interesting views • Lighting (when dark) 	<p>Play, Recreation, and Interaction</p> <ul style="list-style-type: none"> • 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 	<p>Day, Evening, and Night Activity</p> <ul style="list-style-type: none"> • 24 hour city / Mixed-use • Variety of functions throughout the day • Lighting in human scale
<p>Audio and Verbal Contact</p> <ul style="list-style-type: none"> • Low ambient noise level • Public seating arrangements conducive to communicating 		<p>Varying Seasonal Activity</p> <ul style="list-style-type: none"> • Seasonal activities (skating, holiday markets) 		
D E L I G H T		<p>Dimension at human scale</p> <ul style="list-style-type: none"> • Dimensioning of buildings & spaces in observance of the important human dimensions 	<p>Positive Aspects of Climate</p> <ul style="list-style-type: none"> • Sun / shade • Warmth / coolness • Breeze / ventilation 	<p>Aesthetic and Sensory</p> <ul style="list-style-type: none"> • 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.

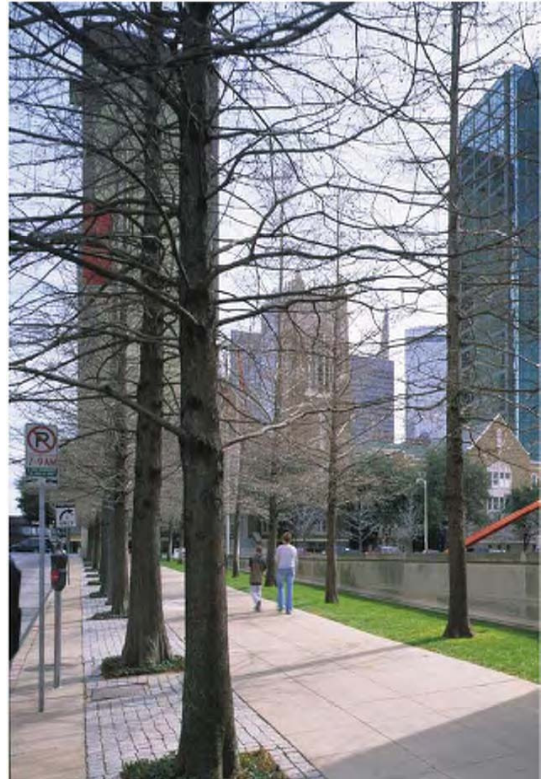
PROMENADES

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



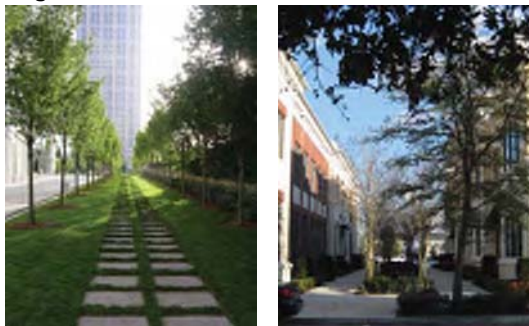
Squares may be quiet spaces surrounded by mostly residential buildings, while some squares are gathering spaces at entries to commercial buildings



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 environmentally protected areas.

07

ARCHITECTURAL
GUIDELINES

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.

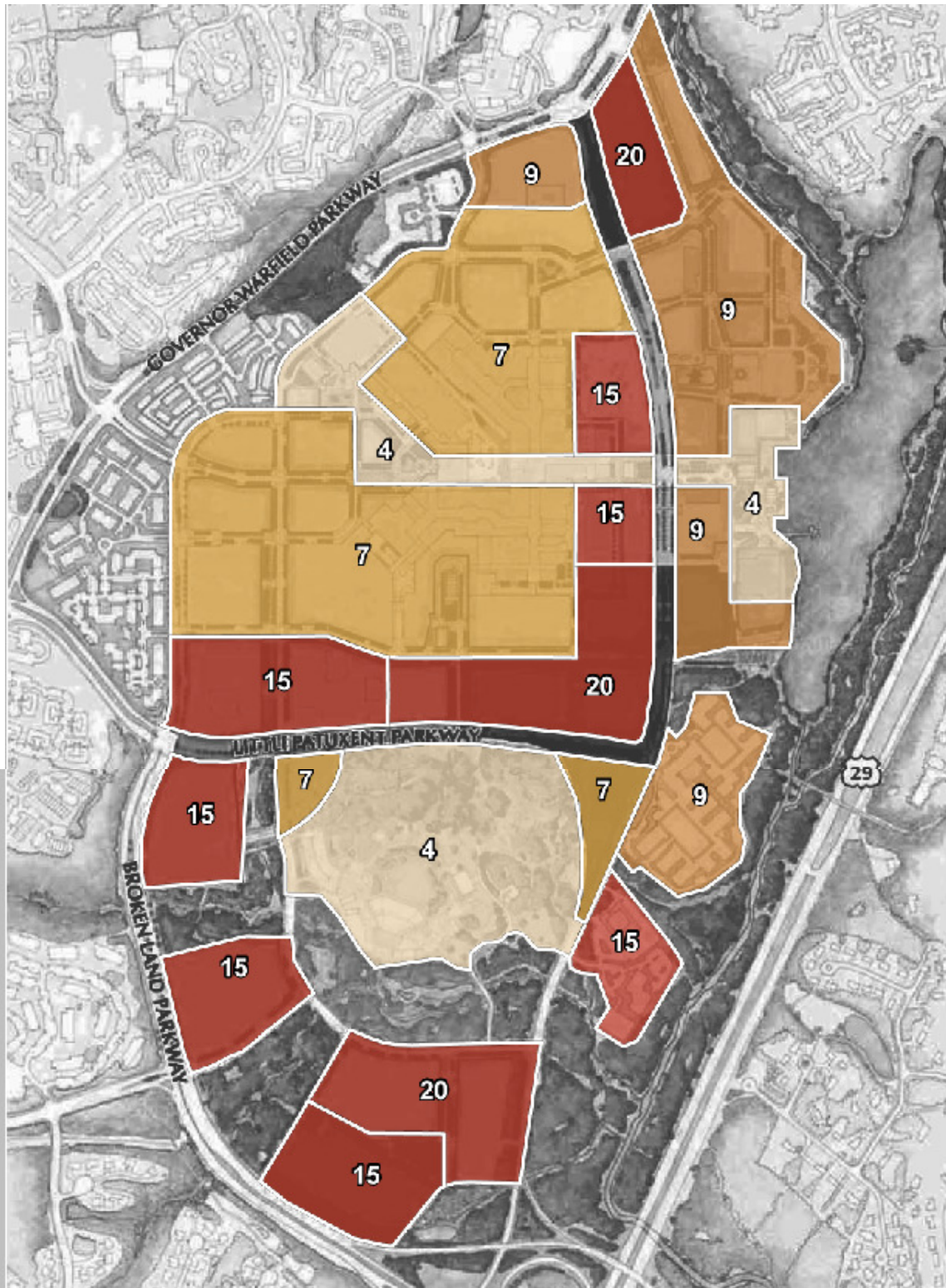
Buildings will frame and define the streets and Amenity Spaces that comprise the public realm. Buildings will thereby contribute to the quality and character of these public spaces and will help create the activity and street life so important to the vibrancy of downtown.

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.

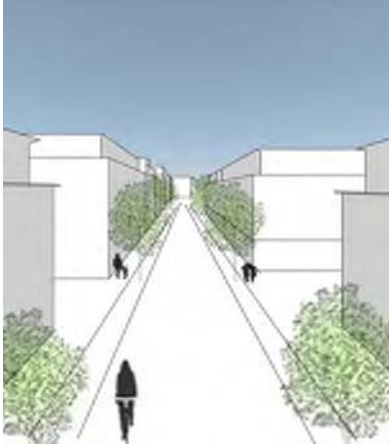


STREET AND BLOCK PLAN

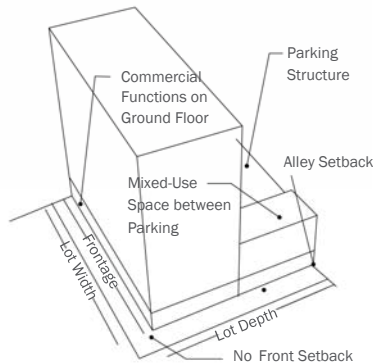
MAXIMUM BUILDING HEIGHT PLAN



Up to:	And not to exceed:	Up to:	And not to exceed:
 4 Stories	60 feet	 15 Stories	170 feet
 7 Stories	100 feet	 20 Stories	250 feet
 9 Stories	120 feet		



The street wall is largely defined by individual building massing. Large half- to full- block projects should be massed to form a collection of appropriately scaled buildings that provide cohesion on a block.



Example of building block configuration

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.

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

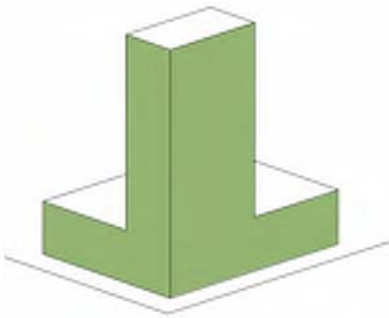
A. Maintaining consistent building facades along street frontages is important, especially along Primary Pedestrian Streets.

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.

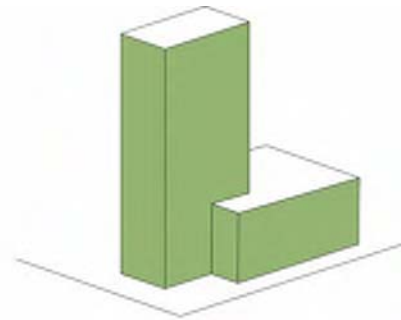
C. Electrical transformers, mechanical equipment, other equipment, enclosed stairs, storage spaces, blank walls, and other elements that are not pedestrian-oriented shall not be located on streets or facing an Amenity Space. Exceptions are permitted where the entire perimeter of a block is surrounded by a Primary Pedestrian Street, Boulevard, Avenue and/or Amenity Space.

TOWER WITHIN BLOCK CONFIGURATION

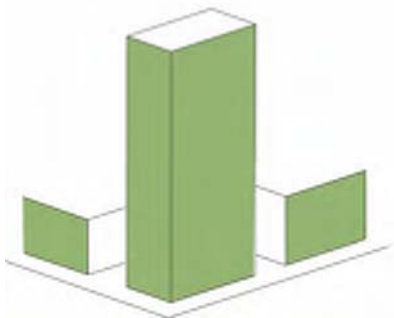
The following diagrams illustrate several common types of tower forms:



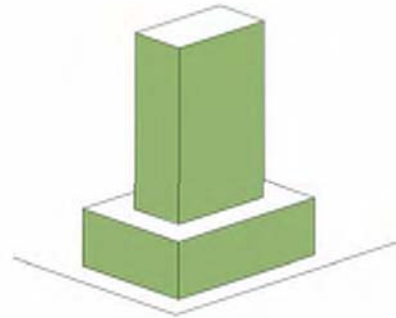
Tower at Corner: Base, or podium, with the tower set flush to a street corner. The tower massing and detail reads visually continuous to the sidewalk.



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 pattern 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.

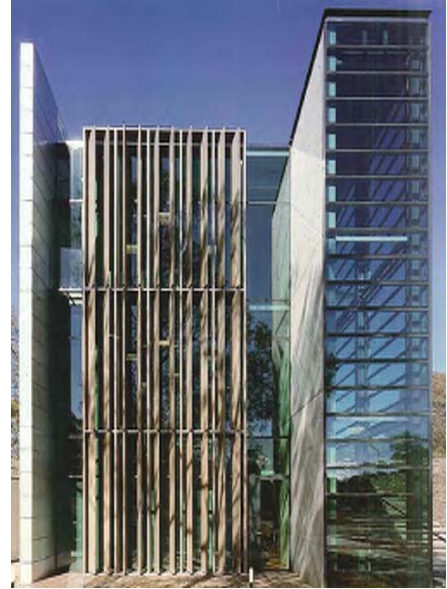
D. To provide visual variety and depth, layer the building skin and provide a variety of textures that bear a direct relationship to the building’s massing and structural elements. The skin should reinforce the integrity of the design concept and the building’s structural elements, and not appear as 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.

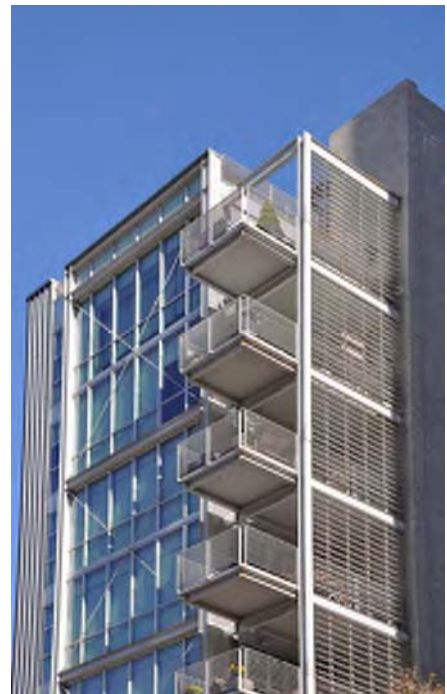
F. Cut outs (often used to create sky gardens) should be an appropriate scale and provide a comfortable, usable outdoor space.

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 setting. 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 streetscape 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:

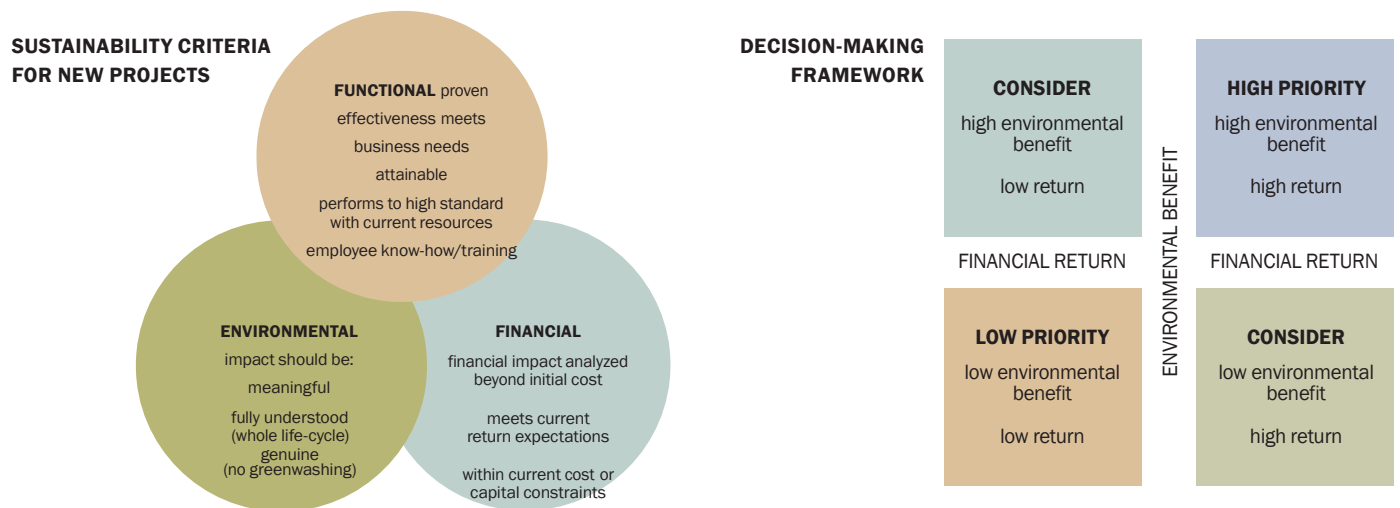
1. The original Columbia plan
2. Smart Growth Principles
3. The Downtown Columbia Sustainability Guidelines (The Land Component & The Community Component)
4. The Howard County Green Building Law
5. Town Center Merriweather and Crescent Environmental Enhancements Study, September 2008
6. Best Management 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.



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 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, stewardship, 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.

<p>6 ELEMENTS AREAS</p> <p>The Sustainability Guidelines Land Component is organized by 6 elements:</p> <ul style="list-style-type: none"> 1 LIVABILITY 2 WATER 3 TRANSPORTATION 4 ENERGY 5 ECOLOGY 6 MATERIALS 	<p>TOPICS AND GUIDELINES</p> <p>Each of the 6 elements are split into topics and sub-topics. Each sub-topic includes goals, targets, and strategies:</p> <p>0.0 TOPIC</p> <p>SUB-TOPIC</p> <p>Goal: Sub-topic goals state the intention for specific targets and strategies, working towards the larger element goal.</p> <p>Target:</p> <ul style="list-style-type: none"> • Targets list measurable metrics to achieve goals <p>Strategy:</p> <ul style="list-style-type: none"> • Strategies list techniques to achieve targets 	<p>SUPPORTED FRAMEWORKS & REFERENCES</p> <p>The guideline goals, targets, and strategies are based on, and support, relevant County legislation and sustainability frameworks including:</p> <ul style="list-style-type: none"> • 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
<p>OVERARCHING GOALS</p> <p>Overarching goals for each of the 6 elements guide this document.</p>		

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

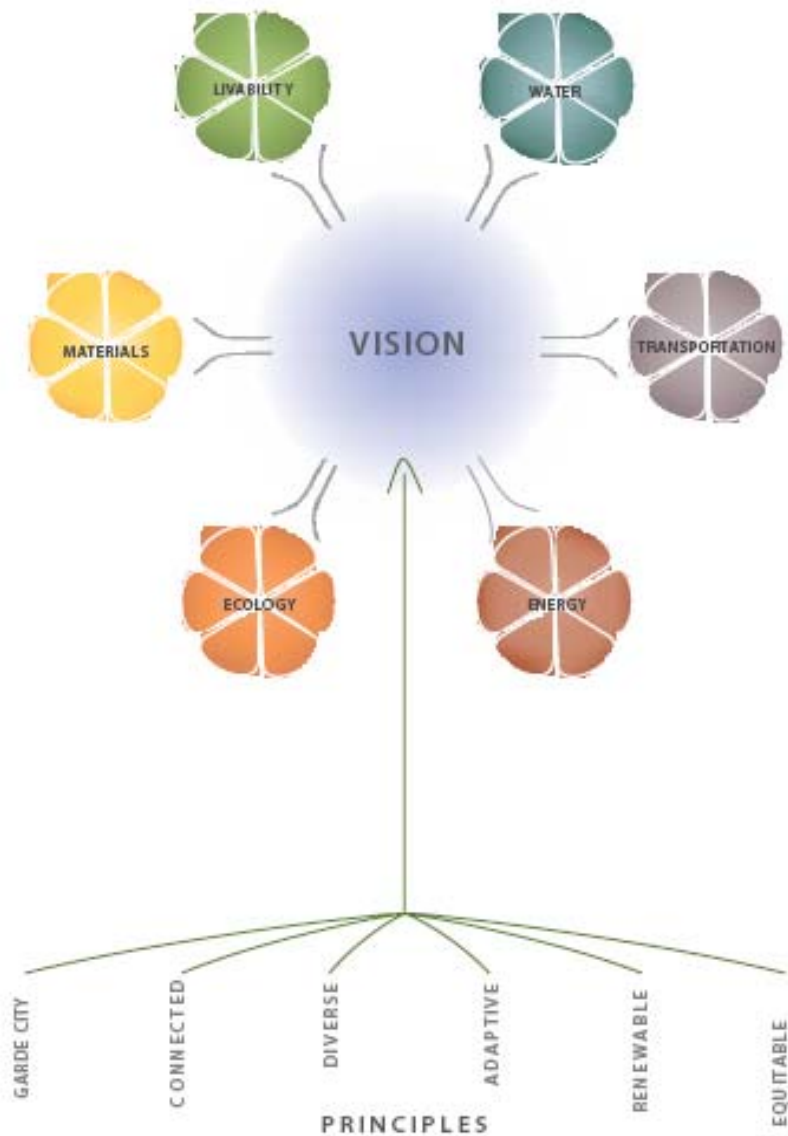
Goal: Downtown Columbia should strive to meet its energy needs through renewable sources towards becoming a carbon neutral community.

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.

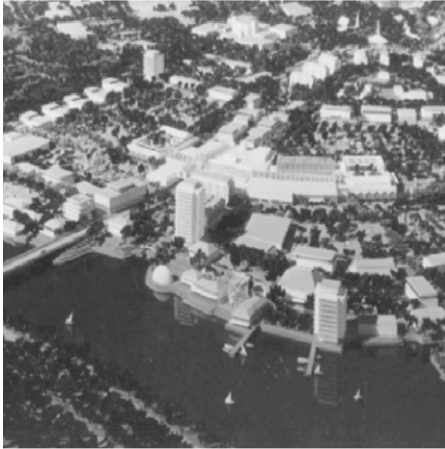
VI. MATERIALS

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 DCCHF 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

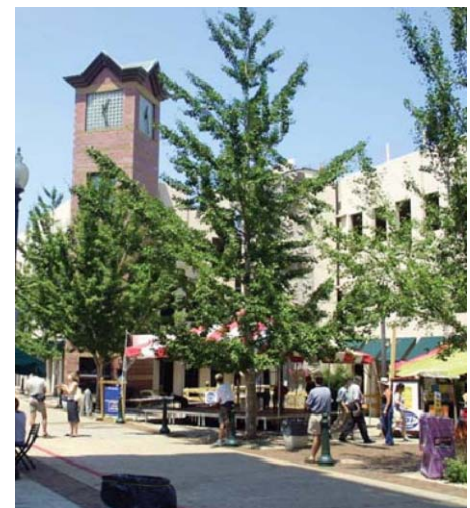
Goal: Provide safe and secure access between housing and diverse services, transportation, and recreation areas

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 \geq 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

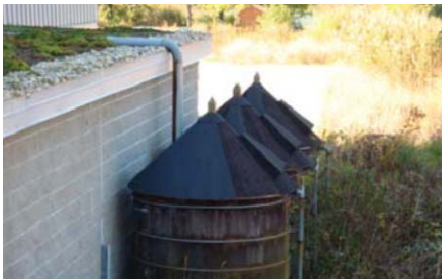
Goal: Improve stormwater runoff quality and groundwater recharge

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

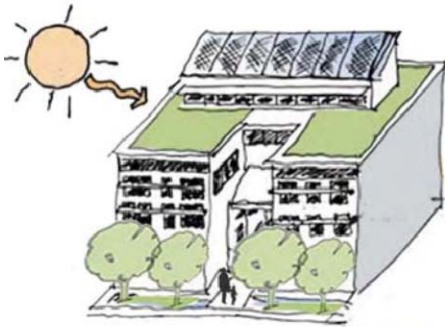
Goal: Maximize site design to reduce building heating and cooling energy use and provide desirable landscape microclimates

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

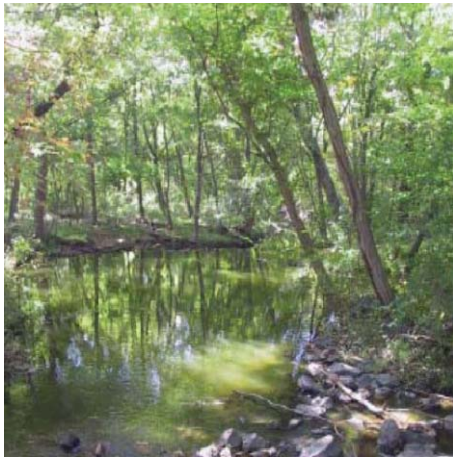
Goal: Restore and enhance the natural environment and ecosystem services provided by natural and formal landscapes and open spaces

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

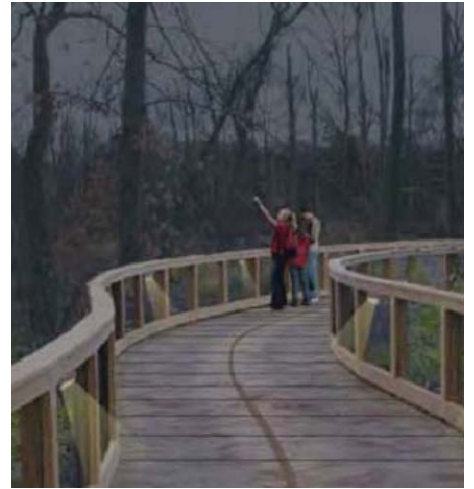
Goal: Enhance the ecology/habitat in and around Lake Kittamaquondi

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 $\geq 50\%$ 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



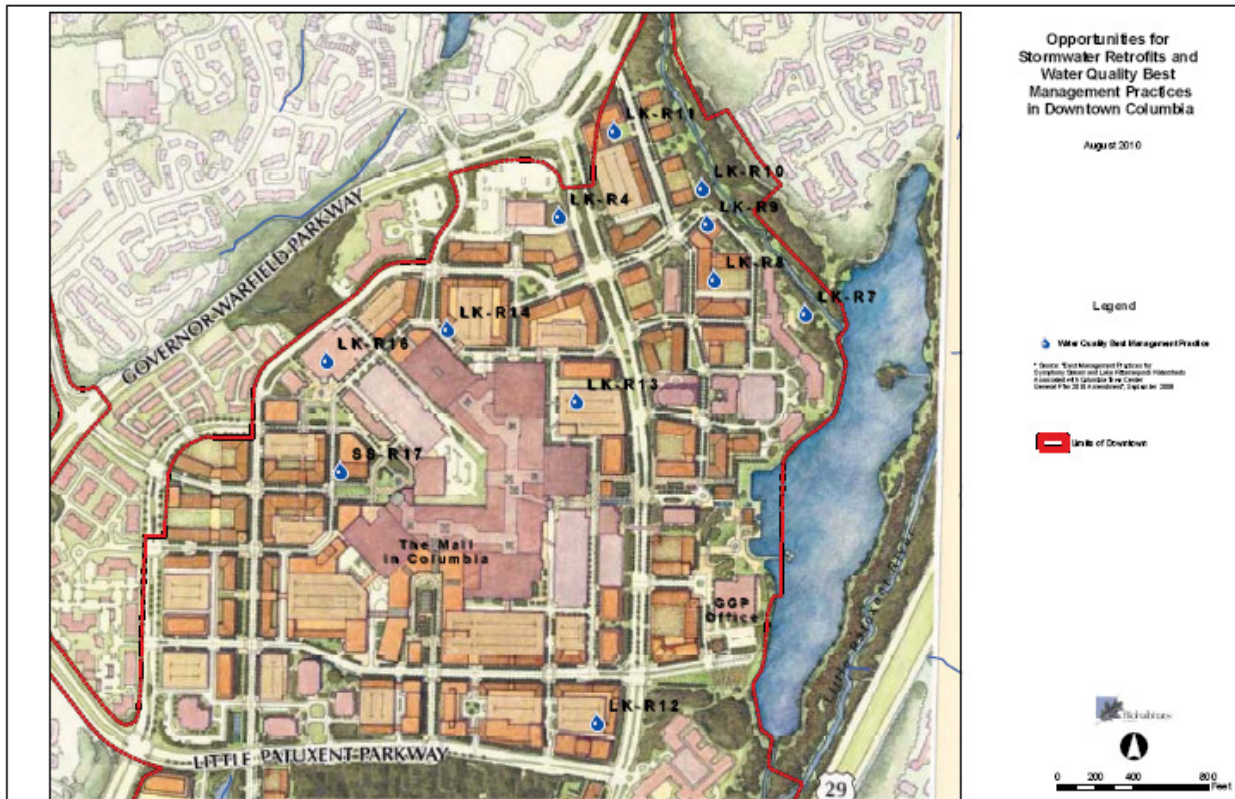
BEST MANAGEMENT PRACTICES FOR SYMPHONY STREAM AND LAKE KITTAMAQUNDI

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	1,180
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	46,790



COLUMBIA TOWN CENTER MERRIWEATHER AND CRESCENT ENVIRONMENTAL ENHANCEMENTS STUDY

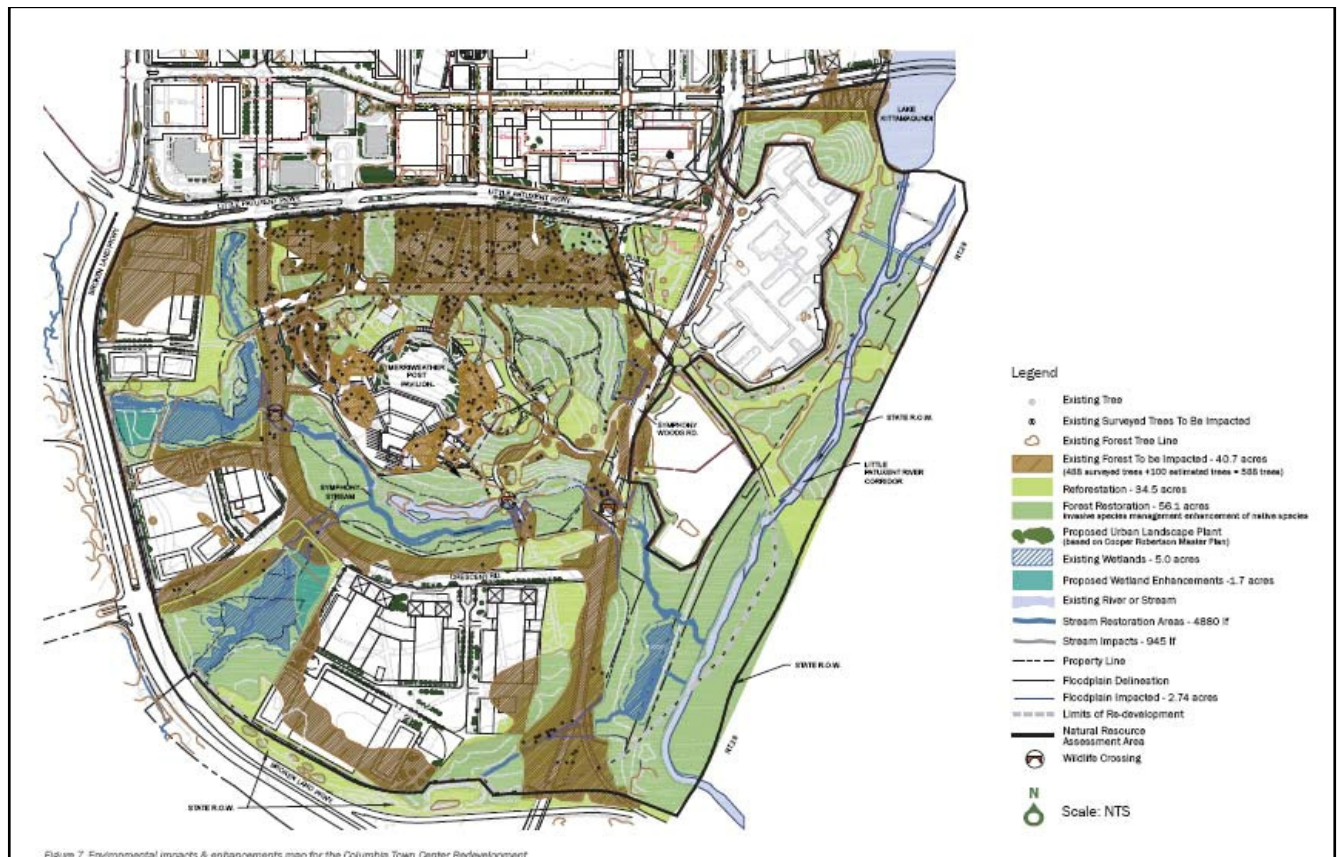
A natural resources assessment was performed by General Growth Properties on over 5000 linear feet of streams and 120 acres in the Merriweather-Symphony Woods & Crescent neighborhoods of Downtown Columbia. The report describes the findings of the assessment and articulates proposed environmental improvements 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

¹Based on reforestation using 400 trees per acre. ²Based 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.



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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 designed 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.



APPENDICES

APPENDIX A1

Street Type Sections and Plans (Enlarged)

APPENDIX A2

Bicycle and Pedestrian Guidelines

APPENDIX A3

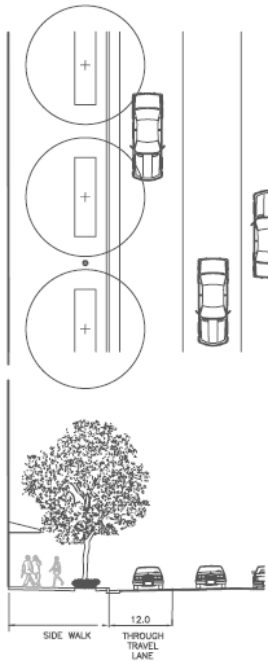
Preservation Guidelines

A 1

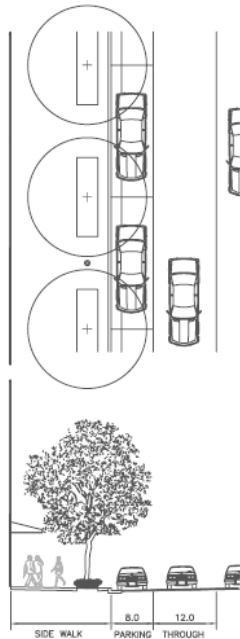
STREET TYPE SECTIONS
AND PLANS (ENLARGED)

A1

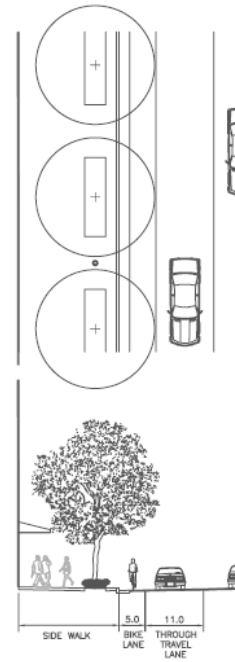
LANE AND PARKING SPACE WIDTHS



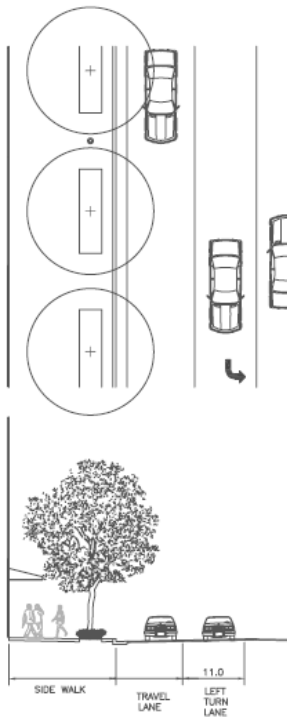
1 THROUGH TRAVEL LANE WIDTH (ADJACENT TO CURB); 12'-0"



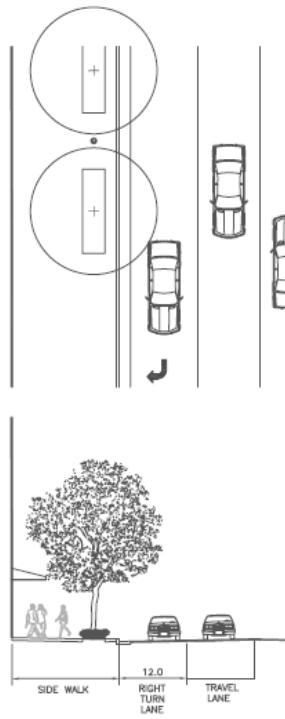
2 THROUGH TRAVEL LANE WIDTH (ADJACENT TO PARKING LANE); 12'-0"



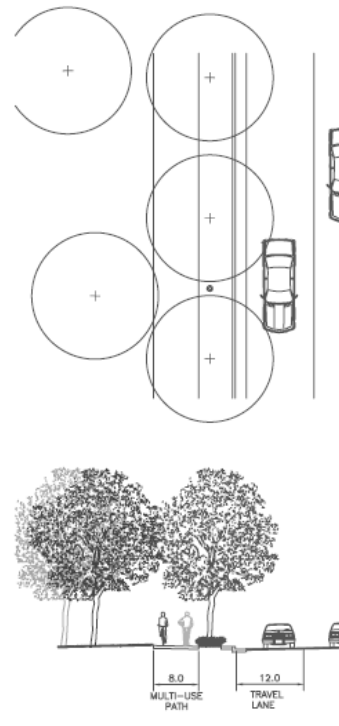
3 THROUGH TRAVEL LANE WIDTH (ADJACENT TO BIKE LANE); 11'-0"



4 LEFT TURNING LANE WIDTH: 11'-0"

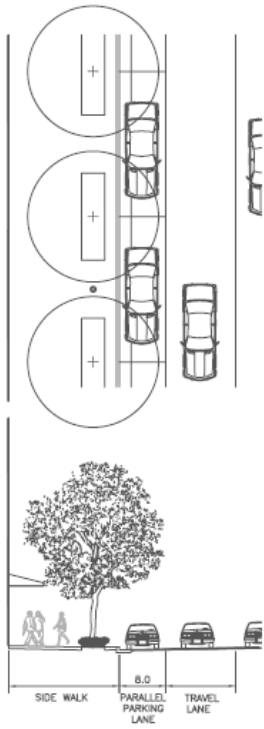


5 RIGHT TURNING LANE WIDTH: 12'-0"

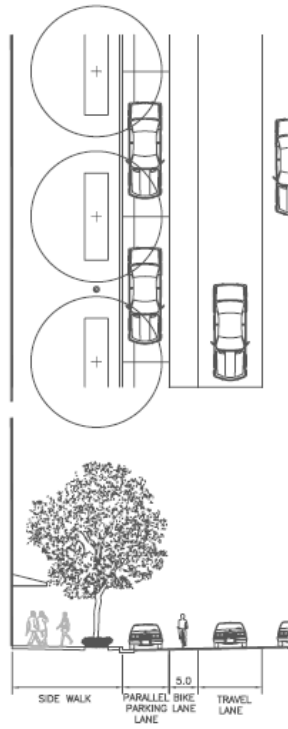


6 MULTI-USE PATHWAY WIDTH: 8'-0" MIN.

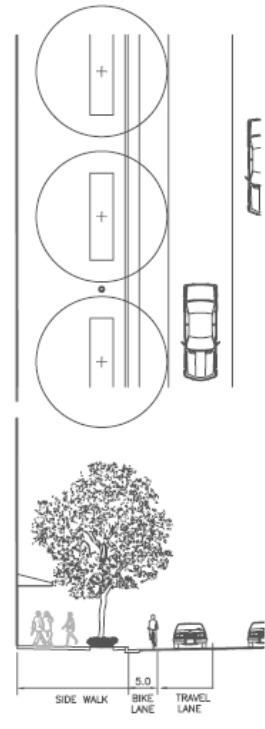
LANE AND PARKING SPACE WIDTHS



7 ON-STREET PARKING SPACE WIDTH: 8'-0"



8 ON-STREET BIKE LANE WIDTH (BETWEEN OUTSIDE LANE AND PARKING LANE): 5'-0"

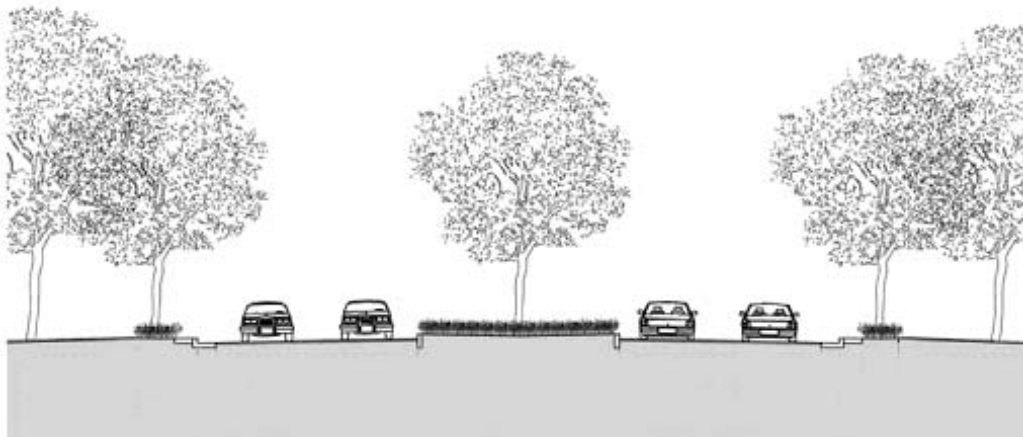
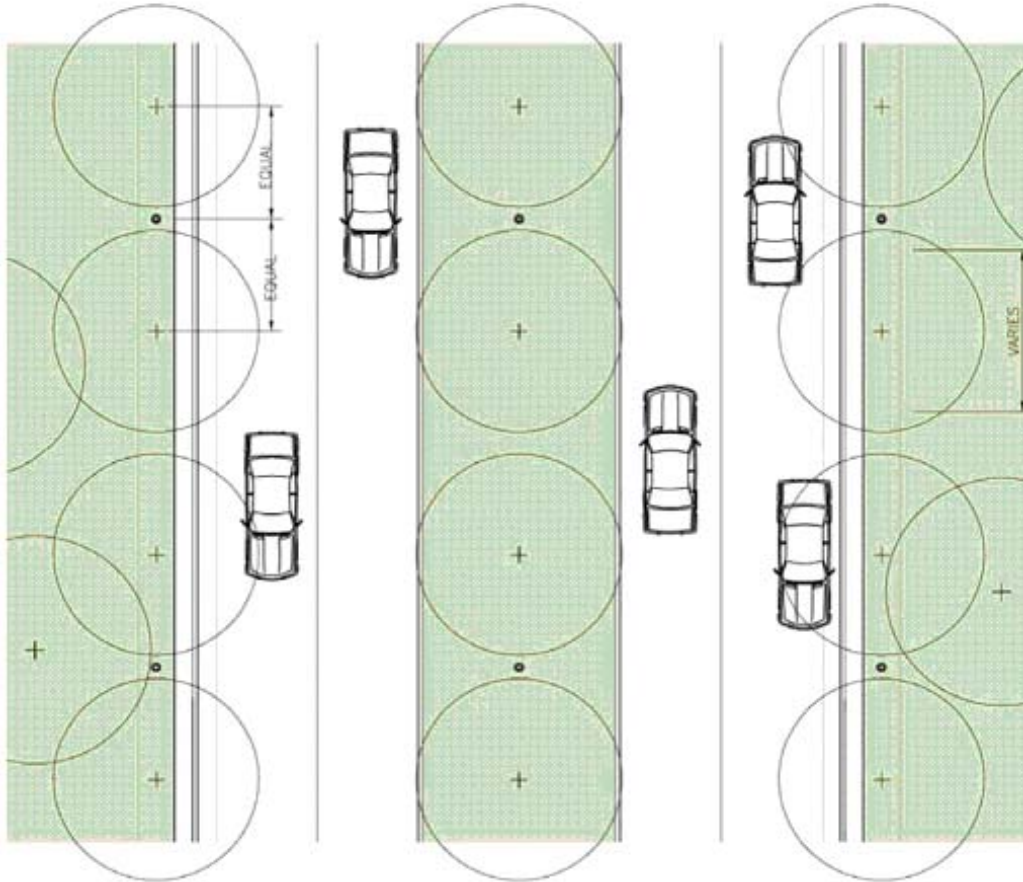


9 ON-STREET BIKE LANE WIDTH (BETWEEN OUTSIDE LANE AND CURB): 5'-0"

STREET TYPE SECTIONS AND PLANS

Parkway

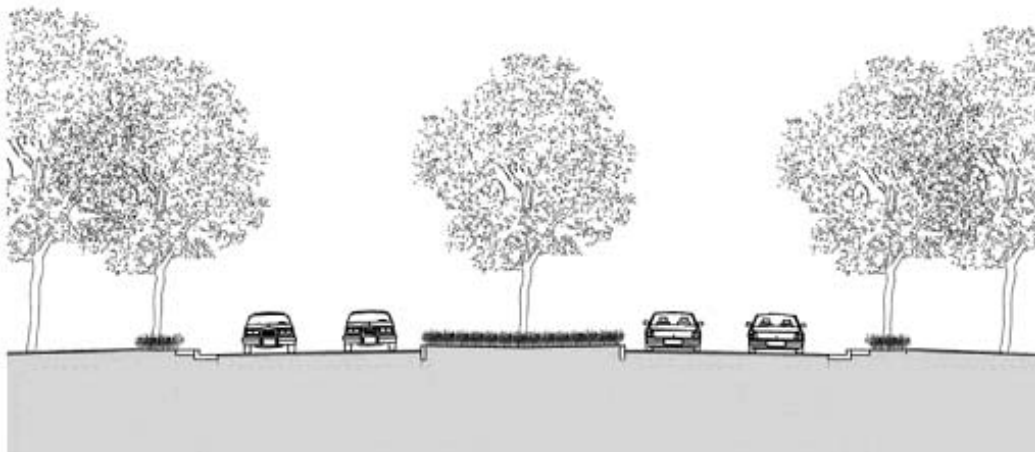
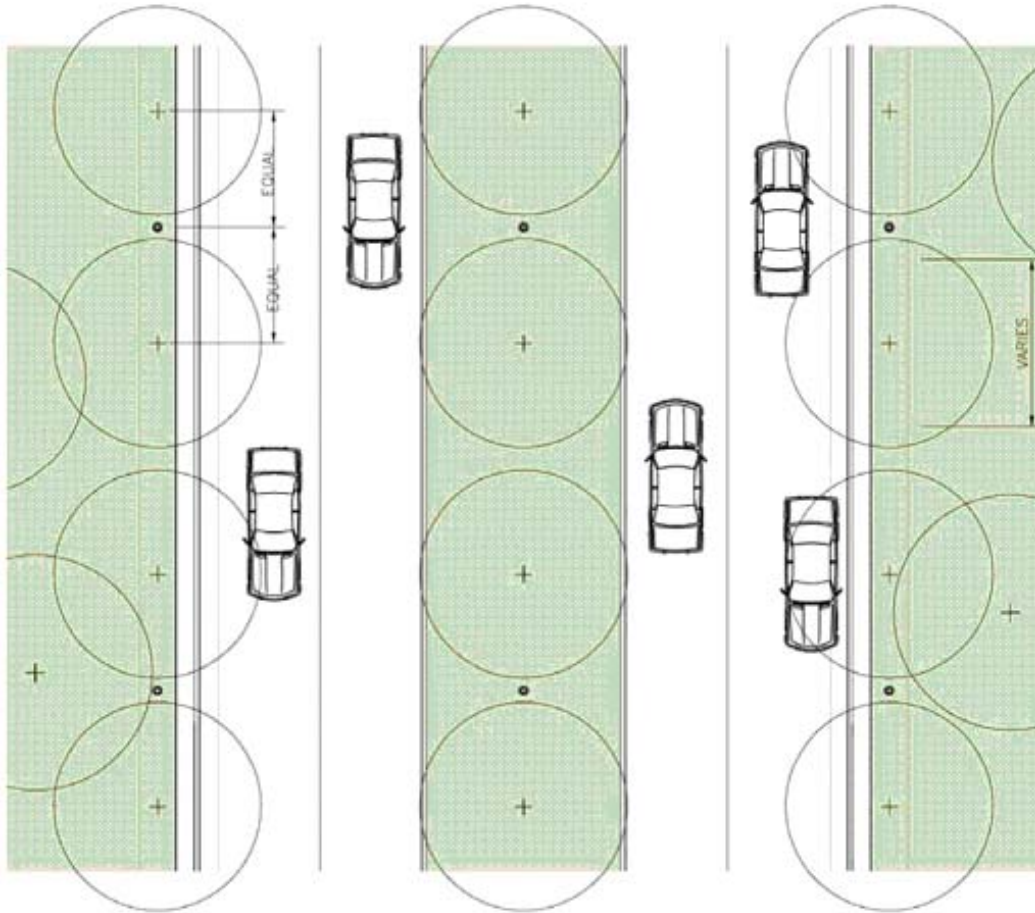
- Multi-lane highway with median
- No parking



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

Boulevard

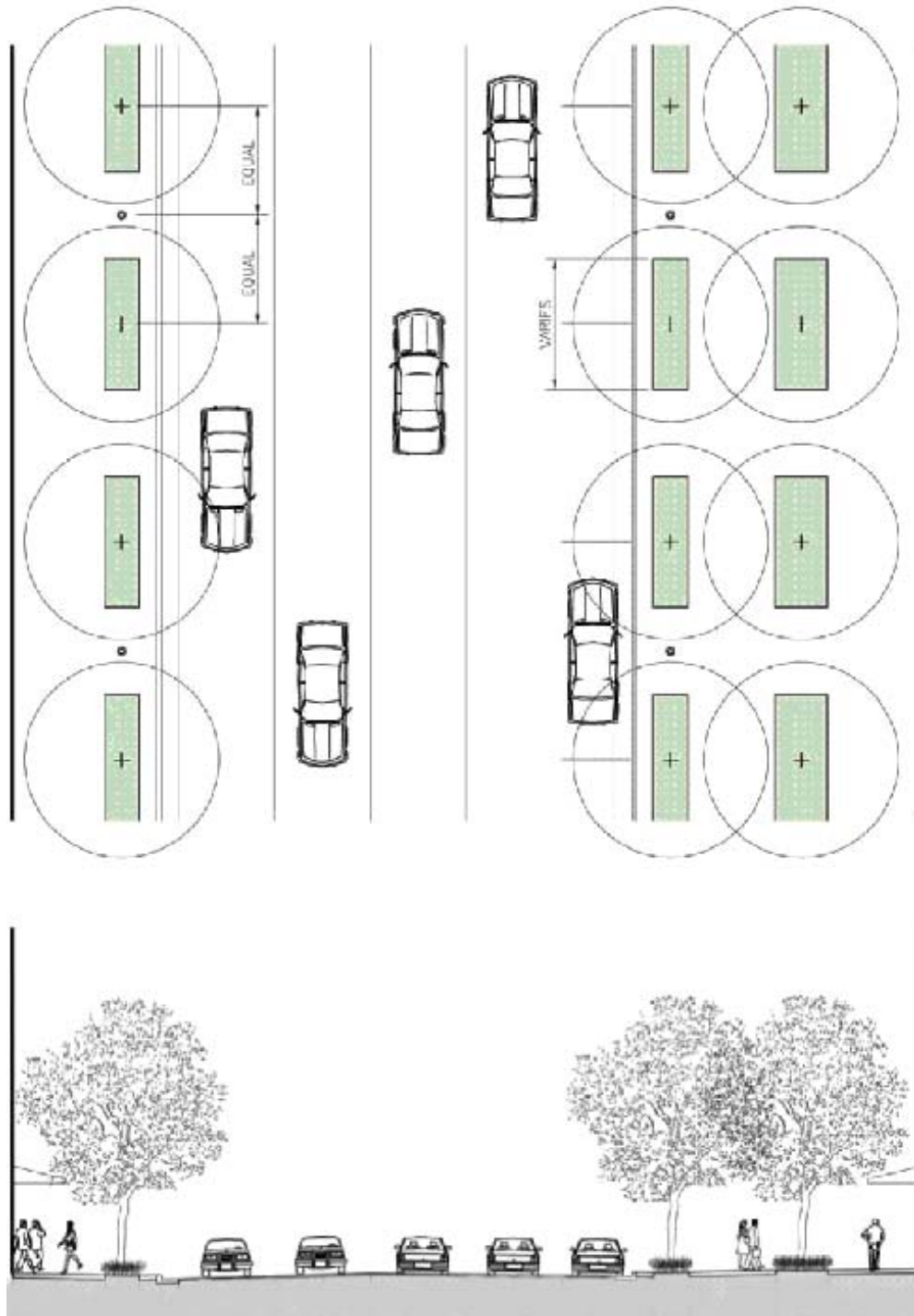
- 4 lanes with median
- Parking on both sides
- Buildings on both sides
- Promenade on one side



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

Avenue Type 1

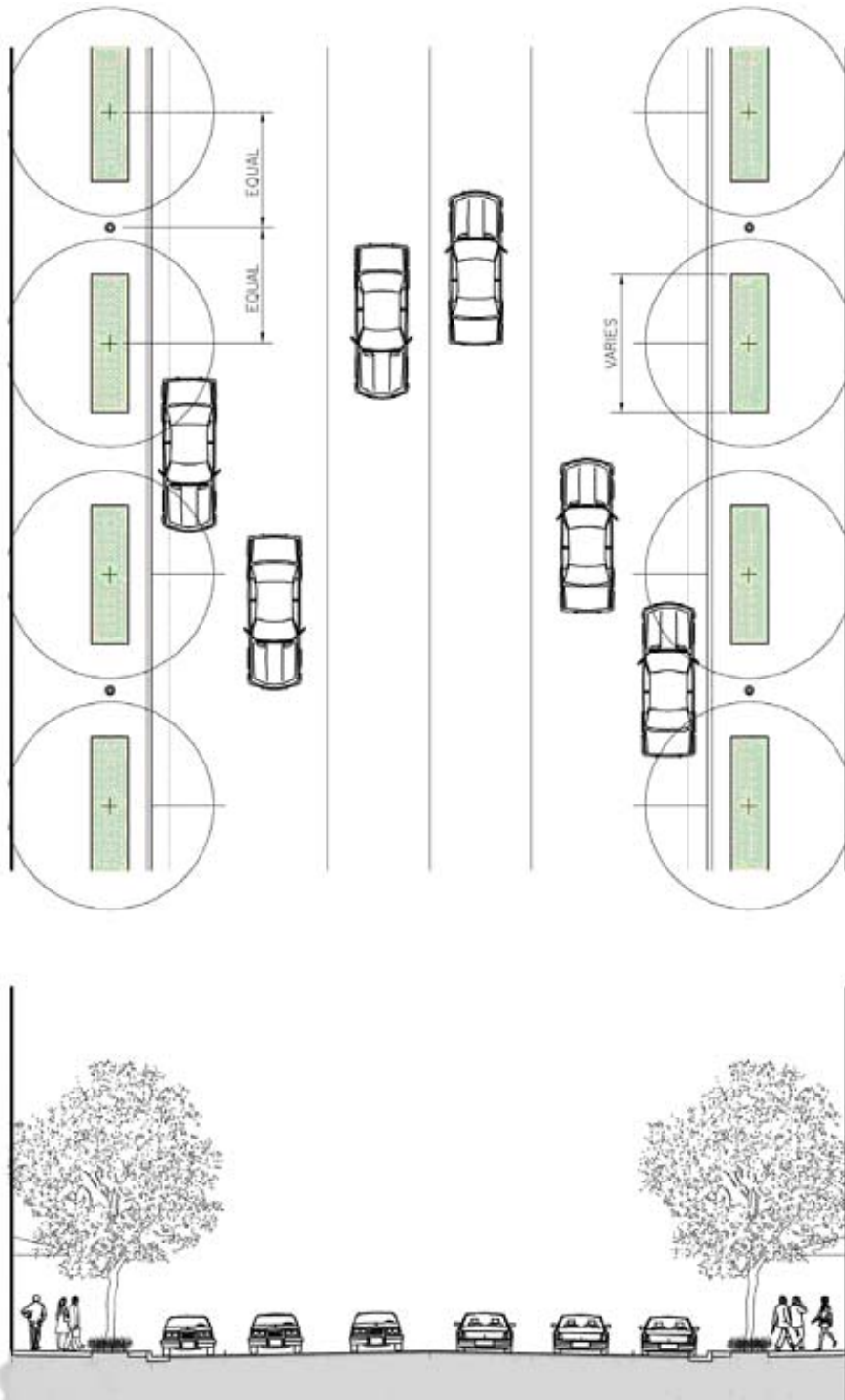
- 4 lanes
- Parking and promenade on one side
- Buildings on both sides



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

Avenue Type 2

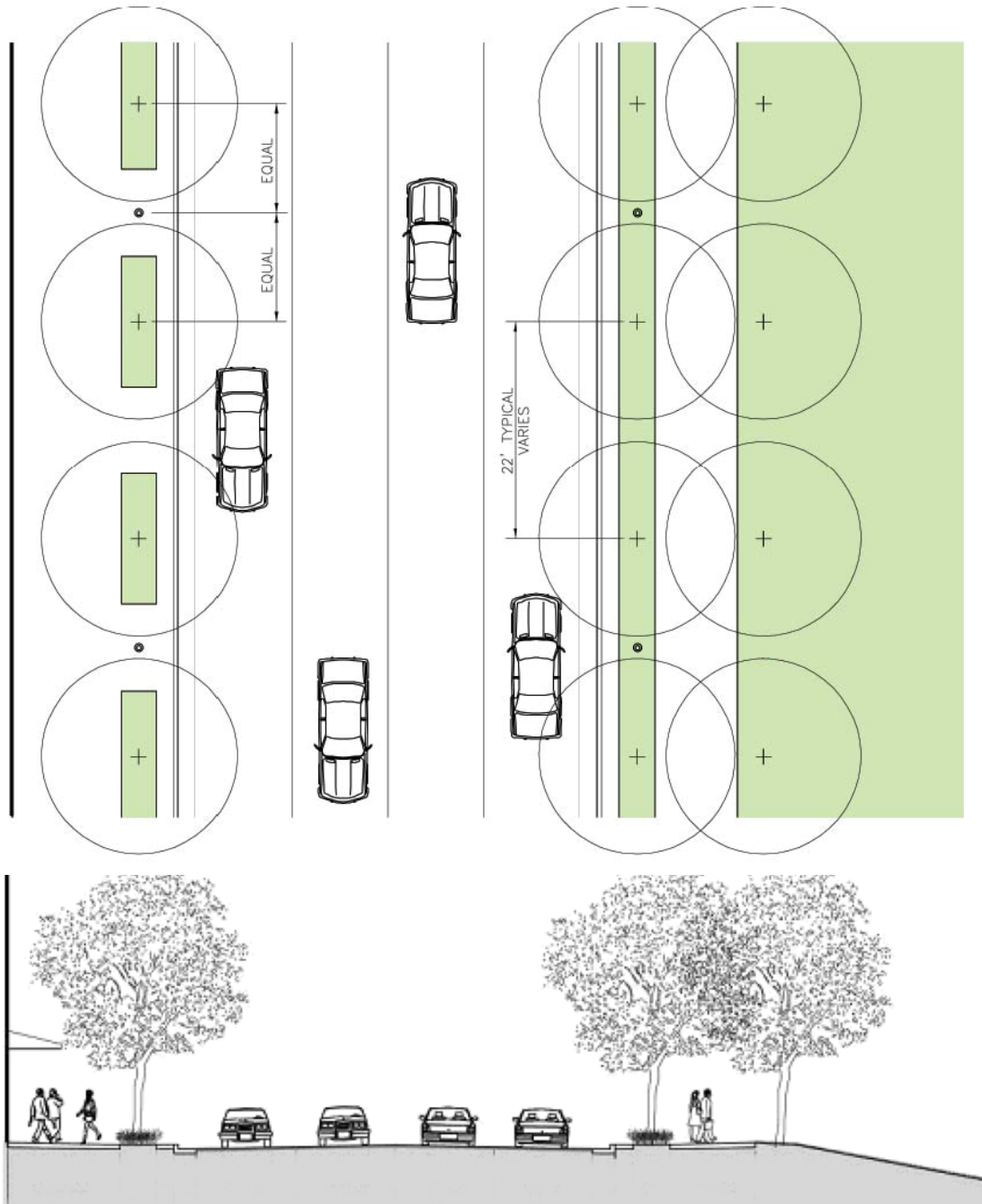
- 4 lanes
- Parking on both sides
- Buildings on both sides



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

Avenue Type 3

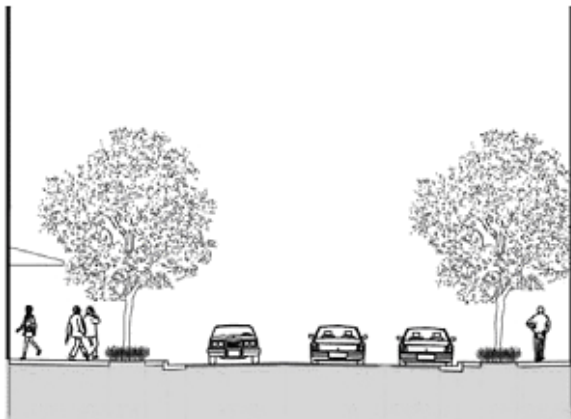
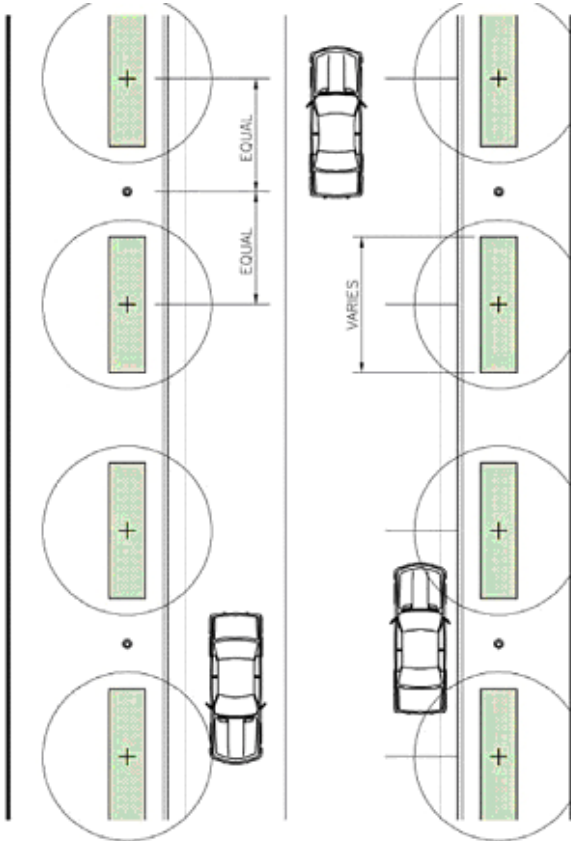
- 4 lanes
- No parking
- Buildings on one side, adjacent to open space



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

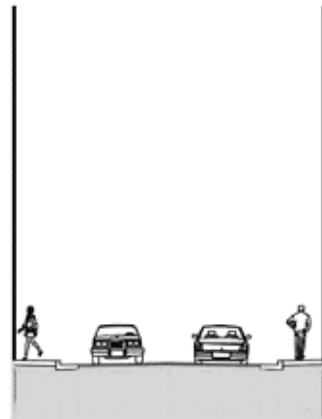
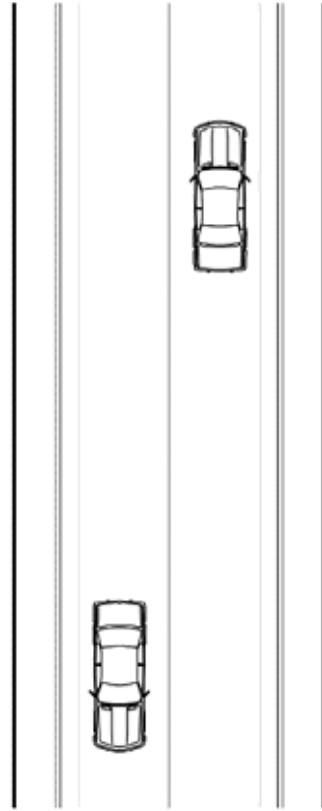
Street

- 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

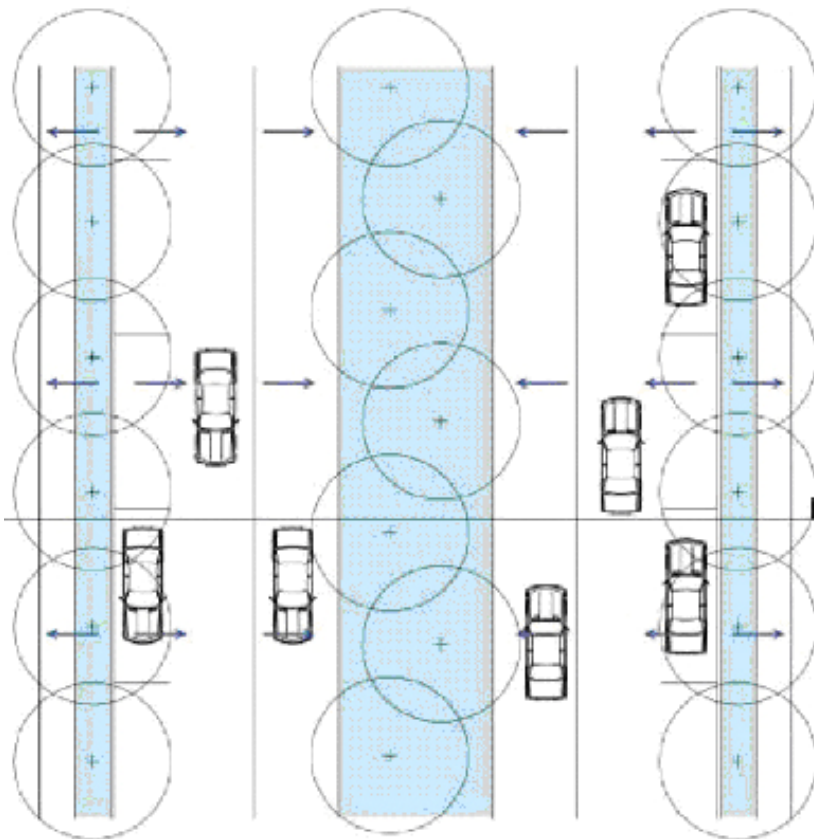


Note: Bicycle lanes or bike ways can be incorporated into the street typical cross sections as shown in this Appendix

STORMWATER SUSTAINABILITY STRATEGY

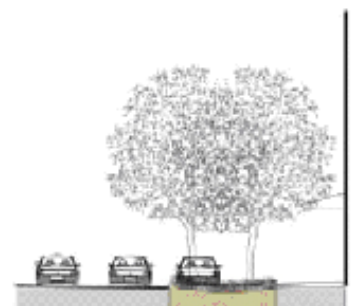
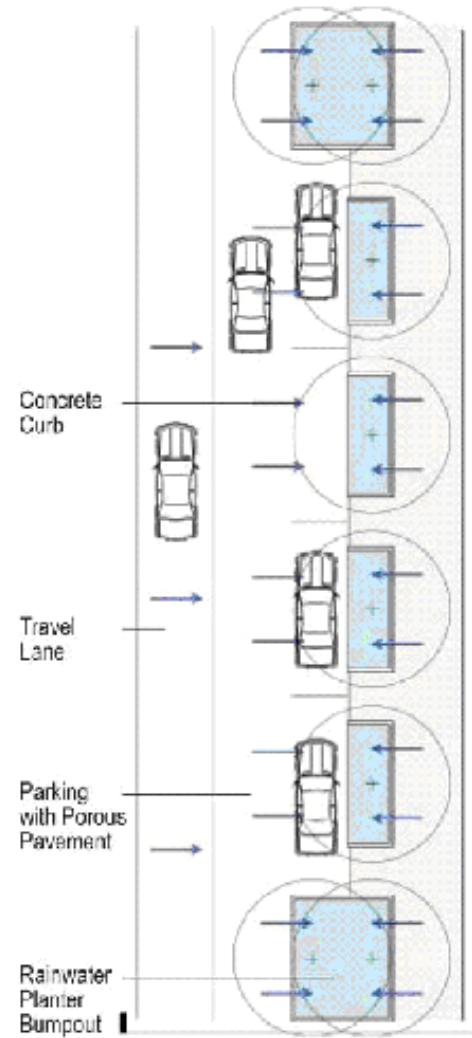
Rainwater Planters, Bioswales, and Porous Paver Options

Bioswale with Closed Planter

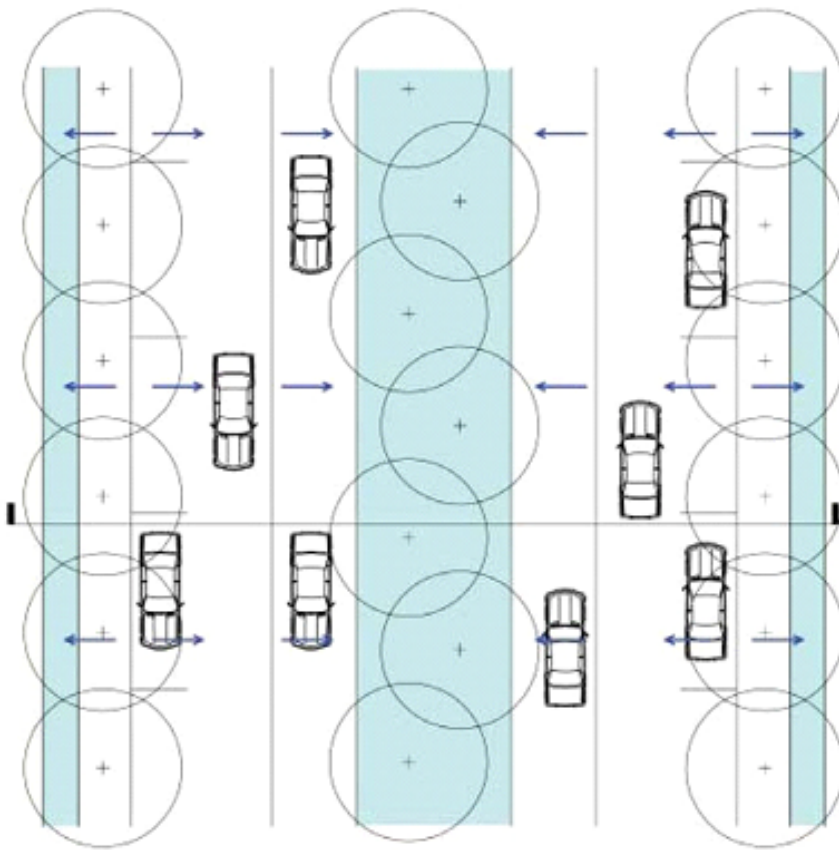


Rainwater Planter with Bumpout

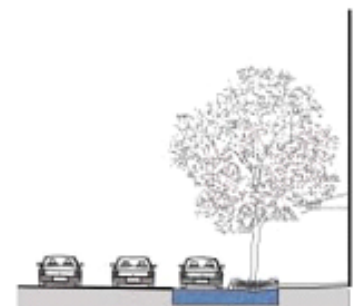
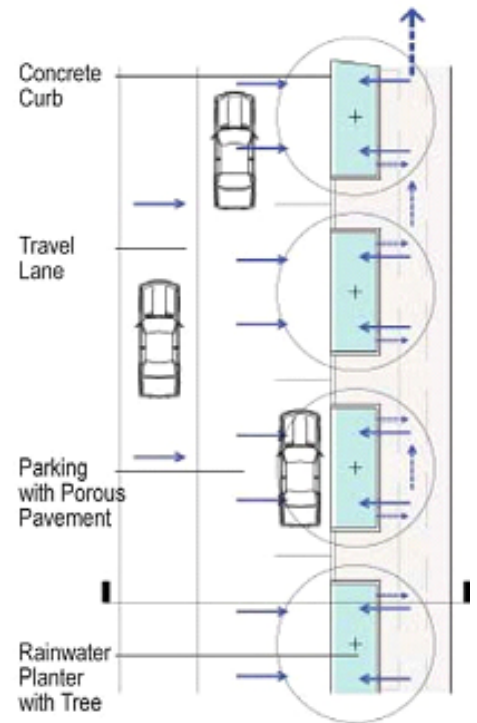
S



Bioswale with Open Section



Rainwater Planter





PEDESTRIAN &
BICYCLE LANE
GUIDELINES



Clearly marked bike lane



"Bike box" at intersection with distinctive color



Going against the flow - Contra Flow bike lane

PEDESTRIAN & 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 extend 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.

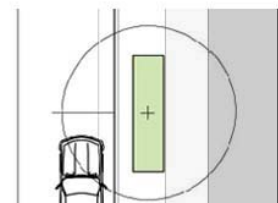
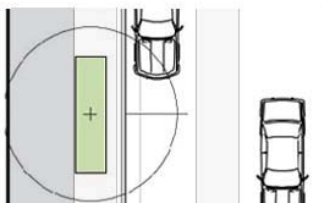
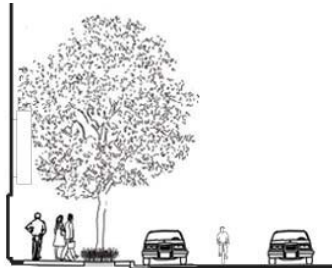
Illustrative images for potential bicycle lane locations

Option A

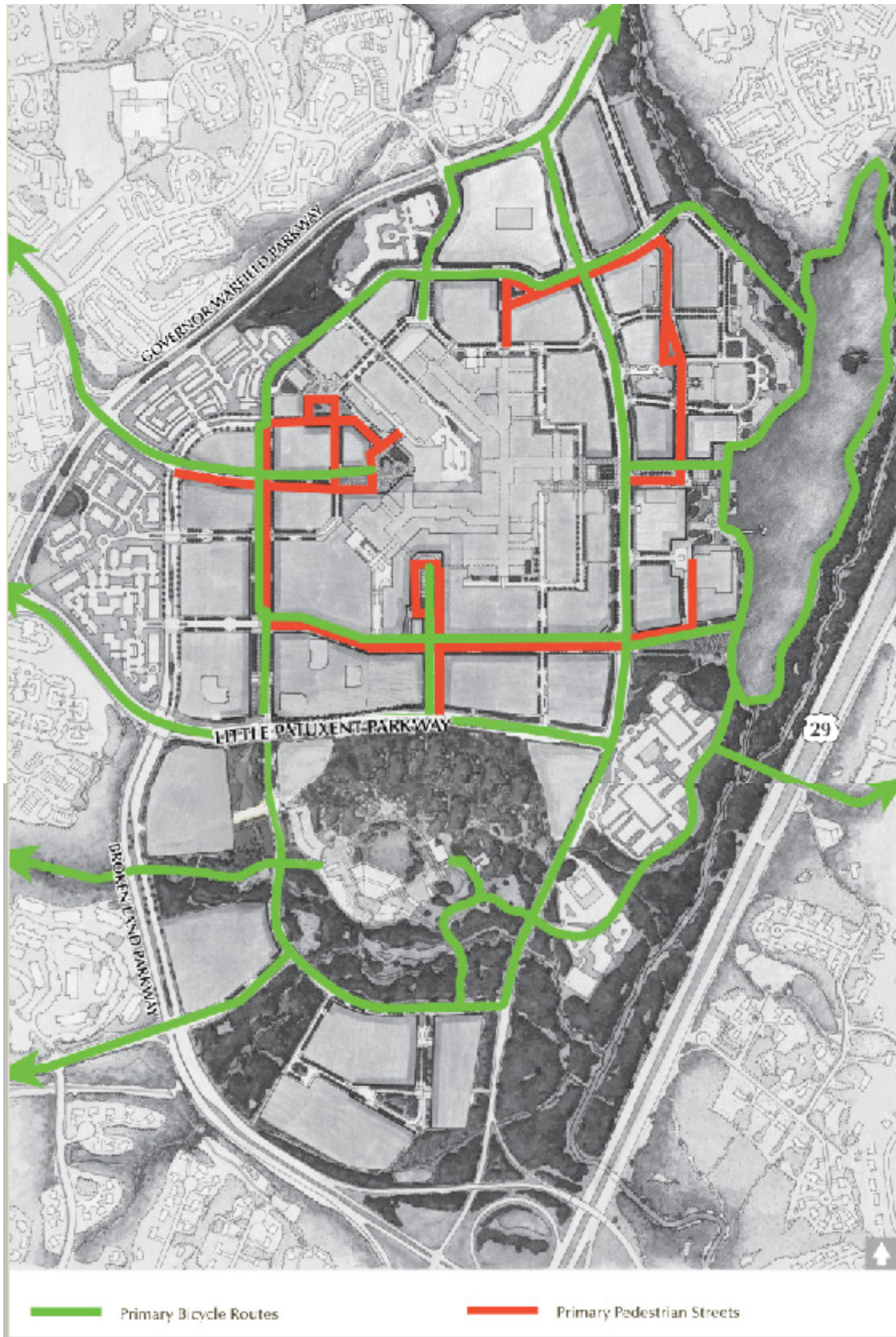
Bicycle lane as part of street

Option B

Bicycle lane as part of sidewalk



BICYCLE AND PEDESTRIAN CIRCULATION PLAN



A3
The logo consists of the letters 'A3' in a white, bold, sans-serif font, centered within a solid olive-green square.

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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Prepared by:

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Jamie Cook, Project Architect
Jennifer Stanovich, Architect

INTRODUCTION

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 support 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.

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 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

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.

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.

Building Reuse and Sustainability

Specific Recommendations

Limits of Scope

Good Faith Effort

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⁾

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*



Building model with proposed addition to the North



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

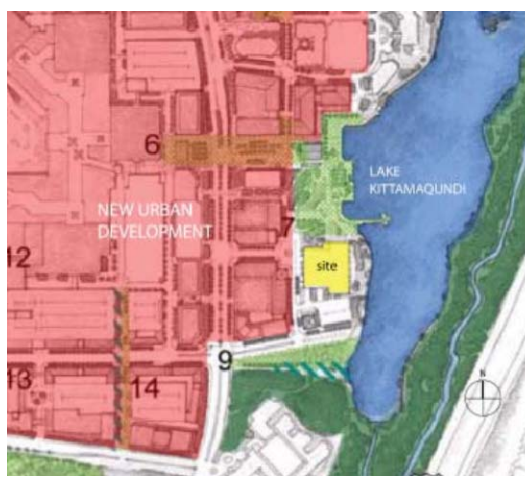
The methodology chosen for the architectural evaluation of the building in order to distill the architectural merit is based upon Preservation Brief 17, *Architectural Character- Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character*. It is published by the Technical 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 Kittamaquindi 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

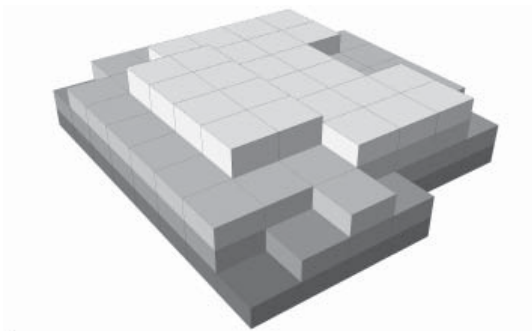
OVERALL VISUAL CHARACTER: Shape



View from South-East

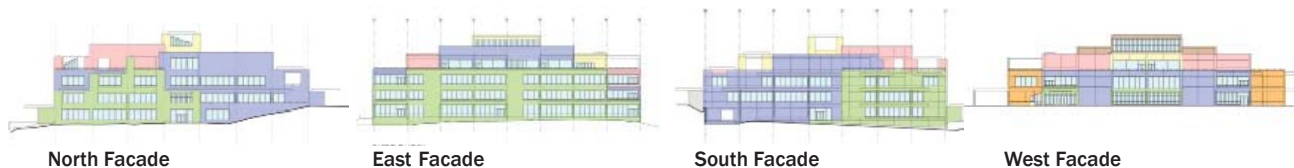
The shape of the building, primarily defined by the white stucco framework or “armature” of the solid walls, is fundamental to the character of the building, including stepped terraces at various levels and corners. The park-like character of the surroundings is extended onto and in the building.

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

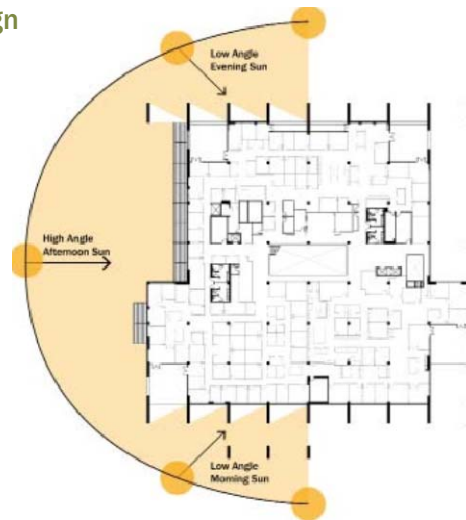
Building Reuse: Life Cycle, embedded energy etc.

Massing:

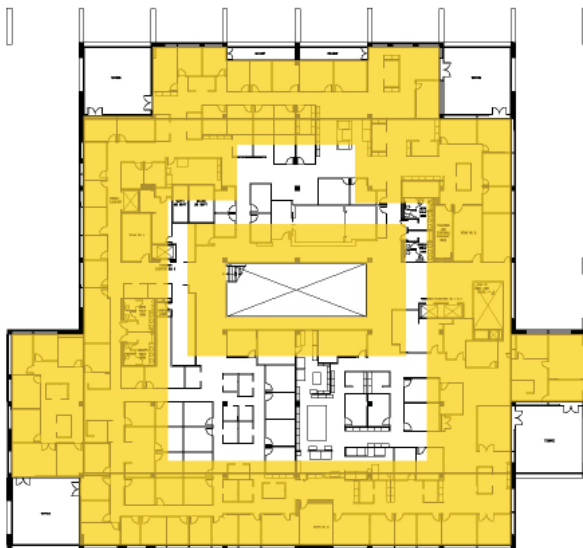
- beneficial volume - surface ratio for reduced heat loss
- Daylighting
- provision of useable outdoor space

Exterior shading:

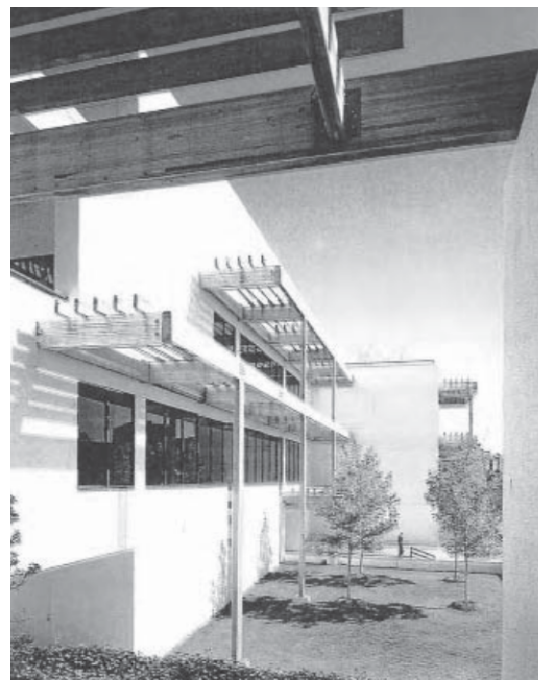
- reduce summer heat gain with vertical piers at East and West (low sun angles) and horizontal louvers at South (high sun angle)
- Deciduous landscaping close to building: sun shading in summer, allowing passive solar gain in winter



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, <i>Conserving Energy in Historic Buildings</i> , 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, <i>Making Historic Properties Accessible</i> , 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, <i>The Use of Substitute Materials on Historic Building Exteriors</i> , 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

<p>Preservation Recommended</p> <p>Repair, renovation, and replacement of building components allowed.</p>	<p>Building Shape, Massing</p>	<p>4 story height limitation per CB-58 2009. White stucco frame, or building "armature", to be preserved, except as provided in Chapter 4, Guidelines.</p>
	<p>Terraces and Balconies</p>	<p>Shall not be converted to interior/conditioned space.</p>
	<p>White Stucco</p>	<p>Stucco repair to match original aesthetic, including color and texture.</p>
	<p>Openings</p>	<p>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.</p>
		<p>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.</p>
<p>Sill and head heights: to be preserved, except as provided in Chapter 4, Guidelines.</p>		
<p>Wood Trellises</p>	<p>Quantity and placement to be retained, and replacement/ repair to match original aesthetic, including color, finish, and texture.</p>	
<p>Alteration Allowed</p>	<p>Openings</p>	<p>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.</p>
		<p>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.</p>

Alteration Allowed	HVAC Louvers	<p>HVAC louvers for outside air intake and non-grease generating exhaust air will be allowed as follows:</p> <ol style="list-style-type: none"> 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	<p>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.</p>
	Hard- and Landscape (adjacent to building)	<p>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.</p>
	Porte Cochère	<p>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.</p>
	Signage	<p>New building and commercial lease space signage shall be allowed. The requirements of the Downtown Columbia Signage Guidelines should serve as a point of reference, but specific signage appropriate to the building should be carefully studied and documented at the appropriate time.</p>
	Building Addition	<p>Allowable to the South of the existing building, per Council Bill 58-2009.</p>

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.

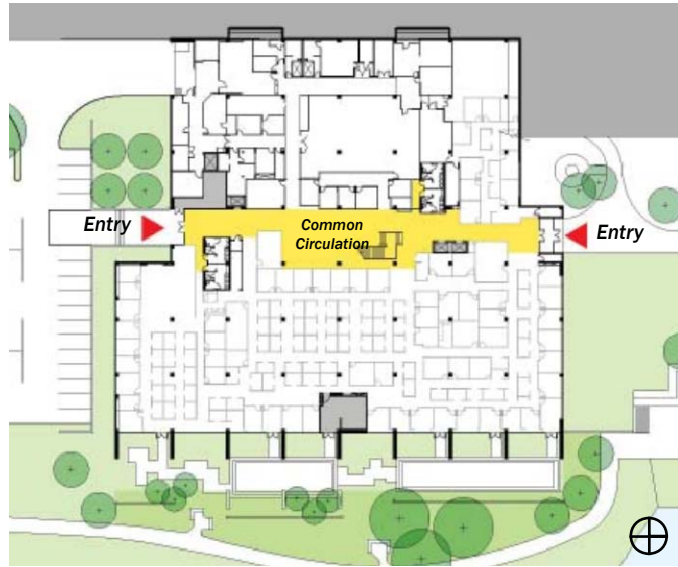
The Lake Level East facade is defined by the exterior stucco piers, which together with the wooden trellises, plantings, and carefully sculpted hardscape terrace form a spatial zone which provides deliberately framed views from inside out and privacy from the Lakefront walk.

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.



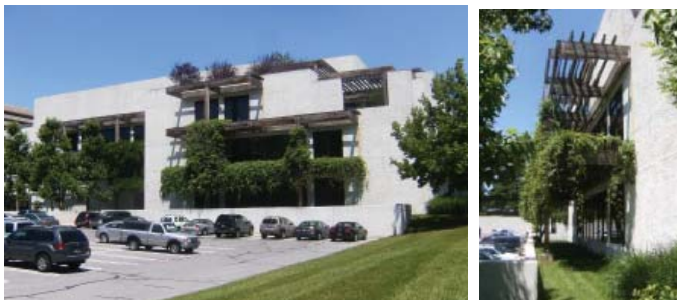
Existing Lake Level Plan



North Facade

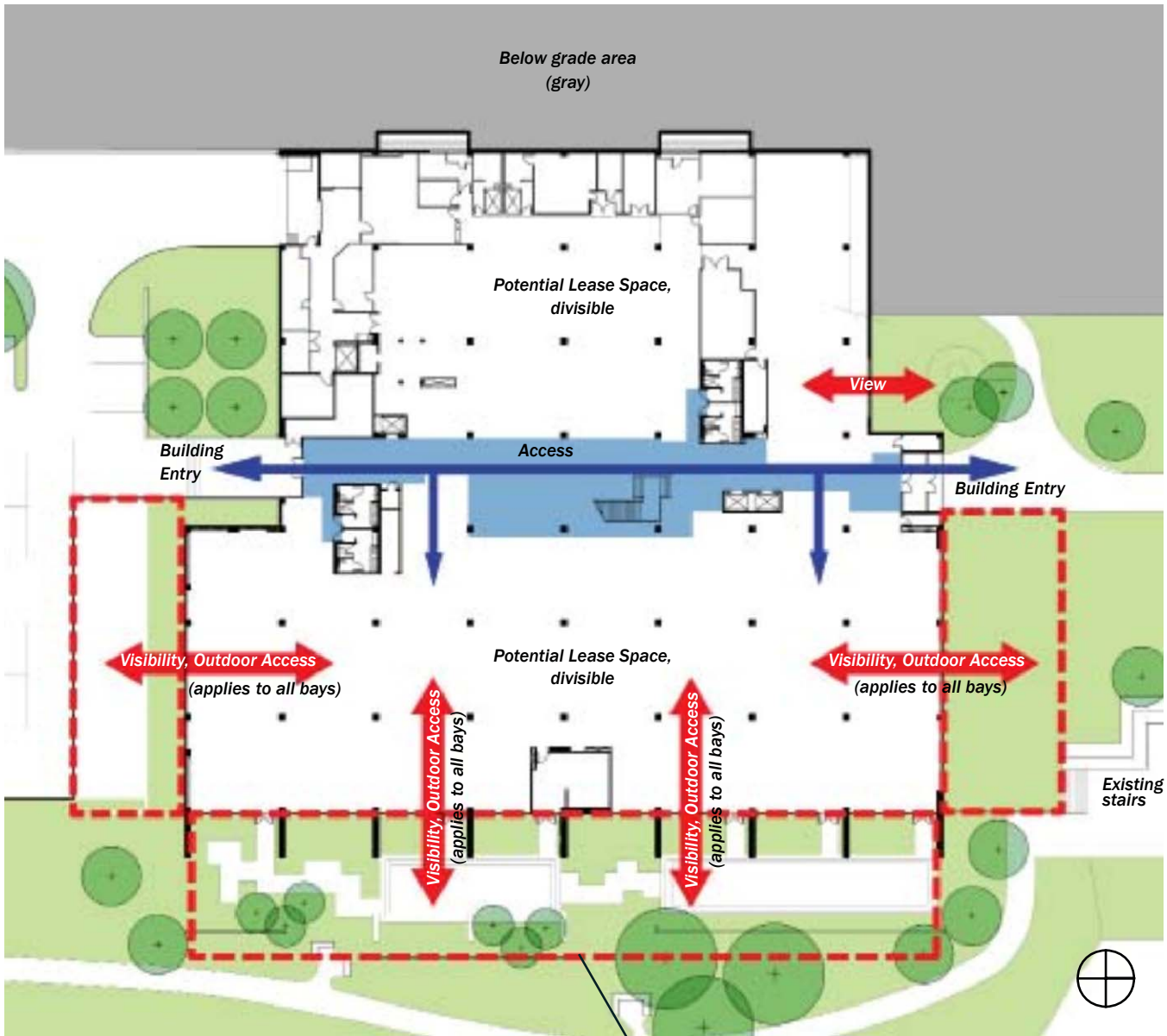


East Facade, with Lake Level Terrace



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 a 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.

Adaptive Reuse

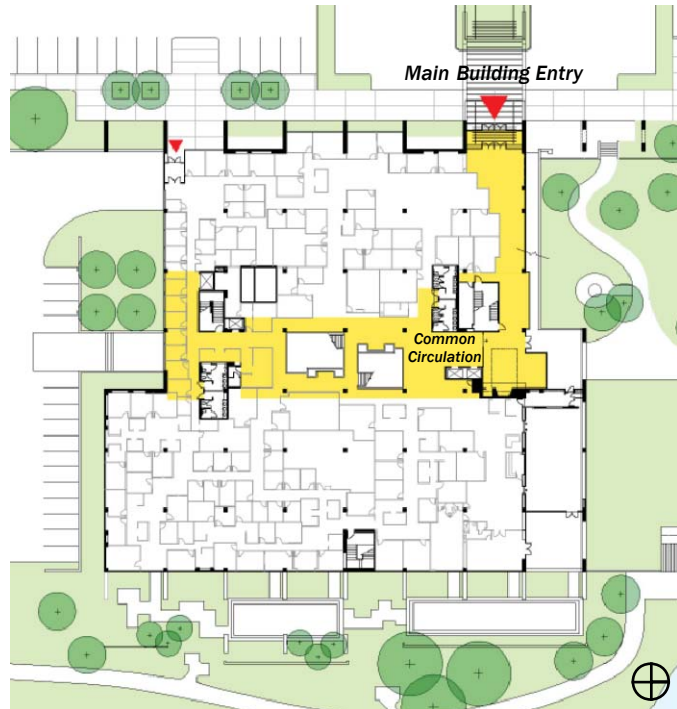
The Default Adaptive Reuse scenario, shown on the following page, assumes the Main Building Entrance to remain in its current location.

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.

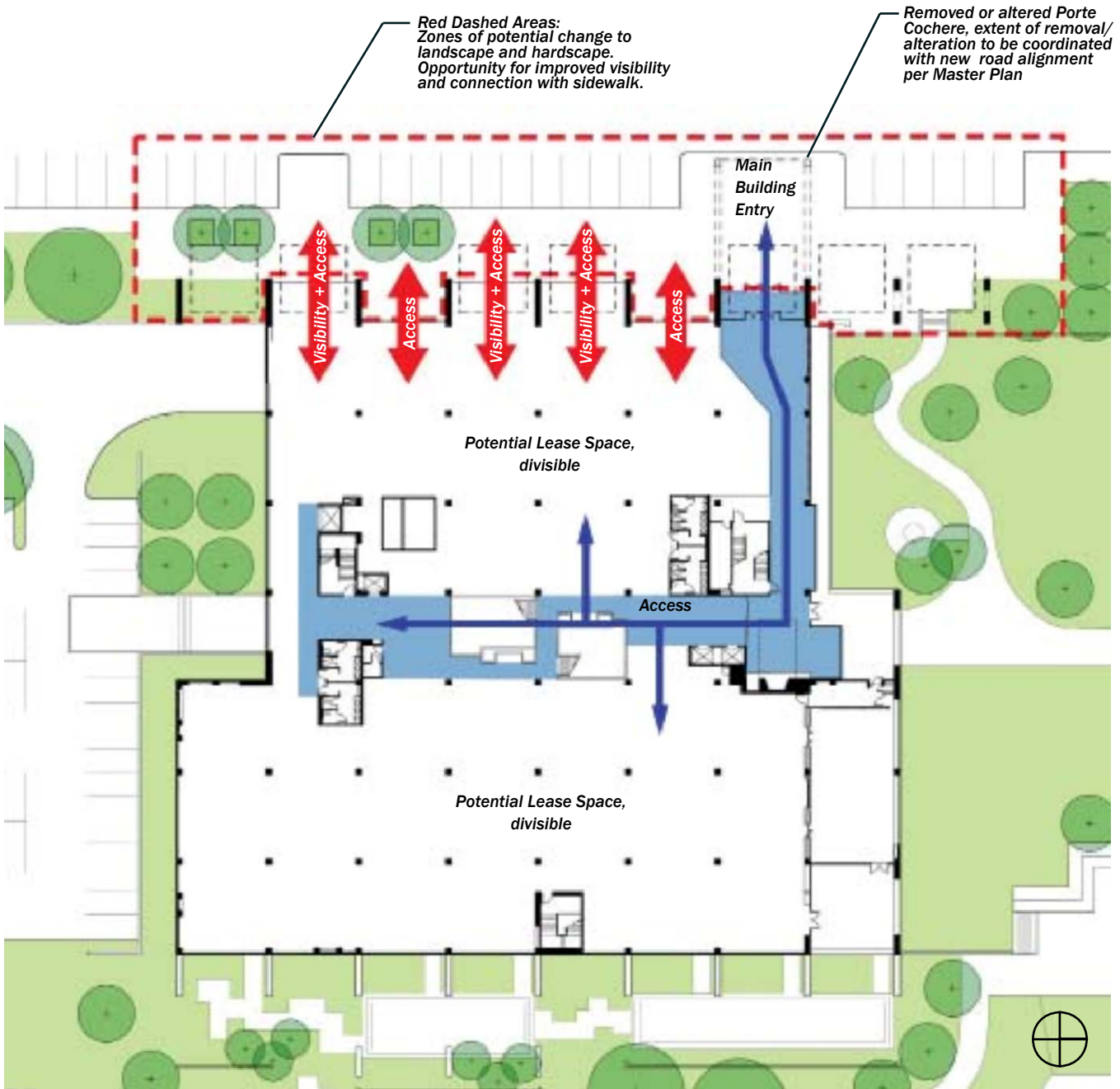
An alternate adaptive reuse scenario could take advantage of the exterior walkway along the North facade, while allowing the most prominent building bay, at the NW corner of the main level, to be leased. Access to and from the building could thus be similar to the Lake Level, where the lake path is routed through the middle of the floor plate.



Existing Main Level Plan



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.

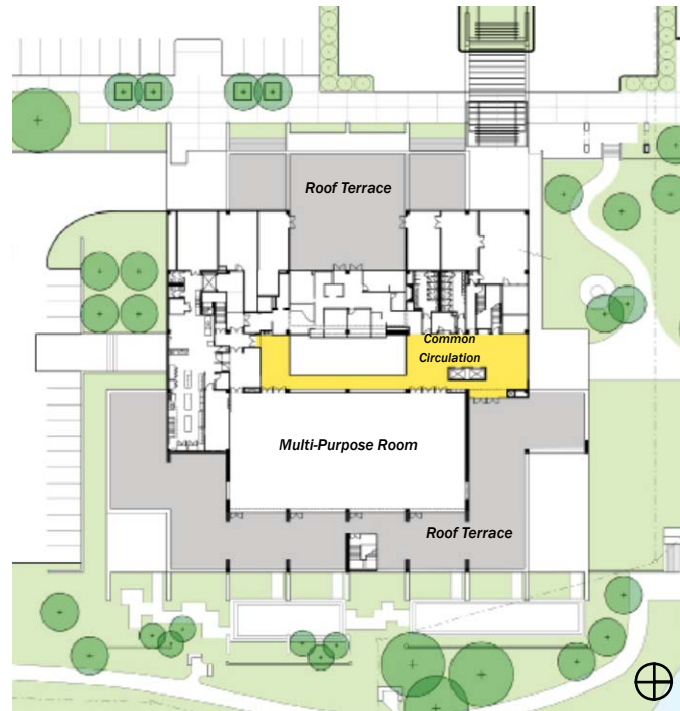
Adaptive Reuse

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.

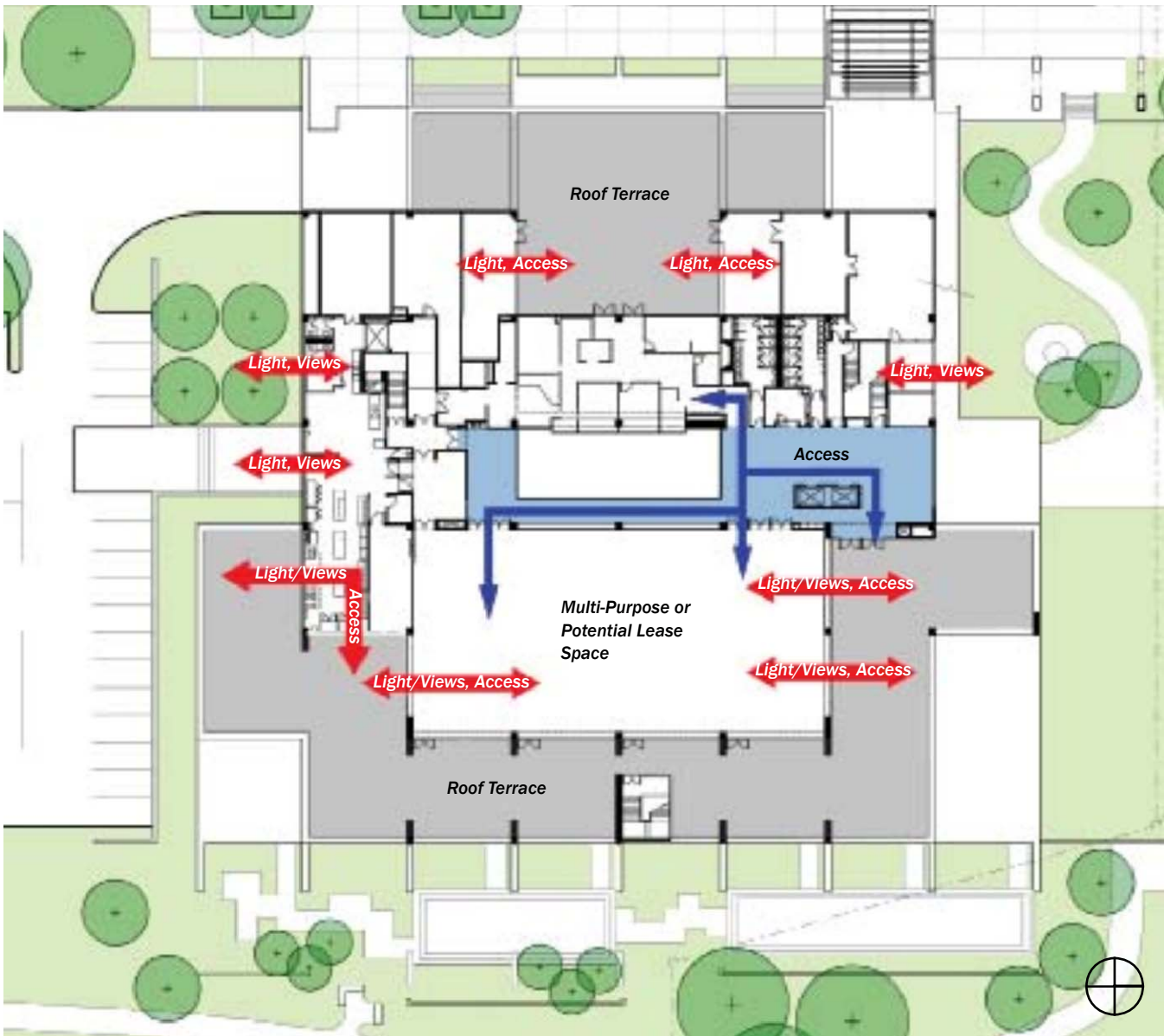
While it may be possible to reduce the total area required for building service areas on this level through use of new mechanical equipment, such equipment shall not be placed on the Multi-Purpose level terraces.

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 support 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 allowed.



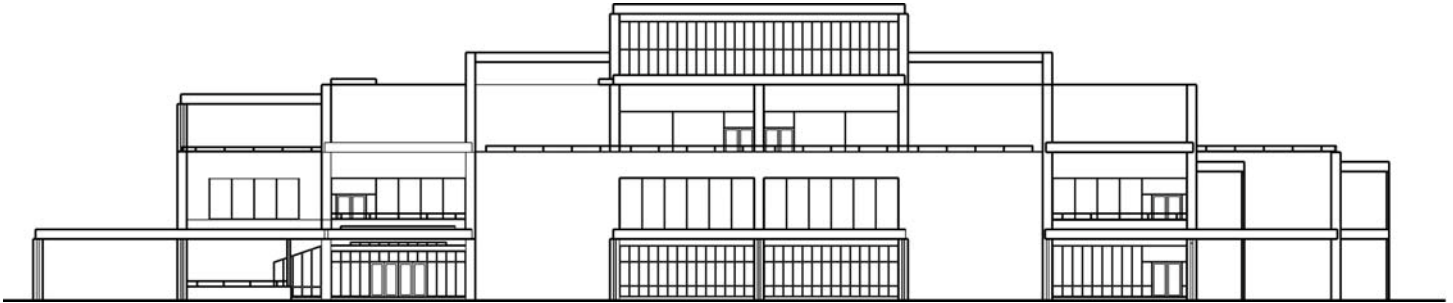
Existing Multi-Purpose Level Plan

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

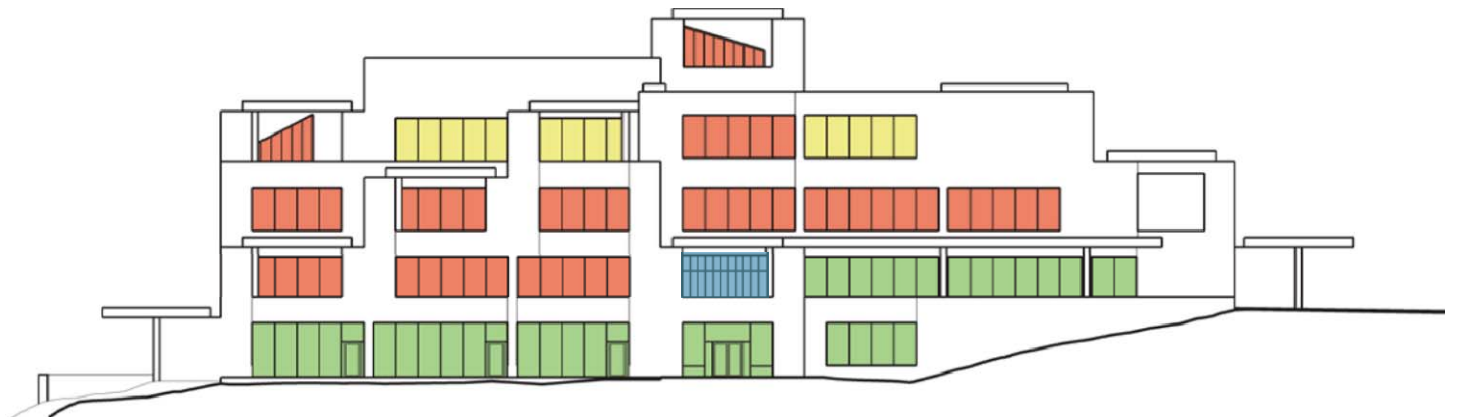


Rendering of potential New West Elevation





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

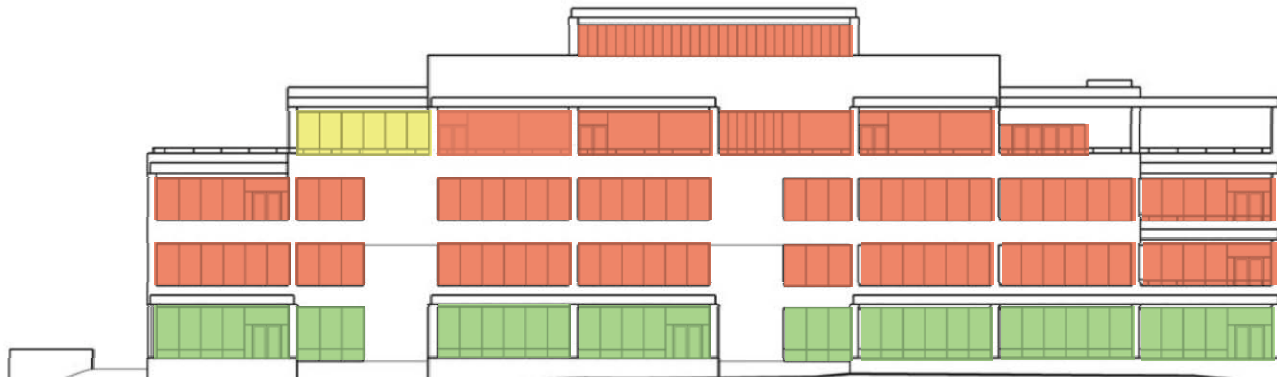


Rendering of potential New North Elevation





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 a 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.

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.

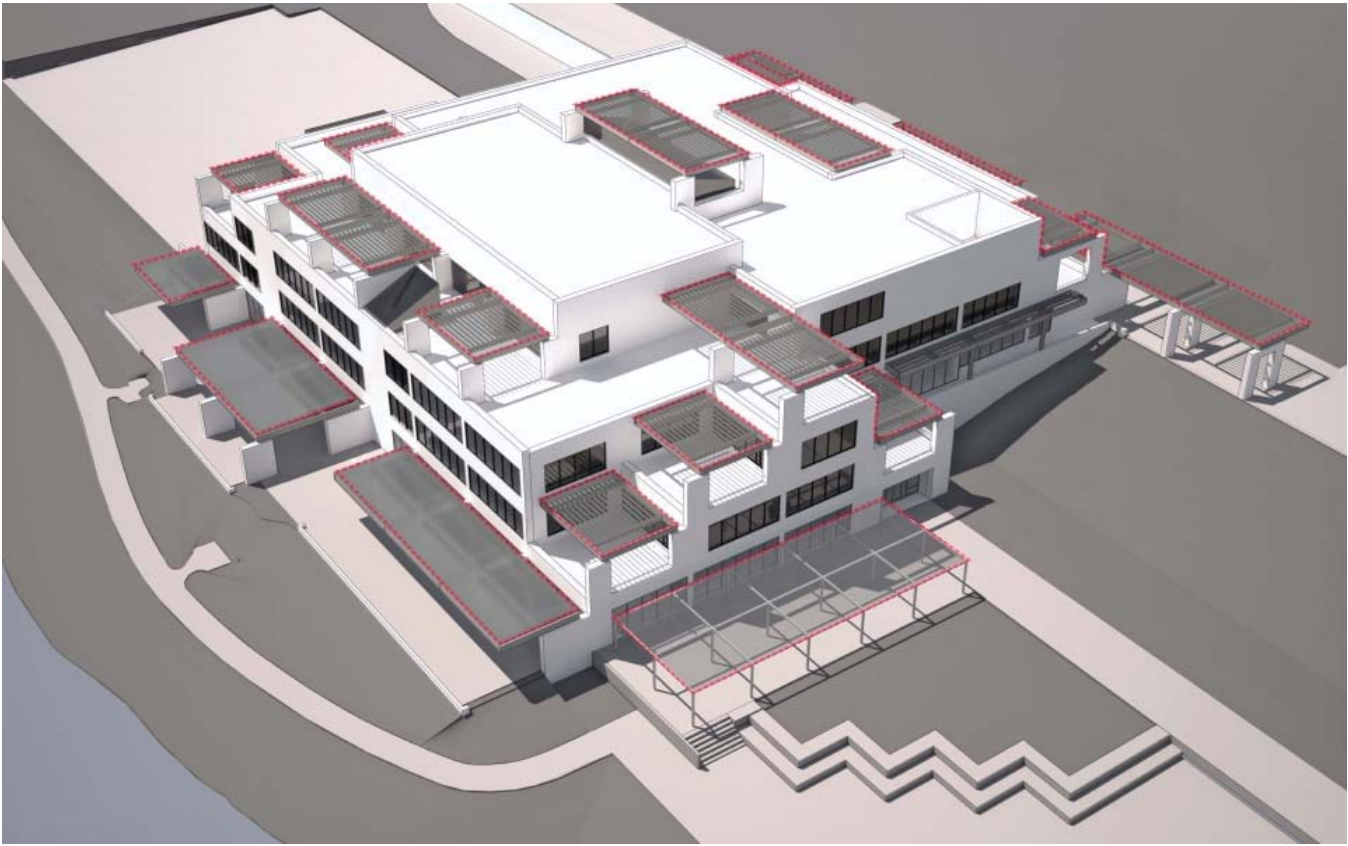
Mounting of lettering or signs directly to the exterior stucco or wood trellis elements is discouraged. In case of a main building tenant, signage style and placement per the model photograph (may be allowed).

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.



Wood Trellis at West Facade





Locations of Potential New Rain and Sun Screens (red dashed outlines shown for clarity. New screens at all hidden trellises allowable also.)

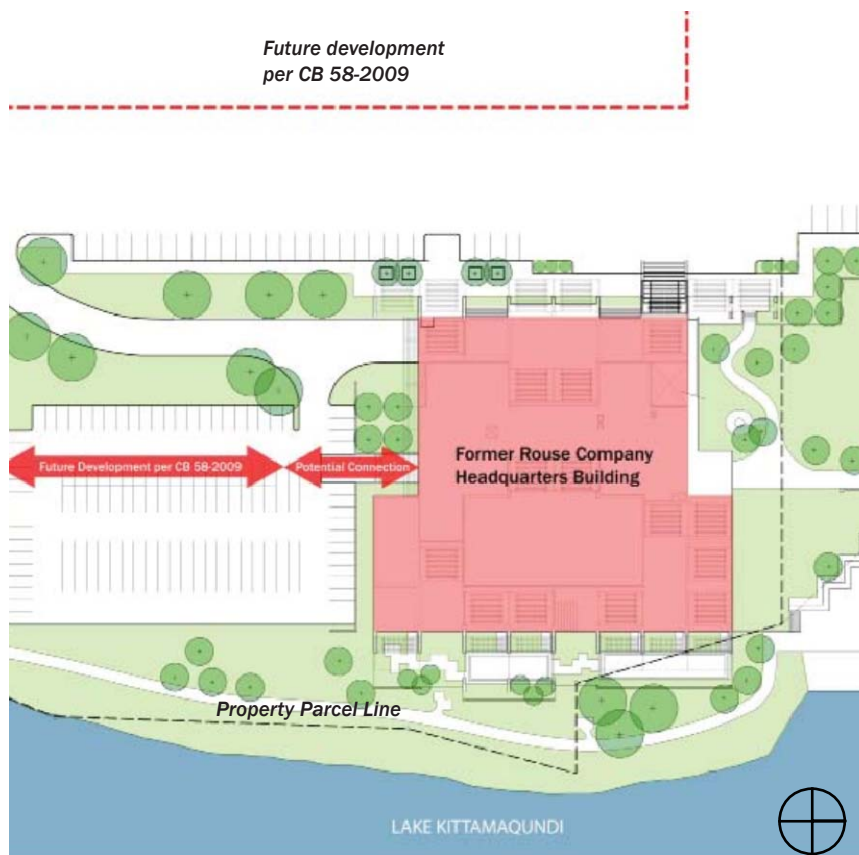


Rendering - Existing Trellis Detail



Rendering - Potential Retractable 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



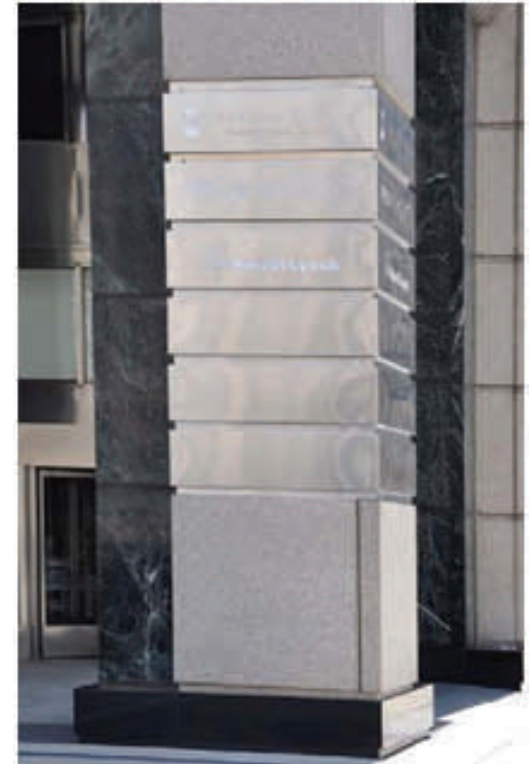
B. Pedestrian Directional should be:

- 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.)

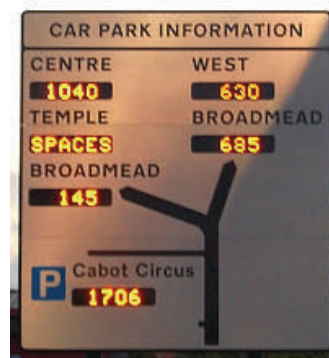
- Sign lighting should be designed and installed to achieve appropriate illumination of the particular sign type and condition. Effort should be made to only illuminate the graphic surfaces, background and letterforms of the sign, while limiting light spill over to other adjacent uses, buildings, pedestrians 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.



