



Past



Present



Future?



Route 40 Enhancement Study

Howard County, Maryland

December 2004



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Howard County Department of Planning and Zoning



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Chapter 1: Introduction

An outgrowth of General Plan 2000, the Route 40 Enhancement Study evaluates the opportunities for future commercial, residential, or mixed use development, identifies improvements to the transportation function of the corridor and proposes upgrades to the appearance of the corridor. The Route 40 Task Force in collaboration with the Department of Planning and Zoning was charged with creating a vision for the corridor, making recommendations about planning alternatives and providing advice on implementation strategies and funding priorities.

Purpose

The Route 40 Corridor in Howard County has evolved since the construction of the roadway in the 1930s. The road cut a path through a mostly rural community of farms and orchards. Initial development along the road tended to be commercial uses that supported the motoring public as Route 40 was the major east / west road from the Mid-Atlantic to the West. Gas stations, motels and restaurants were among the uses that

sprang up along the corridor in the 1940s and 50s.

Much of the Route 40 Corridor now is a typical auto-oriented commercial strip backed by 1970s and 1980s era subdivisions with curvilinear streets and cul-de-sacs that feed onto collector roads. Development on the macro scale may appear well planned – commercial uses are clustered on Route 40, the arterial highway, with high density residential development behind the commercial uses and single-family neighborhoods beyond



Figure 1: Route 40 – the early days. (Courtesy Joetta Cramm)



Figure 2: Route 40 – today.

them. It is at the micro level where development has not been constructed in a planned manner. Commercial uses have been built at different times creating awkward or nonexistent pedestrian and vehicular linkages between uses. Setbacks, landscaping and building types have also varied over time creating a hodge-podge appearance. Pedestrian linkages between the residential neighborhoods, shopping centers and services were rarely considered.

The need for a Route 40 Enhancement Study was clear. A comprehensive plan that proposed aesthetic, transportation and land use recommendations for the corridor was called for in *General Plan 2000*. An enhancement study could create a framework so that future development would complement the existing uses in the corridor and improve its function.

In September 2003 County Executive James N. Robey created the Route 40 Enhancement Study Task Force to develop a vision for the greater Route 40 community. The Task Force represents a cross section of the interests in the corridor – leaders from the neighborhoods that access the corridor to get to work, shop and meet their day-to-day needs; property owners who have a vested interest in ensuring the quality and vitality of the corridor; real estate brokers, bankers and business owners who contribute to the ever changing face of the corridor.

The Task Force met for the better part of the year to develop a vision of the future for the Route 40 Corridor. First they became informed. They looked at the history of the corridor and the current characteristics of Route 40. They reviewed a market analysis of the businesses in the corridor and the people the businesses serve. They looked at traffic counts.

Then they thought about what the future holds for the corridor.

What are the opportunities and threats that face the businesses and residences along Route 40? What did they like and dislike about the current state of the corridor?

By answering these questions the Task Force was able to develop a series of goals for the Route 40 Corridor. The Task Force then applied the appropriate goals to make recommendations for changes in land use, improvements to the transportation infrastructure, and enhancements to the streetscape. The Task Force also created ideas on how future developments can be improved to make a better, more efficient corridor that meets the commercial, residential and civic needs of Ellicott City and Howard County.

Study Area Definition

The Route 40 Enhancement Study is an outgrowth of *General Plan 2000*. The Plan called for the preparation of corridor revitalization studies for Route 1 and Route 40 and mapped the corresponding revitalization corridors on the *General Plan 2000 Policies Map*. On that map, the Route 40 area was purposely shown as a thin corridor along the Route 40 frontage, in contrast to the wider study area depicted for Route 1. The differing extent of the two study areas is in large part due to the different conditions of the two corridors. Route 1 is a heavily industrialized corridor that offers development opportunities well beyond the parcels that have frontage on the roadway while development opportunities along Route 40 are primarily limited to parcels that have frontage on the highway.

The Route 40 study area, depicted on Map 1 at the end of the chapter, shows the study area for this Enhancement Study. The thin, seven-mile long corridor shown in *General Plan 2000* was extended to include the Route 40 right-of-way, the proper-

ties that have frontage on Route 40, and nearby commercial and higher density residentially-zoned land. During the course of their deliberations, the Task Force requested the study area be extended further. Turf Valley Road had originally been designated as the western boundary of the study area; however, the Task Force wished to take into account the impact of traffic from Route 40 on the Marriottsville Road area. Thus, the final study boundary includes the intersections of Marriottsville Road with Frederick Road and Route 40 with I-70. The new western terminus of the study is the Route 40 / I-70 Interchange.

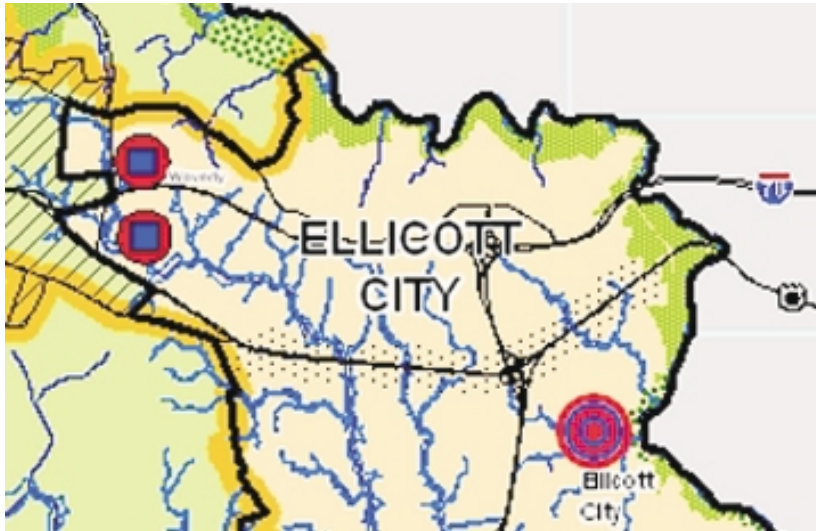


Figure 3: The *General Plan 2000* Policies Map designated a narrow strip along Route 40 as a redevelopment corridor.

Map 1 also identifies the three commercial centers – Normandy, Chatham and Enchanted Forest – that became the focus of the enhancements recommended for the corridor.

Report Organization

This report is structured around the fifteen goals that were identified during the Task Force's development of a vision for the future of the corridor. The process and origin of these goals are the focus of Chapter 2: Vision for the Future.

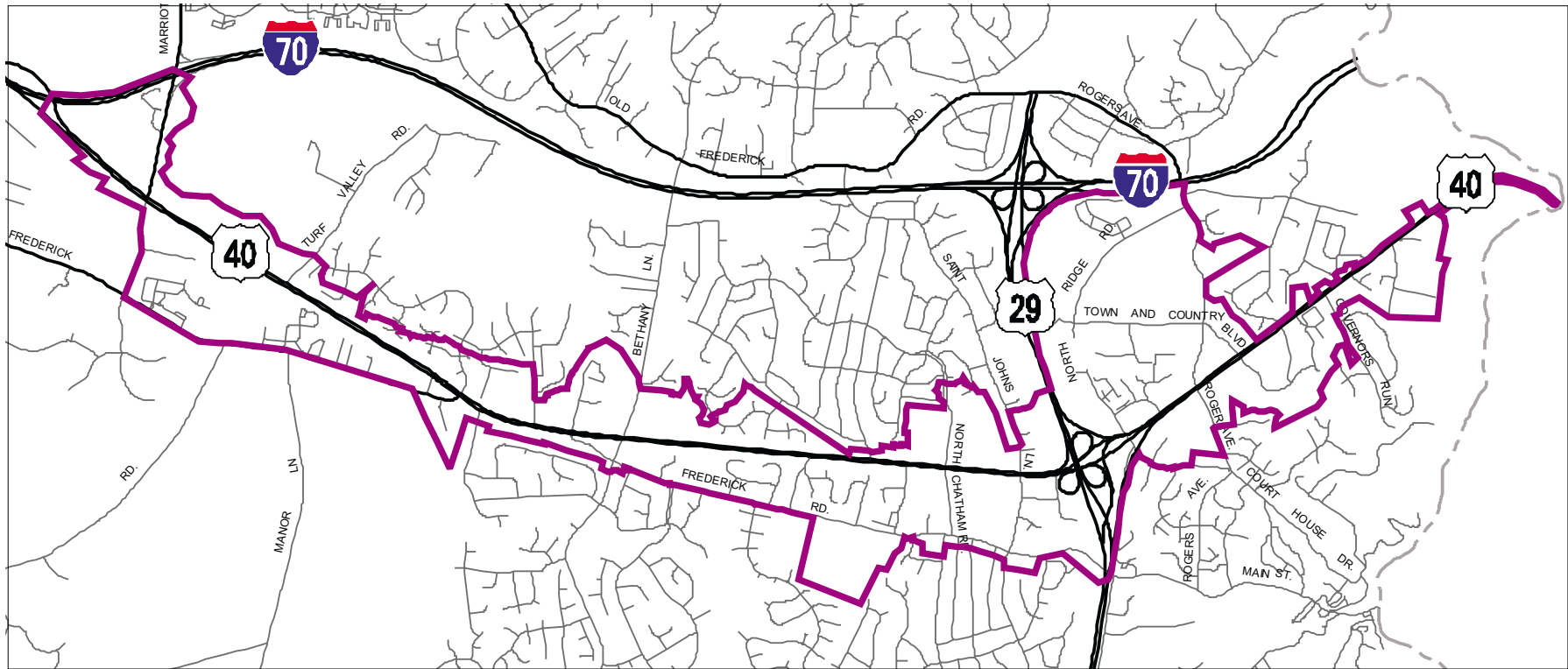
The following four chapters identify how the goals apply to the four major topics of the Enhancement Study - land use, transportation, streetscape and site design, and historic resources. The structure of the four chapters includes an assessment of the current condition of the major topic, an explanation of the goals that apply to the major topic, and the specific recommendations that are needed to achieve the goals.

The final chapter, Chapter 7: Implementation, summarizes the recommended action steps for each major topic and also assigns a time frame to guide prioritization and indicators to monitor progress.



Route 40 Corridor Study

Map 1: Route 40 Enhancement Study Area



Legend

Route 40 Study Area



G:\MF_Dp2_Projects\DECP\Community Planning\ Route 40\Study Area\RI40\LocationMap8x11-REV.WOR
SOURCE: DPZ
September 2004

Chapter 2: Vision for the Future

The Route 40 Task Force used the the policies in General Plan 2000, the facts from the Route 40 Characterization Report, the outcomes from a strategic planning exercise, and the findings of the Route 40 Market Study to develop goals for the future of the corridor. The Vision for Route 40, based on the Task Force goals, is an economically vibrant corridor that is accessible by many modes of transportation and that has identifiable centers reflective of the corridor's historic context and landscape.

General Plan 2000

General Plan 2000 makes several specific recommendations about commercial areas in Howard County. These recommendations can be found in Chapter 5: Community Conservation and Enhancement. The policy statements from *General Plan 2000* related to commercial corridors helped provide a context for the Route 40 Task Force members as they worked to develop their vision for the corridor.



Figure 4: General Plan 2000 set the stage for this plan.

Goals

- Create vibrant, mixed use, pedestrian-oriented centers.
- Promote transit to increase mobility and offer an alternative to the private automobile.
- Improve the design of commercial areas.
- Coordinate with other Community Enhancement Programs.

Route 40 Characterization Report

To assist the Route 40 Task Force, Howard County Department of Planning and Zoning staff assembled existing data into the Route 40 Characterization Study. The Characterization Report, in combination with the Route 40 Corridor Market Analysis, provides a technical basis for the decisions and recommendations made by the Task Force. The Characterization Report offers in-depth information on many of the topics not covered in this report: demographic data on population, housing, and employment; past and current zoning and land use; environmental features such as natural resources, stormwater management and green spaces; and community facilities including parks, schools, police and fire and rescue services, and health and human services. This report is available on the

County's Web site.

The Characterization Report, in its analysis of the 2000 Census data for the eight census tracts immediately adjacent to the Route 40 Corridor, revealed several notable characteristics about the population. The first is that the corridor has the largest concentration of Asians in Howard County. Fifteen percent of the corridor's population is Asian and in some census tracts the Asian populations is almost 25%.

The second characteristic is that the character of the corridor changes at US 29. East of US 29, the corridor has a higher percentage of minorities, a higher percentage of attached dwelling units (mostly apartments), and a much lower household income (about \$42,000 compared to the County's 1999 median household income of \$74,167) than west of US 29. Median income

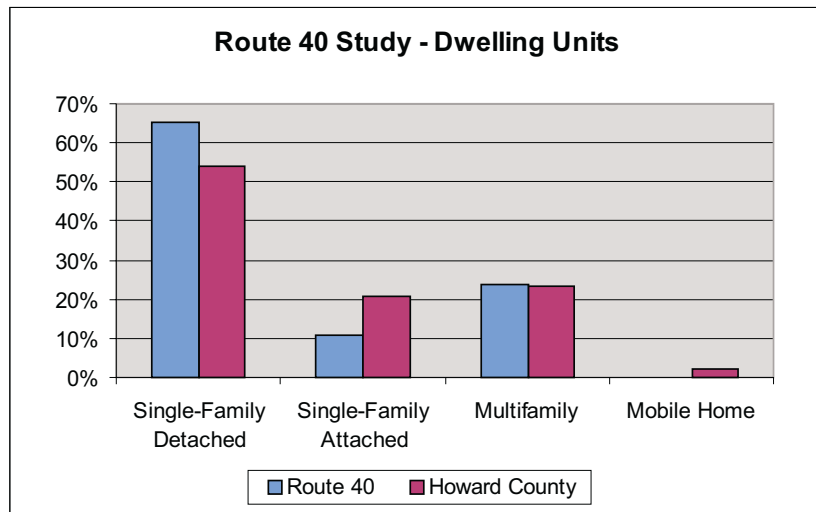


Figure 5: This chart, showing housing types for the corridor and surrounding area, is an example of land use and other data that can be found in the Characterization Study.

for some of the census tracts west of US 29 exceeds \$100,000.

The third noteworthy characteristic is that the Route 40 Corridor has a significantly higher percent of residents 65 and older than the County as a whole. This is due in part to the Heartlands retirement community and the Park View senior housing complex, but other areas of the corridor also have high populations of seniors.

The Characterization Study examined the past and current conditions of the corridor. This examination of the corridor's land use and transportation patterns revealed information that should be incorporated into the policies that guide the future of the corridor. Conclusions based on the data collection from the Characterization Report were translated into four additional goals:

Goals

- Honor the past planning of the corridor.
- Incorporate accepted planning practices.
- Focus improvements on intersections, interchanges and driveways, not widening.
- Implement transportation projects that are already on the books.

Task Force Strategic Planning

The Task Force dedicated one of its early meetings to the development of a vision for the corridor by completing a strategic planning exercise. The exercise allowed the Task Force members to discuss the strengths, weaknesses, opportunities, and

threats of the corridor. The vision created for the future of the Route 40 Corridor attempts to build on the identified strengths, overcome the weaknesses, take advantage of opportunities, and minimize the possible future threats.

The Task Force identified many strengths of the corridor. Task Force members agreed that the corridor was an economically healthy group of businesses that complemented one another. These businesses are often framed by a wooded background, exist within the greater historical context of the corridor, and benefit from the tremendous transportation infrastructure. A low crime rate and the relative proximity of businesses to residences were also identified as assets.

The weaknesses identified were not as varied. The primary weaknesses of the corridor centered on accessibility both by vehicle and by foot. The lack of connectivity among uses combined with growing concerns about traffic congestion made transportation a key issue for the future vision of the corridor.

These concerns about transportation lead to the identification of some opportunities to improve connectivity and accessibility, but the key opportunity identified by the Task Force was developing an identity or "sense of place" for the corridor. The Task Force indicated that the identity could be formed through improved site design standards, streetscaping, better connectivity and the addition of entertainment uses.

Threats to the corridor also reflected the importance of transportation issues. Task Force members identified the tenuous balance between accessibility of residences to businesses and potential nuisance impacts of businesses on proximate, stable

neighborhoods.

The findings of the Task Force strategic planning exercise were distilled into six key goals that help to form the vision of the corridor.

Goals

- Recognize the economic vitality of this commercial corridor.
- Develop a sense of identity for the corridor.
- Use the highway infrastructure wisely.
- Balance development with transportation capacity.
- Prioritize and spend transportation dollars strategically.
- Make pedestrian movement possible.



Figure 6: Task Force members discuss their vision for Route 40.

Route 40 Market Analysis

The Route 40 Corridor Market Analysis was commissioned to determine the amount of retail and office space that current and future residential development could support. The Market Analysis, completed by Bay Area Economics (BAE), reviewed economic and demographic trends, existing conditions for housing and commercial development, and the extent and nature of competitive commercial development in the greater Ellicott City market area. The Market Analysis found that the businesses along the corridor are thriving; shopping centers have a strong mix of tenants and rental rates are growing at a healthy rate. The medium to high household incomes in the service area provide strong consumer spending power for businesses.

Excellent accessibility is a major contributor to the strength of this corridor. The commercial properties along the corridor benefit from both easy access via local roads and highways for nearby residents, and proximity to major highways for commuter traffic.

The Market Analysis cited several weaknesses in this commercial corridor. The area lacks large development sites. Some sites are not developed to their highest use, yet incentives to redevelop are missing. The area lacks a unique asset or identifiable office core, and the uncoordinated development that has occurred over time has resulted in an environment that is hostile to pedestrians.

The corridor has the opportunity to expand its current retail offerings. According to the Market Study, there is current unmet demand for 178,000 square feet of retail. The most needed uses are restaurants, furniture stores and sporting goods stores.

Based on projected residential growth of almost 3,000 additional residential units in the market area, by 2020 there will be demand for an additional 502,000 square feet of retail space, bringing the total demand to 680,000 square feet. Long-term retail opportunities will be focused on uses similar to the current unmet demands listed above, plus an additional grocery store and economy hotel. The Market Study also noted the potential for developing niche market opportunities oriented to the area's large Asian population.

Demand for new office space was predicted to be considerably less than the demand for retail space. The Market Analysis determined that more suitable areas elsewhere in the County would absorb most of this type of development. The Market Analysis addressed the construction of the new 280,000 square foot County Services complex. If the County Services complex is built, the County's currently leased space would become available to other users. Even if the County complex



Figure 7: The Market Study noted opportunity to expand commercial uses in the thriving Route 40 corridor. Restaurants are among the most needed retail uses.

is not constructed, increased demand for professional services office space in the corridor could be relatively strong.

The Task Force asked for an addendum to the Market Analysis to address recent Turf Valley development plans. Upon studying existing and proposed plans for Turf Valley, BAE concluded that Turf Valley retail and office development would have minimal impact on the development potential in the eastern portion of the corridor. Turf Valley retail space, totaling 72,000 to 130,000 square feet, would meet only a small percentage of the total projected demand of 680,000 square feet of retail space by 2020. There would still be more retail demand than available retail sites in the corridor. The proposed 180,000 to 400,000 square feet of corporate office space proposed at Turf Valley would have no impact on the ability of the remainder of the study area to support 10,000 to 15,000 square feet of additional professional offices. According to BAE, the additional housing units at Turf Valley and the increased presence of office workers would have a slight beneficial effect on

commercial demand in the entire corridor.

The Market Analysis reinforced the desirability of mixed use centers and improved site design. The Market Analysis concluded that the increased quality and vitality that these two changes would bring to Route 40 could also spur greater demands for both new office and specialty retail uses.

Goal

- Develop land use recommendations that reflect the projected market.

Summary

The chart at the end of the chapter shows how the 15 goals that create the vision for the Route 40 Corridor apply to the four key areas of the corridor: land use, transportation, streetscape and site design, and historic resources.

**Figure 8
Route 40 Enhancement Study Goals**

Route 40 Goal	Land Use	Transport.	Streetscape & Site Design	Historic Resources
General Plan 2000				
Create vibrant, mixed use, pedestrian-oriented centers	X			
Promote transit to increase mobility and offer an alternative to the private automobile		X		
Improve the design of commercial areas			X	
Coordinate with other Community Enhancement Programs				X
Route 40 Characterization Report				
Honor the past planning of the corridor	X			
Incorporate accepted planning practices	X			
Focus improvements on intersections, interchanges and driveways, not widening		X		
Implement transportation projects that are already on the books		X		
Route 40 Task Force Strategic Planning				
Recognize the economic vitality of this commercial corridor	X			
Develop a sense of identity for the corridor	X		X	X
Use the highway infrastructure wisely		X		
Balance development with transportation capacity		X		
Prioritize and spend transportation dollars strategically		X		
Make pedestrian movement possible		X	X	
Route 40 Market Analysis				
Develop land use recommendations that reflect the predicted market	X			

Chapter 3: Land Use

The Route 40 Enhancement Study identifies desirable land use policies to promote development or redevelopment that will enhance the vitality of the corridor. These land use recommendations will primarily be implemented through the Comprehensive Zoning process in the fall of 2004.

Introduction

Task Force members identified opportunities for changes in land use within the Route 40 Study Area. Members examined the existing land use, street and green space patterns to identify areas of the corridor that are susceptible to change. The examination of these patterns, in combination with the findings of the Route 40 Market Analysis, helped the Task Force suggest appropriate land uses for the parcels that may redevelop during the next 20 years.



Figure 9: Village Green is one of the many small strip commercial centers along the Route 40 Corridor.

Current Nonresidential Land Use

The existing commercial areas of the corridor line the Route 40 right-of-way. The existing business areas provide some attractive, well-established shopping centers and numerous viable local and regional businesses. More than 250 retail shops and businesses operate along the corridor. Some of these businesses contribute to the liveliness and distinctive character of the corridor that harkens back to the corridor's historic past. Portions of the corridor, however, have evolved over the years



Figure 10: Very few office buildings are located along Route 40. Most provide neighborhood-oriented business and professional services.

into auto-oriented strip commercial zones with a proliferation of curb cuts, signs and front yard parking lots.

Three distinct commercial areas are located along the corridor. The Normandy commercial area is centered on the Rogers Avenue intersection. Major retail developments in the Normandy area include Walmart, Super Fresh, Lotte Plaza and Normandy Shopping center. The Chatham commercial area is centered on the intersection of Route 40 and North Chatham Road and is anchored by Chatham Station and St. Johns Plaza. The third, Enchanted Forest commercial area, is centered on the intersection of Bethany Lane and Route 40. The Enchanted Forest Shopping center is the largest retail development in this part of the corridor.

Route 40 office space accounts for less than 1% of the County total. The majority of office space along Route 40 consists of neighborhood-serving offices for local banks, doctors, accountants, attorneys and insurance agents. Very few areas with industrial or warehouse space occur in the corridor; most of these uses are located near the Bethany Lane area.

Current Residential Land Use

The majority of the residential land uses in the Route 40 Corridor are relatively low density single-family homes. A mix of townhouses and garden apartments, at a higher density, form a transition zone between many of the single-family neighborhoods and the businesses that front on Route 40. This pattern is reflective of the area's zoning history. For more than half a century, land adjacent to Route 40 has primarily been zoned commercial with residential zones behind. The higher density residential zones buffered the lower density residential zones from the commercial zones.



Figure 11: The Route 40 Corridor offers a mix of residential options, with a variety of apartment and townhome communities.

Although most low density residential communities are set back from Route 40, in several locations along the corridor residential uses are located immediately adjacent to the roadway. At these locations, the corridor generally has a parkway-like character that is further described in Chapter 5: Streetscape and Site Design. At the eastern end of the corridor are the gateway communities of The Oaks and Chestnut Hills; Valley Meade provides the residential break in the central portion of the corridor; and Turf Valley and Pine Orchard serve as western gateway communities.

Single-family communities in the corridor range considerably in age; most were built over the last 40 years. They are generally in very good condition and of high value. Although some garden apartment complexes are over 20 years old, most are in good condition. Many townhouses are of a more recent vintage, having been built during the last two decades. Residential growth in the greater Ellicott City area has been attributed to



Figure 12: The majority of residences in the corridor are within single-family home communities.

the area's quality neighborhoods, accessibility, strong public and commercial infrastructure, and good school districts.

Land Use Goals

The Task Force identified six of the 15 goals for the Route 40 Corridor that apply to land use.

Create vibrant, mixed use, pedestrian-oriented centers

General Plan 2000 calls for the creation of centers that offer convenient community retail and service uses within a mix of residential and office uses. Ideally the centers should be located within a quarter mile of higher density population concentrations to encourage walking rather than driving. These mixed use centers should also have higher quality design. Higher quality design includes pedestrian-oriented areas with focal points, cafes and plazas that create a sense of place.

Honor the past planning of the corridor

Most single-family neighborhoods along Route 40 are buffered from the intense auto-oriented uses that line the frontage of Route 40. Past planning practices have used natural buffers (streams, steep slopes, etc.) or less intense land uses (moderate density housing) to help provide a transition from the road to the neighborhoods. Any proposed land use change should protect the quality of life in existing residential development.

Incorporate accepted planning practices

The pattern of the commercial sectors of Route 40 can be described as auto-oriented strip retail. Although this pattern is functional, the volume of traffic that results does not make the Route 40 frontage a very hospitable place for mixed use and pedestrian-oriented development with buildings that front directly on Route 40. Rather than facing new pedestrian-oriented mixed use development on Route 40, it may be more appropriate to locate such buildings on the north / south roadways that cross Route 40.

Another commonly-accepted planning concept calls for facing similar land uses toward each other on opposite sides of a road. When different land uses adjoin without a buffer, a rear-to-rear orientation is preferred, rather than a face-to-face orientation. Streets typically do not act as buffers but as unifiers.

Recognize the economic vitality of this commercial corridor

The Route 40 Corridor is a vital part of the Howard County economy. The businesses along the corridor offer services to the adjoining residential areas and employment opportunities for county residents. Additional opportunities to accommodate multiple market segments, including retail and service busi-

nesses, local professional offices, and entertainment/recreational uses, should be identified so that the corridor can continue to grow and flourish.

Develop a sense of identity for the corridor

The Route 40 Corridor can be broken into several segments. Each of these segments has its own character that could be strengthened. Gateways that help indicate transition points between different sectors of the Route 40 Corridor should be identified. The specific identity of a sector can be enhanced by promoting similar land uses, architectural character or materials, and landscaping and signage.

Develop land use recommendations that reflect the predicted market

The Market Analysis predicted that there is a strong, growing demand for commercial uses in the Route 40 Corridor. The findings encouraged the identification of potential development / redevelopment sites for an additional 680,000 square feet of retail space (restaurants, a hotel and a grocery store) and a much smaller amount of community-oriented office space.

Potential Changes in Land Use

Four types of land uses are needed to meet the land use goals that apply to the Route 40 corridor.

Neighborhood Centers

Neighborhood centers can help create vibrant, mixed use, pedestrian-oriented places that become gathering spots for the corridor. Mixed use buildings typically include two or more stories with retail uses on the first floor, minimal setbacks, and sidewalks and street trees to encourage pedestrian traffic. The

Avenue at White Marsh and Bowie Town Center are examples of what a retail version of a pedestrian-oriented district might look like. Historic Ellicott City is full of structures with offices or apartments over retail that can serve as models for mixed use development. The new neighborhood centers can become identifiable destinations in the corridor.

Enhanced Retail

The Route 40 Corridor Market Analysis concluded that there is demand for additional retail space. Retail areas that may be underserved today and in the future include restaurants, furniture stores, sporting goods stores, a hotel and a grocery store.

Employment

The Route 40 Corridor Market Analysis also showed that there may be increased demand for professional offices as the Ellicott City population grows.



Figure 14: An example of a pedestrian-oriented mixed use building – retail on first floor, apartments or offices above.

Expanded Residential

Howard County has a very strong housing market. A variety of moderate to higher density residential uses could act as appropriate transitions from the retail uses along the Route 40 frontage to the existing single-family neighborhoods. Additional residential density would also support the expanded retail and office uses that may be part of the proposed mixed use centers. Apartments, senior apartments, and townhouses could provide the additional residential density.

Description of Proposed Land Uses

Map 2 at the end of the chapter shows the proposed land changes for the Route 40 Corridor. The most significant of these proposed changes are the two mixed use neighborhood centers located at the intersections of Route 40 and North Chatham Road and Normandy Center Drive. The areas designated for these centers are located mostly to the north of Route 40

where the deeper parcels of older shopping centers allow more room for redevelopment.

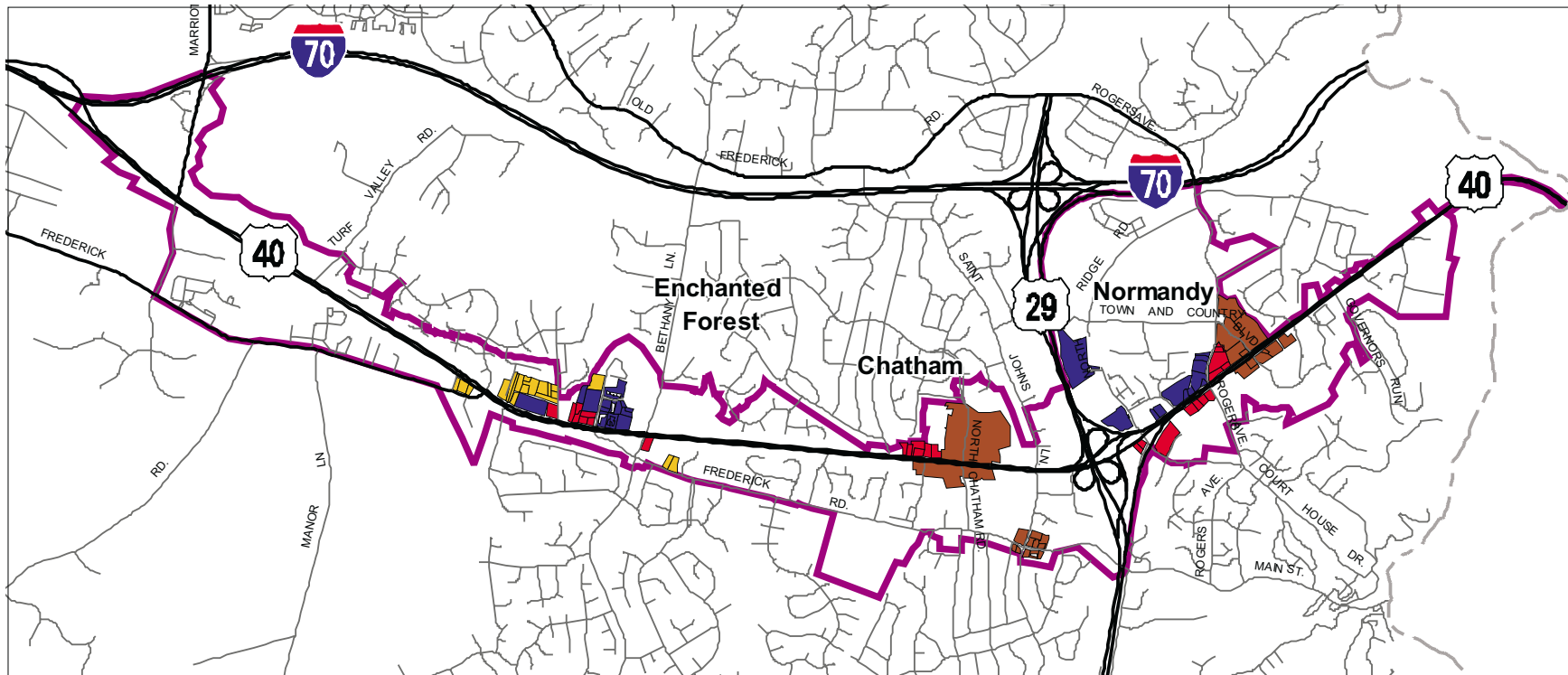
An additional, smaller mixed use neighborhood center is proposed for the intersection of Frederick Road and St. Johns Lane. This center is envisioned to be at a much smaller scale than the Chatham and Normandy mixed use centers. Frederick Crossing, at the northwest corner of this intersection, is already developed in this manner. The crossroads could have the appearance of a small town main street.

Land use changes being proposed for the group of parcels north of Route 40 between Pebble Beach Drive and Boone's Lane and other parts of the corridor tend to be more conventional. Proposed land uses are for single uses and designed to transition from the commercial uses along Route 40 to the single-family residential neighborhoods.



Figure 15: Frederick Crossing is an existing neighborhood-oriented mixed use building in the corridor.

Route 40 Corridor Study
Map 2: Proposed Land Use Changes



Legend

Route 40 Study Area



Enhanced Retail



Neighborhood Center



Employment



Expanded Residential



Chapter 4: Transportation

One purpose of the Route 40 Enhancement Study is to identify viable transportation improvement options that support and complement the successful commercial corridor.

Current Status of Transportation

The efficiency of vehicular travel on a signalized arterial like US 40 is usually determined by how well the intersections function. With three notable exceptions, intersections along US 40 function at a satisfactory level of service. On US 40 the three intersections closest to the US 29 / US 40 interchange (St. Johns Lane, Ridge Road and Rogers Avenue) fail during morning and evening rush hours. The failures of these three intersections are related to the high volume of traffic at the US 29 / US 40 interchange, the antiquated design of this inter-

change and the proximity of the Ridge Road / US 40 intersection to the interchange.

US 40 / US 29 Interchange

A comparison of the 1953 and 2002 aerial photos show how little the primary movements at the US 29 / US 40 interchange have changed since their initial construction. The primary movements were from US 29 northbound to US 40 eastbound in the morning (solid red line) and from westbound US 40 to southbound US 29 in the evening (dashed blue line). These

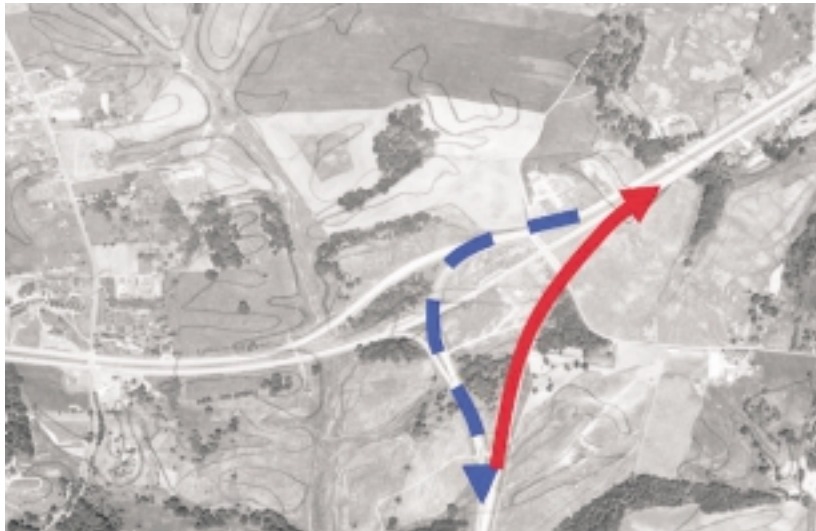


Figure 16: 1953 aerial photo of US 40 / US 29 interchange.



Figure 17: 2002 aerial photo of US 40 / US 29 interchange.

continue to be the primary movements. Although the traffic volumes have increased, there have not been any significant upgrades to these two ramps. Over time additional interchange loops have been added and now heavy traffic also travels on US 40 eastbound to the US 29 northbound and southbound combined ramp (dotted orange line) and US 29 northbound to US 40 westbound (dotted green line).

The design of this interchange has many critical problems:

- The stacking on US 40 westbound to US 29 southbound can back up past the Rogers Avenue intersection. In 2003 this deficiency resulted in over 40 rear end collisions.
- There is inadequate weaving distance for traffic merging onto eastbound US 40 from the northbound US 29 ramp. Getting to the left turn lane from eastbound US 40 to northbound Rogers Avenue is both difficult and hazardous. The eastbound US 40 traffic has difficulty merging with the US 29 ramp traffic to make the right on Rogers Avenue.
- The Ridge Road / US 40 intersection is too close to the interchange, impacting weaving and platooning (the red and green light cycles at traffic signals group cars creating pulses of traffic).
- The access points to Lotte Plaza to and from US 29 do not meet current design standards.

Commercial Access

The corridor also has traffic problems associated with the multiple commercial access points and with a lack of connectivity among businesses. This creates extreme weaving issues in the commercial section of the corridor west of St. Johns Lane where vehicles move from driveways across three lanes of traf-

fic to make U-turns from the left lane to access businesses on the other side of the street.

Through Traffic

Through traffic does not appear to be a major problem along the entire corridor - that is to say, relatively little traffic travels the full length of the Route 40 Corridor from Marriottsville Road to Baltimore County. Much of the traffic entering the corridor from the east or west exits the corridor at US 29. It should be stated, however, that as congestion on I-70 increases, more and more through traffic is diverting to US 40 in both directions during peak hours.

Marriottsville Road

Several communities have expressed concern about traffic flow on the extreme western end of the corridor. The pending Turf Valley Adequate Public Facilities Traffic Study will help identify improvements to the transportation network around the Marriottsville Road / I-70 interchange.



Figure 18: As congestion increases on the two-lane segments of I-70, more through traffic gets diverted to US 40.

Pedestrian and Bicycle Travel

Very few sidewalks exist in the commercial areas along the corridor. Shoulders are generally nonexistent for biking. As a result, pedestrian and bicycle travel in the commercial areas is difficult and hazardous. Reasonable east / west alternatives to walking along US 40 exist via Frederick Road, St. Michaels Way, and Pebble Beach; however, they are circuitous and do not always serve the need for travel between the businesses that line US 40. Many residential areas in the corridor do not have sidewalks, but wide streets and low traffic volumes allow pedestrians and cyclists to safely share residential streets with vehicular traffic.

Public Transportation

Three Howard Transit bus routes - Yellow, Yellow Express, and Silver provide good connections along the Route 40 Corridor between the Miller Library / Ellicott City Senior Center and the Normandy Shopping Center. The two Yellow routes also provide access to Columbia Mall where connections can be made to other routes.

MTA operates bus route number 150 along the portion of US 40 east of US 29. This bus route offers express service to and from downtown Baltimore during the morning and evening rush hours.

Currently, the primary riders of transit in the Route 40 Corridor are those who do not own a car or are unable to drive, or those that find transit more convenient or less expensive than driving. Transit users ride the bus to get to shopping, jobs and social services in the corridor. Many riders are senior citizens who use transit for trips to the Ellicott Senior Center and Miller Library.



Figure 19: Howard Transit provides bus service along the Route 40 Corridor.

Proposed Transportation Goals

Seven of the 15 Task Force goals for the Route 40 Corridor apply to the transportation infrastructure in the corridor.

Promote transit to increase mobility and offer an alternative to the private automobile

US 40 was identified in *General Plan 2000* as a Regional Transit Corridor. The plan emphasizes the use of HOV facilities and suggests that any future highway improvements in transit corridors do not preclude transit service. Future improvements to increase transit mobility in the US 40 corridor may include increased frequency from 60 minutes to 30 minutes during peak periods, additional bus shelters for passengers' safety and comfort, bus pullouts to reduce the impact on traffic flow, and extension of service to Enchanted Forest and Turf Valley.

Figure 20
Planned Transportation Improvements
in the Route 40 Corridor

Short Term (SHA CTP)

- Resurface US 40 from Little Patuxent River to St. Johns Lane
- Restripe US 40 westbound to provide two-lane access to US 29 southbound and modify overhead signage to reflect the change
- Study possibility of grade separation of US 40 westbound to US 29 southbound

Long Term (Baltimore Regional Transportation Plan)

- North Ridge Road - Complete 2 lane road from Carls Court to Rogers Avenue
- Marriottsville Road - Expand to 4 lanes from MD 99 to MD 144
- I-70 / Marriottsville Road - Add ramps to facilitate all movements
- I-70 - Expand to 6 lanes from US 40 to US 29
- US 29 - Expand to 8 lanes from I-70 to MD 100

Focus improvements on intersections, interchanges and driveways, not on widening
Signals and turning movements are the limiting factors of capacity on US 40, not the number of lanes. The "parkway sections" of US 40, the sections without any access points and businesses, function well even though they have fewer lanes and carry similar amounts of traffic as the congested areas. The absence of intersections and driveways accounts for this paradox.

Implement what is already on the books

Many of the transportation infrastructure needs have been identified for some time. To obtain State and Federal money, the County needs to place these projects on the long-term plans and capital budgets of the State Highway Administration (SHA) and Baltimore Metropolitan Council (BMC), the regional transportation planning agency for the Baltimore metropolitan area. Several of the needed projects are already on the BMC's Long Range Transportation Plan, the BMC's short-term Transportation Improvement Plan (TIP) or SHA's Consolidated Transportation Program (CTP).

Improvements to MD 32 outside the study area may also help relieve some congestion on US 40 by diverting some of the southbound through traffic onto MD 32 before it reaches the US 29 / I-70 / US 40 interchanges.

Use the highway infrastructure wisely

One of US 40's greatest strengths is the continuous 140 foot right-of-way. Plans for additional development and transportation improvements should be able to work within the existing right-of-way to avoid the need for additional land acquisition.

Balance development with transportation capacity

US 40's great regional accessibility leads to a desire to live, work and shop along the corridor. Additional housing, retail space and office space will require transportation improvements to provide enough capacity to mitigate the congestion that, if allowed to grow unchecked, could eventually make US 40 a less desirable place for homes and businesses.

Prioritize and spend strategically

The Task Force recognizes that there are limited funds for the costly improvements needed for the corridor, but by setting priorities, County dollars can leverage State dollars and move priority projects forward. The Adequate Public Facilities excise tax is levied on all new residential and non-residential development. These funds are dedicated to road capacity improvements and can be used to leverage State funding.

Make pedestrian movement possible

The proximity of housing to business is a strength that should be enhanced through better pedestrian connections. The construction of sidewalks that create pedestrian links between the high density housing and major attractors such as grocery stores, post offices, the County Office Complex, the Miller Library and the Ellicott City Senior Center should be a priority. Frederick Road, Old Frederick Road and the Little Patuxent River have been identified as corridors where bike routes could be constructed. Links to the existing trails in the Hollifield section of Patapsco State Park should also be considered.

Other pedestrian improvements should:

- Provide marked, raised and / or illuminated crosswalks.
- Provide raised medians that offer refuge for pedestrians and cyclists.
- Improve street lighting.
- Install signing to alert motorists to the presence of cyclists and pedestrians.
- Plant street trees.



Figure 21: Improving pedestrian and transit connections to the Ellicott City Senior Center and Miller Library is an important corridor transportation goal.

Proposed Transportation Priorities

The Task Force ranked the existing transportation projects already proposed in the State, County and BMC's plans as well as possible new projects identified by individual Task Force members and Department of Planning and Zoning (DPZ) staff. The evaluation separated the projects into improvements for vehicular traffic and for bicycles and pedestrians. The qualitative ranking was based on the Task Force's experience and knowledge of the corridor. The ranking was also based on a simple exercise of allocating scarce dollars. During this exercise, Task Force members were able to choose the transportation projects they would fund if they had a limited amount of dollars to spend. This exercise helped planners identify smaller projects that could help improve the transportation infrastructure. The input from the Task Force could be incorporated into the prioritization of projects by the County,

State, and BMC at which point technical studies could determine design, feasibility and cost.

Vehicular Improvements

Improvements to the US 40 / US 29 interchange were identified as priorities by the Task Force. In fact some members thought it would be better to redesign the entire interchange rather than make minor improvements to an outdated, inefficient design. Although this may be technically feasible, the practical aspects of cost and maintenance of traffic make the reconstruction of the entire interchange unlikely. The Task Force ranked improvements to the US 40 westbound ramp to US 29 southbound as high priorities. They also identified some improvement to the US 29 northbound ramp to US 40 eastbound as a moderate priority.

Road construction projects on the western edge of the study were also given high priority by the Task Force. The expansion of I-70 to six lanes between US 29 and US 40, the expansion of Marriottsville Road to four lanes between MD 99 and MD 144, and the addition of ramps to facilitate all movements at the Marriottsville / I-70 interchange were identified as high priority projects.

Several improvements to the intersection of St. Johns Lane and US 40 were identified as moderate priorities by the Route 40 Task Force. Increasing the depth of the turn lanes on the north side of this intersection, limiting access near the intersection, and adding a dedicated right turn lane on the north side of the intersection all were ideas to improve the function of this intersection.

Completing Ridge Road from Carl's Court to Rogers Avenue was also listed as a moderate priority.



Figure 22: Sidewalks are needed so that residents can safely walk from high density residential communities to nearby commercial areas.

Pedestrian and Bicycle Improvements

The majority of the Task Force's high priority pedestrian improvements are located on private property. Because the County would only be able to require these improvements upon submission of plans for redevelopment, their construction depends on the willingness of the owners to voluntarily make the improvements. Pedestrian connections on private property were targeted for the area between the Chatham Giant and North Chatham Road, Normandy Center / Normandy Woods Drive from Rogers Avenue to Wheaton Way and an improved connection between St. Johns Plaza and Chatham Station.

Another idea that was highly rated, but that will be difficult to implement, was the concept of grade-separated (tunnels or bridges) pedestrian crossings of US 40.

High priority improvements in the public right-of-way that will be easier to implement included a sidewalk connection along US 40 from Plumtree Drive to North Chatham Road, US 40 crosswalks at Bethany Lane and Rogers Avenue, and sidewalks along Frederick Road from Bethany Lane to US 40.

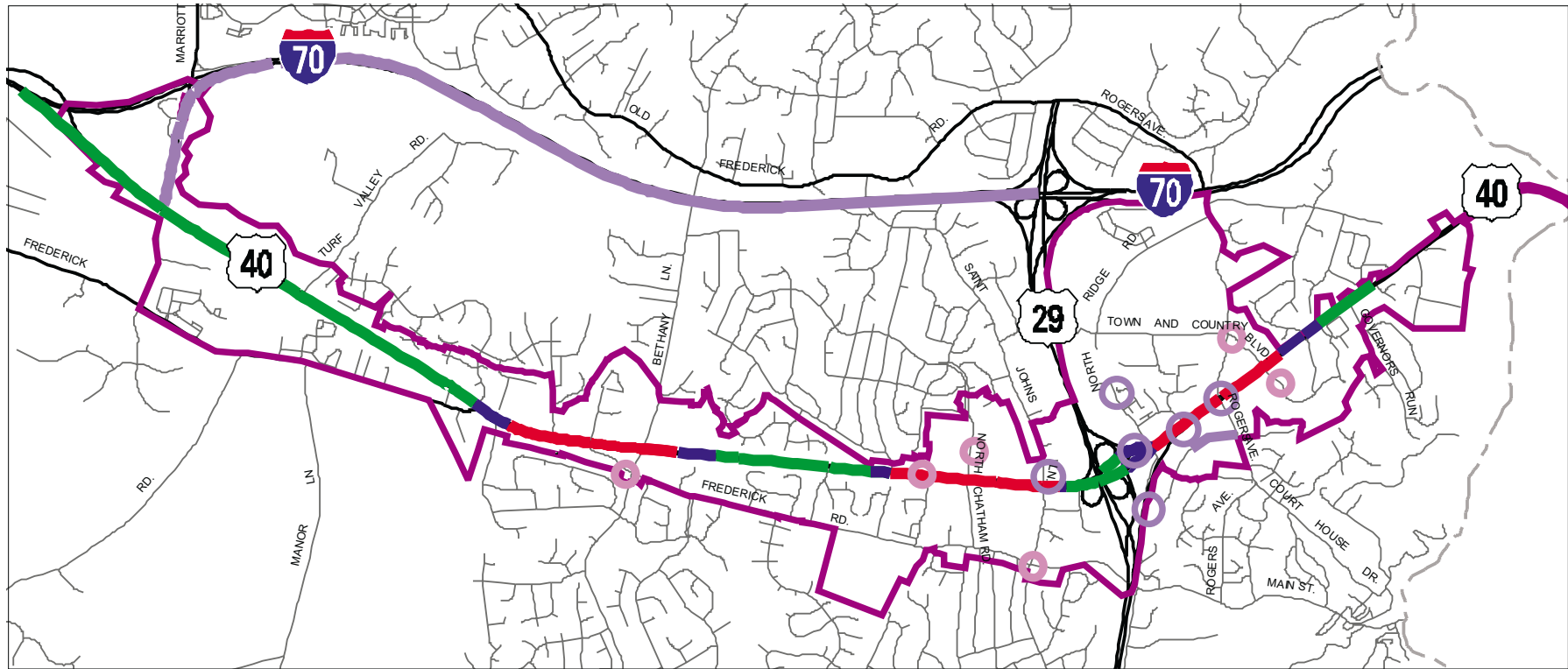
As discussed earlier in this chapter, the corridor offers few opportunities for safe bicycle travel. Bicycle improvements were a lesser priority than pedestrian improvements for the Task Force, although the Miller Library on Frederick Road was seen as a desirable biking destination. The State Highway Administration now requires bike lanes or paved shoulders suitable for bicycle use as part of most transportation improvements. Making the corridor more bicycle-friendly may require additional study, and solutions may require a longer-range time frame for implementation.

Summary

Map 3 at the end of the chapter shows the priority roadway and pedestrian improvements proposed by the Task Force. It also identifies some of the important streetscape enhancements that are described in the following chapter. The creation of distinct parkway and suburban boulevard segments, plus the establishment of special gateway or transition areas between those segments, will help to identify and reinforce the land use transitions along US 40. The capacity and safety improvements discussed in this chapter will work together with proposed roadway appearance improvements to make the Route 40 Corridor a more desirable and inviting travel experience.

Route 40 Corridor Study

Map 3: Proposed Transportation Projects



Legend

Route 40 Study Area		Gateway/Transition Areas	
Parkway		Proposed Road Improvements	
Suburban Boulevard		Proposed Sidewalk/Crosswalk	

Chapter 5: Streetscape and Site Design

The Task Force identified the history associated with the National Road and nearby Ellicott City, and existing forested areas and green spaces along Route 40 as current strengths of the Route 40 Corridor; however, the current appearance of the corridor was seen as a weakness. Task Force members specifically noted that the corridor could be enhanced through more landscaping and natural areas and through improved sign design. Site design standards for redevelopment that help create a sense of identity were seen as a way to improve the appearance of the corridor and build on its existing strengths. Standards for streetscaping and improved site design requirements will be established in the Route 40 Manual.

Current Streetscape Character

Although Route 40 has a uniform right-of-way and a generally uniform suburban appearance, there is significant variety in the transition area from the edge of the road to parking lots. The varieties of treatment that occur in the "landscaping strip" include various amounts and types of trees, ground covers, and

storm water management devices. Over time, this corridor developed and redeveloped according to varying minimum standards. This uncoordinated development continues onto the commercial sites - some buildings are oriented to the street, others face sideways to a parking lot; some have parking in the front, others to the side; some have signs for each tenant, others have coordinated signage. The location of access driveways is



Figure 23: Sidewalks and landscaping are missing in parts of the corridor.



Figure 24: Mature trees and sidewalks make for a more pleasant corridor.

often haphazard and, in many locations, parking and storage areas are not properly screened from the public view. Not only does this lack of coordination create aesthetic issues, it can cause unsafe conditions for vehicles and for pedestrians.

Streetscape and Site Design Goals

The Task Force identified three goals that apply to the Route 40 streetscape and site design.

Improve the design of commercial areas

A direct recommendation from *General Plan 2000*, this goal aims at creating standards, similar to those found in the Route 1 Manual, that help guide the many aspects of commercial design including: scale of buildings, pedestrian-oriented facades, parking locations, landscaping, pedestrian access, and signage.

Develop a sense of identity for the corridor

Site design and, more importantly, streetscapes can help create a common theme for sectors of the Route 40 Corridor. The establishment of a uniform transition area between the edge of the road and private property can create easily identifiable differences between parts of the corridor.

Make pedestrian movement possible

There is little doubt that Route 40 is dominated by vehicular traffic, but this does not mean that accommodations for pedestrians should be an afterthought. Large segments of the population including children, elderly, and those with lower incomes may not have access to private transportation. The Route 40 Task Force made it a goal to have pedestrian access along public roads and to provide for connections from sidewalks in the public right-of-way to on-site walkways and pedestrian amenity areas in commercial areas. Residents of ad-

jacent communities should have the opportunity to walk to the many convenient retail businesses along Route 40. Pedestrian improvement strategies may include: marked, raised or illuminated crosswalks; raised medians that offer refuge for pedestrians crossing Route 40; improved street lighting; and signs to alert motorists of possible pedestrians.

Proposed Streetscape Standards

The character of a roadway is established by two major components: the layout of the road itself, and the design of the streetscape elements that are placed at the edge of the roadway or, if applicable, along the median.

Roadway Types

Roadway types can be classified by the number and size of lanes, the need for curb and gutter, sidewalks, and the placement of the various streetscape elements. Segments of the Route 40 Corridor can be classified as having the characteristics of one of two roadway types: parkway and suburban boulevard. These types alternate along the corridor with six gateways between them, creating opportunities for landscaped areas to reinforce the transitions. Two additional roadway types are proposed for Route 40 – the neighborhood center street and super-boulevard. Map 4 at the end of the chapter shows the location of the various roadway types and the gateway / transition areas that frame them.

Parkway

The parkway sections of Route 40 typically have two through lanes in each direction with a large grass swale median separating the flow of traffic. Access to the adjacent properties is limited and the roadway edge is characterized by paved shoulders, grass swales (open section drainage) and existing trees



Figure 25: Typical Route 40 parkway section.

and woodlands. Landscaping is informal along the parkway segments of Route 40.

Suburban Boulevard

The suburban boulevard sections of the corridor typically have three lanes in each direction with multiple access points to the adjacent commercial properties. Additional turning lanes and acceleration / deceleration lanes are also provided at some intersections and entrances to businesses. Traffic lights are common at major intersections and signalized left turn lanes are often located at these traffic lights. When right-of-way is adequate, suburban boulevards include planting strips and sidewalks between the edge of the road and the adjacent commercial uses as well as landscaped medians. Street tree planting may be more formal along a suburban boulevard and curb and gutter (closed section drainage) is common.



Figure 26: Typical Route 40 suburban boulevard section.

Neighborhood Center Street

The neighborhood center street is appropriate for the three mixed use centers proposed in Chapter 3: Land Use. The neighborhood center street should have one lane of traffic in each direction with parallel or angle parking where appropriate. Formal street tree planting, wide sidewalks with buildings located close to the edge of the right-of-way and street furniture for pedestrian use are also characteristics of the neighborhood center street.

Super Boulevard

The super boulevard would be designed to have three travel lanes with parallel service roads for access to businesses adjacent to Route 40. The Task Force determined that the super boulevard may have limited application for Route 40 right-of-way; however, using the access or service lanes that are characteristic of the super boulevard on one side of the right-of-way was encouraged. One such super boulevard seg-



Figure 27: Pedestrian-oriented neighborhood center streets would typically be located perpendicular to Route 40.

ment currently exists along Route 40 opposite Normandy Shopping Center. This type of road would only be desirable if a planting strip and sidewalk were placed between the through lanes and access lane.

Streetscape Elements

A successful streetscape has numerous elements that work together to create a safe and attractive environment for vehicles, pedestrians and bicyclists. Choices must be made about which elements to use, how to combine them for each roadway type and what should be the overall character or style of the streetscape. A Route 40 Manual can establish streetscape design requirements and recommendations that will help achieve the desired character for the corridor. The character of the streetscape can help define the three commercial areas– Normandy, Chatham, and Enchanted Forest – along the corridor. Streetscape design involves selecting appropriate paving mate-



Figure 28: Parallel service roads are a typical feature of super boulevard road sections.

rials and patterns for sidewalks and crosswalks, selecting street furniture (benches, trash receptacles, bus shelters, street lights, etc.) and planting. Because plantings can have such a significant impact, the numerous ways that plant materials can be used to enhance the corridor are discussed below.

Street Trees

Forty-foot spacing between trees is required by the Howard County Landscape Manual. For a stronger impact or to enhance the appearance, spacing as small as 25 feet is often preferred. Double rows of trees are often used to emphasize special areas; however, large rights-of-way or off-site planting is generally needed to achieve this effect. The dominant tree species for segments of Route 40 will be identified during the specific design of landscape improvements.



Figure 29: A possible view of Route 40 with sidewalks and landscaping (courtesy HTNB).

Landscaping, Buffering and Screening

The County Subdivision and Land Development Regulations require property owners to provide buffer planting on private properties to screen parking lots, loading areas and storage areas when they develop their properties.

Unfortunately, most of the development along Route 40 occurred before the County instituted its landscape regulations. New planting to screen undesirable views or to create a consistent landscape treatment for the corridor may require incentives or public funding.

Medians and Gateways

Route 40 has large medians along its path through Howard County. The medians can be enhanced with plantings, gateway signs, and pedestrian crosswalks at intersections. In many parts of the corridor underground utilities may limit the type of planting that can be placed in the median.



Figure 30: Special plantings can be used in the Route 40 medians to signal gateways or transitions between roadway types or land uses.

Interchange Planting

Full-sized cloverleaf interchanges can be as large as 40 acres and, if unplanted, create the stark appearance of a vacant landscape. Reforestation or landscaping of interchanges creates a more attractive gateway and also provides environmental and habitat benefits. The Route 40 / US 29 interchange could be extensively landscaped with native plants, including native grasses, wildflowers, and a mixture of evergreen and deciduous trees.

Plantings on Other Public Property

The State and the County own several properties adjacent to the Route 40 right-of-way that could be enhanced through landscaping. In the Normandy section these include the proposed Howard County Government Campus site; in the Chatham section, a Howard County water pumping station; and in the Enchanted Forest section, the old right-of-way for the National Road and the SHA salt dome.

Proposed Site Design Standards

The table at the end of the chapter itemizes the important site design standards that could be incorporated into the proposed Route 40 Manual. The Route 40 Manual would be a regulatory design manual with standards for new development as well as serving as a guide for how existing property owners could enhance their properties voluntarily. Compliance with the applicable design standards will help achieve the improvements in the appearance of the corridor and will help reinforce the corridor's existing strengths.

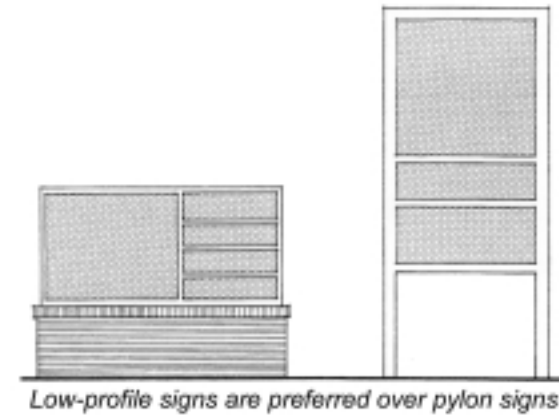


Figure 31: The Route 40 Manual will illustrate design requirements and recommendations, such as this figure showing sign types.

Figure 32 Proposed Site Design Standards

Building Orientation

1. Orient buildings toward Route 40 – long side should be parallel to Route 40, building should have an east / west orientation.
2. Establish a standard setback or build-to-line for purposes of creating a more uniform building line.

Building Design

1. Unify various site components, including buildings, accessory structures, lighting, fencing, wall signage, etc. through the use of similar design materials and colors.
2. Articulate site entrances through building placement, architectural treatments, landscaping features, signage, low walls or similar structures – thus making the entrances visually clear.

Vehicular Access

1. Minimize the number of curb cuts by promoting cross easements and shared access between parcels.
2. Use the minimum rather than maximum commercial driveway widths provided a turning movement analysis supports the minimum.

Parking Areas

1. Promote one double bay of parking in front of buildings with additional parking to the side or the rear.

2. For larger shopping centers and auto dealers, allow additional parking in front of buildings, but require landscaped islands and medians to help divide the parking areas and help define traffic patterns.
3. Provide curbs to keep vehicles from damaging buildings, and provide curbs or wheel stops to protect landscaping.

Pedestrian Access

1. Provide walkways and paths from the street and from parking lots to building entrances.
2. Avoid parking directly in front of main entrances to buildings. Provide drop-off areas or expanded pedestrian areas with enhanced paving and plantings.

Landscaping and Amenity Areas

1. Require adequate planting and identify a recommended plant palette for Route 40.
2. Encourage small formal gathering places within pedestrian-oriented mixed use neighborhood centers.

Loading, Storage, Trash and Mechanicals

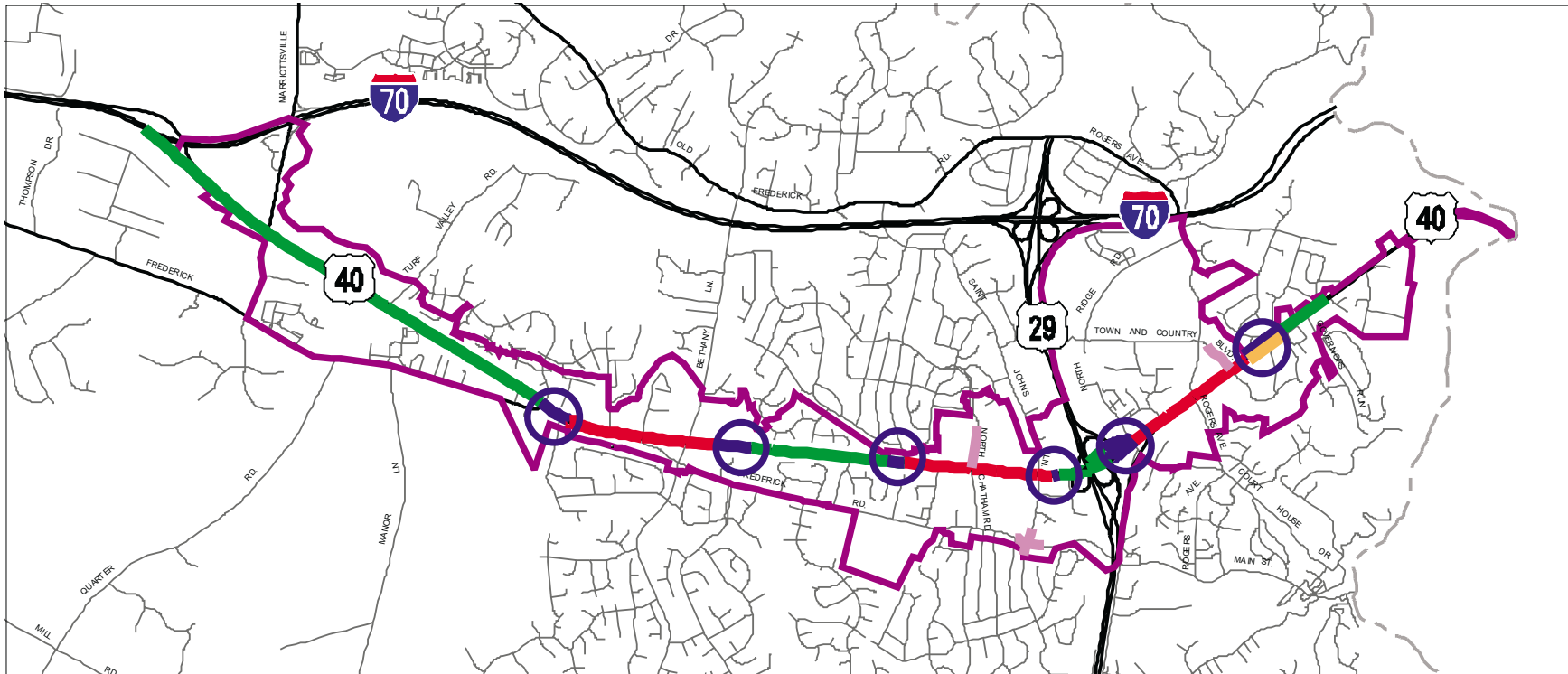
1. Locate loading, storage, trash and mechanical areas away from public view at the rear (non-street side) of buildings and screen these areas. If the site is constrained, these areas should be screened and located on the side of buildings.

Freestanding Signs

1. Encourage monument or low-profile ground mounted type signs instead of freestanding pole mounted signs.

Route 40 Corridor Study

Map 4: Proposed Streetscape Plan



Legend

Route 40 Study Area		Neighborhood Center Street	
Parkway		Super Boulevard	
Suburban Boulevard		Gateway/Transition Areas	

Chapter 6: Historic Resources

Task Force members identified the historic character as a strength of the Route 40 Corridor. It has been noted that the history and importance of the National Road, the significance of Ellicott City as well as many of the other historic treasures could be incorporated, promoted and emphasized in the Route 40 Enhancement Study. The need to create or establish an identity for the corridor was a key point that Task Force members identified.

Current Status of Historic Resources

Historic resources in the Route 40 corridor include the roads that traverse the area, as well as the historic sites found along those roads.

The National Road

The National Road served as a predecessor road for Route 40 and is designated as one of Maryland's 31 Scenic Byways. Two segments of the National Road are designated as Howard County Scenic Roads: from the intersection of Route 40 at Kiwanis Wallas Park west to the County line and Main Street in Ellicott City. Scenic road legislation provides guidelines for development of land abutting a scenic road and is intended to help preserve the visual character of the road right-of-way.

The National Road was the first Federally-funded highway in the United States. In the early 1800s, Congress approved funds to connect the Port of Baltimore with the expanding lands in the Midwest. Cumberland was to be the eastern starting point on the National Road. Prior to this Federally-funded road, a network of turnpikes connecting Cumberland and Baltimore was built. The Baltimore and Frederick Turnpike Company began in 1805, and in 1807 the ten miles that parallel Route 40 were completed (today's Frederick Road). The National Road

became the nation's primary east-west road and the gateway to the Midwest. With the expansion of commerce and industry brought on by railroads and the canal system, the National Road experienced a decline in the mid to late 1800s. A portion of Route 40 (MD 144 to Pine Orchard Lane) is today still con-



Figure 33: Mile markers, located along portions of MD 144 and US 40, identify the National Road, the first Federally-funded highway.

sidered a portion of the National Road.

Historic Route 40

In the early to mid 1900s the popularity of the automobile began to soar and the demand for a better road system and transcontinental highway grew. The Federal Highway System was formed in the 1920s and with its formation came the creation of Route 40, a highway that went from Delaware to San Francisco. Many new businesses opened along the highway catering to the travelers. These services included motels, tourist cabins, scenic overlooks, commercial centers and diners. Many of the auto-oriented uses are still prevalent today on Howard County's portion of Route 40. With the development of interstate routes such as I-70, the need for servicing travelers and motorists on Route 40 decreased. Route 40 has turned into one of the County's main commercial corridors with the growth of many residential communities adjacent to the road.



Figure 34: The Enchanted Forest Theme Park is now part of the Enchanted Forest Shopping Center.

Historic Sites

Many historical elements can be found in the study area. Such elements include: mileposts, tollhouses, inns, taverns and entertainment venues such as Enchanted Forest. Some of these elements have been well-maintained and their distinctive historic character is still evident; others have been subject to adaptive reuse and blend in with the surrounding development.

Enchanted Forest

Enchanted Forest Theme Park has generated many fond memories to its visitors over the years. More than 100,000 adults and children visited this storybook-based theme park within the first 30 days of opening on August 15, 1955. The park remained popular throughout the 1950s, 60s and 70s. Initially the park contained about 20 attractions or fairy tale scenes, but no moving rides. During its 30 years of operation, new attractions were added, including motorized rides. The park was originally



Figure 35: Gingerbread men in the Enchanted Forest.

developed by Howard Harrison Sr. and remained a family-owned operation for over 30 years. In the early 1990s the Harrison family sold the park to JHP Development who constructed the existing Enchanted Forest Shopping Center.

The park is currently owned by Kimco Realty and the management company remains undecided on plans for the remaining park area. Approximately three acres of the park, with many of the original structures in various states of disrepair, still remain. During the summer of 2003, the Howard County Historical Society collected photographs, maps, and brochures for a display at the Howard County Fair. The Enchanted Forest site is also listed on the Howard County Historic Sites Inventory because it is one of ten remaining storybook-based theme parks in the United States. It is significant because of its entertainment, recreational and architectural value.

Brosenne's Stone House

Brosenne's Stone House is located on the National Road portion of Route 40. The building is estimated to date back to the mid 1800s but it is possibly older. Historically, the building is significant; the house was probably home to a prominent Howard County settler, most likely a member of the Dorsey family. When the National Road opened, it probably became a tavern or stagecoach stop and later turned into the Pine Orchard Hotel for those traveling along the road. The house is currently occupied by Pine Orchard Liquors and several other commercial businesses and remains structurally sound and aesthetically pleasing.

Sites in Jeopardy

Other historic structures in the corridor have not been well maintained and have succumbed to surrounding commercial development. Two homes of very different architectural styles



Figure 36: Brosenne's Stone House is an example of a historic structure that has been adapted for commercial use.

are located on Frederick Road just west of Centennial Lane. One house is a stone duplex and seems to replicate the Mission Revival style. The house is listed on the Historic Sites Inventory for its significant architecture from the early 20th century. The house across the street is also listed in the Inventory. This four-square house was probably built in 1910. This home is significant because of its style of architecture and its location on the National Road. Both of these homes are surrounded by commercial development, have not been well-maintained and are highly susceptible to change.

Mile Markers

From Baltimore to Indianapolis, the builders of the National Road erected stone markers at one-mile intervals. Seven of these markers are still standing along Howard County's portion

Figure 37
Historic Resources in the Route 40 Corridor

MHT #	NAME
25	Brick House on the Pike
26	St. John's Episcopal Church
137	Brosenne's Store
142	Old St. John's Rectory
397	St. John's Cemetery Lodge
591	Old National Pike Milestone #10
592	Old National Pike Milestone #11
593	Old National Pike Milestone #12
594	Old National Pike Milestone #13
595	Old National Pike Milestone #14
596	Old National Pike Milestone #15
597	Old National Pike Milestone #16
613	Jacques House
614	Hollichan House
615	Rogers House
616	Feaga House
617	Radcliffe House
618	Moxley House
619	Jonestown Road Bridge
767	Enchanted Forest
843	House
844	House

of the National Road. The markers signify how many miles travelers have to go on their journey to Baltimore. These markers are on the Historic Sites Inventory and are owned by the State of Maryland. These important markers could be a unify-

ing or identifying feature for the corridor if they can be enhanced to further accent their significance.

Other Sites

Other sites in the Route 40 study area are on the Howard County Historic Sites Inventory. The Inventory is not entirely complete or up-to-date. The County is working with the Maryland Historic Trust to update and finish the Inventory. Figure 24 lists those sites in the corridor that are on the current inventory. Map 5 at the end of the chapter shows the location of many of those properties.

Historic Resource Goals

The Task Force identified two goals that apply to the Route 40 historic resources.

Coordinate with Community Enhancement Programs

Historic preservation goals should be incorporated into Community Master Plans and Community Conservation Committee programs. The Ellicott City Historic District provides an excellent example of how government agencies, individual business owners, business groups, nonprofit organizations and community associations can work together to revitalize and enhance historic properties as part of a vibrant mixed use environment. State and Federal funding or tax credits may be available to help implement goals and programs.

Develop a sense of identity for the corridor

Preserving and enhancing physical ties to the past can be an excellent way to create "place" in the Route 40 Corridor. Both the historical aspects of Route 40 along with the deep, rich history of Frederick Road offer a range of possible linkages that

can enhance the character of the corridor.

Historic Resource Proposals

Two strategies and actions were identified as a means to achieve the historic resource goals.

Preserve the Enchanted Forest

Several interested citizen groups have formed over the years to promote, enhance and ultimately re-open the remaining portion of the Enchanted Forest Park to the public. The Route 40 Task Force recommends that Howard County and Kimco Realty work with a committee to explore the program and funding options for preserving the remnants of the former Enchanted Forest Storybook Park.

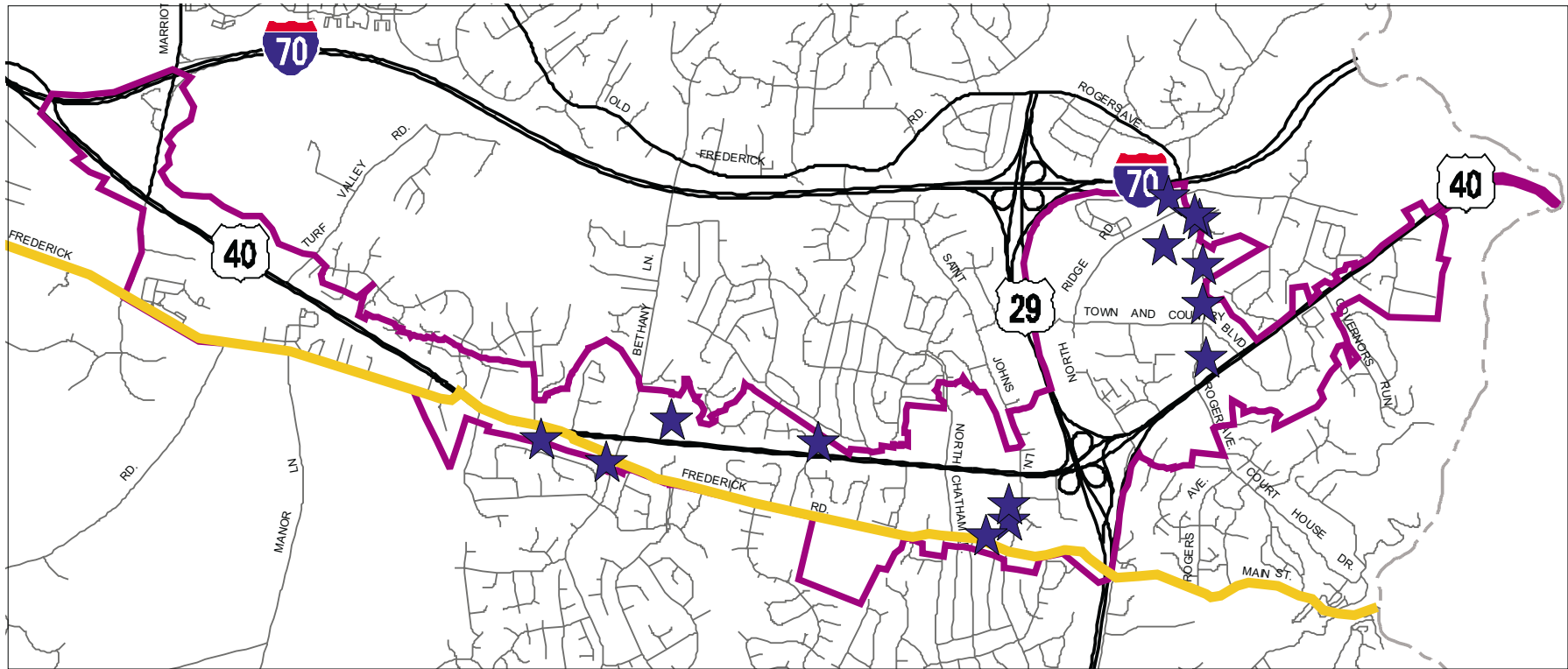
Incorporate National Road Design Standards

The National Road has been designated an "All American Road" and is also a Maryland Scenic Byway. Interest in the National Road as a historic tourist destination has grown in recent years. The Route 40 corridor should try to capitalize on this interest by enhancing the linkages between the National Road and US 40. The Task Force recommends working with existing organizations like the Maryland National Road Association and Howard County Tourism, Inc. to develop

recommendations to enhance and promote the Route 40 portion of the National Road as well as Frederick Road and MD 144. These entities could recommend design guidelines for incorporation into other portions of the corridor, such as the intersections of Frederick Road with St. John's Lane and Centennial Lane. Howard County's Adopt-a-Road program could be used to promote the adoption of the historic mile markers.

The State Highway Administration and Maryland Department of Planning are other resources that could help protect and enhance the historic aspects of the Route 40 Corridor. The State Highway Administration has produced "Context Sensitive Solutions for the Maryland Historic National Road Scenic Byway," (May 2004) a set of draft guidelines to assist SHA engineering staff and field personnel in applying context sensitive solution principles to the state's system of scenic byways, of which the Historic National Road is a crucial part. The Maryland Department of Planning is preparing guidelines for development alongside the National Road Scenic Byway. The State has also drafted the "Maryland Historic National Road Scenic Byway Corridor Partnership Plan" which identifies ways that communities and civic groups can work together to preserve and enhance the National Road Scenic Byway. The Plan was part of an effort to gain an All American Road designation.

Route 40 Corridor Study Map 5: Historic Resources



Legend

Route 40 Study Area



National Road



Historic Sites



Chapter 7: Implementation

Goals are implemented through strategies and actions steps. Strategies are the general directions or approaches taken to reach the goals while action steps are specific activities taken to reach particular goals. The Route 40 Task Force has identified specific projects and initiatives that form the next steps to achieve this plan.

Moving from Goals to Implementation

The 15 goals that were developed for Route 40 constitute the outline for the vision of a continuously improving corridor through the year 2020. These goals formed the basis for the recommendations on land use, transportation, streetscape and site design, and historic resources. But to be effective these goals must be clearly translated into strategies and action steps. Measurable strategies and action steps help ensure that the recommendations in this document move to implementation.

Listed below are the short, medium, and long term action steps that must be taken to fulfill the vision for the Route 40 Corridor. It will take the effort and energy not only of the champions but of all who have participated in this Route 40 Enhancement Study to make it a reality. Monitoring progress is important to keeping the strategies and action steps on track. Accomplishments can be tracked through reports on the County's Web site or through periodic publication of a Route 40 Newsletter.

Land Use Strategies

Short Term (0-2 years)

- Use Comprehensive Zoning process to implement recommended land use changes. (*indicator – acreage of Traditional Neighborhood Center (TNC) development*).

- Conduct a traffic study of the Frederick Road area from Centennial Lane to US 40 and use as a basis for land use decisions (*indicator – completion of study*).

Transportation Strategies

Short Term (0-2 years)

- Resurface US 40 from Little Patuxent River to St. Johns Lane (*indicator - completion*).
- Restripe St. Johns Lane southbound at US 40 and modify overhead signage (*indicator – completion*).
- Construct sidewalk from US 40 / North Chatham to US 40 / Plumtree (*indicator – completion, pedestrian counts at North Chatham / US 40*).
- Restripe US 40 westbound to provide two-lane access to US 29 southbound and modify overhead signage to reflect the change (*indicator – completion, number of accidents*).
- Improve comfort of transit users by providing additional bus shelters (*indicators – number of bus shelters*).
- Initiate a corridor-wide pedestrian study (*indicator – completion*).
- Add double left turn lanes at Rogers Avenue and US 40. Include pedestrian and streetscape improvements (*indicator – level of service, pedestrian counts*).

Medium Term (3-5 years)

- On North Ridge Road, complete the two-lane road from Carl's Court to Rogers Ave (*indicator – completion*).
- Add right turn lane and limit commercial access on southbound St. Johns Lane at US 40 (*indicator – completion*).
- Build pedestrian connections from St. Johns Plaza to Chatham Station to Chatham Apartments (*indicator – completion*).
- Make pedestrian enhancements at St. Johns Lane and Frederick Road (*indicator – completion*).
- Improve transit mobility by installing bus pullouts to reduce the impact on traffic flow, increasing bus frequency during peak periods, and extending the service area to Enchanted Forest and Turf Valley (*indicators – number of pull-outs, frequency and extent of service*).

Long Term (6+ years)

- Expand US 29 to 8 lanes from I-70 to MD 100 (*indicator – level of service*).
- Expand Marriottsville Road to 4 lanes from MD 99 to MD 144 (*indicator – level of service*).
- Add ramps to facilitate all movements at I-70 / Marriottsville Road (*indicator – level of service*).
- Expand I-70 to 6 lanes from US 40 to US 29 (*indicator – level of service*).

Streetscape and Site Design Strategies

Short Term (0-2 years)

- Complete Route 40 Manual (*indicator – percentage of prop-*

erties in compliance).

- Refine capital budget priorities for Route 40 corridor and include in Capital Improvement Master Plan (CIMP) (*indicator – number of corridor projects included in CIMP*).
- Establish Route 40 Improvement Loan Program (*indicator – dollars loaned*).
- Complete Annual Citizen Planting Project (*indicator – volunteer hours*).
- Construct streetscape improvements from Oak Green Circle to Sucker Branch (*indicator – completion*).
- Amend sign code to better balance business needs with a reduction in visual clutter (*indicator – completion*).
- Create architectural design assistance program (*indicator – number of businesses assisted*).
- Adopt tax incentives to promote site improvements (*indicator – dollars invested*).
- Create a Design Advisory Panel (*indicator – Panel formation*).
- Investigate ways to improve the enforcement of existing zoning and sign code regulations (*indicator - number of violations resolved*).

Historic Resources Strategies

Short Term (0-2 years)

- Incorporate National Road standards in Route 40 Manual (*indicators – completion of Route 40 Manual*).
- Form Enchanted Forest preservation committee (*indicators – public access to historic resources*).





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