

County Council Of Howard County, Maryland

2015 Legislative Session

Legislative Day No. 12

Resolution No. 169 -2015

Introduced by: The Chairperson at the request of the County Executive

A RESOLUTION adopting the Clarksville Pike Streetscape Plan and Design Guidelines which will apply to new development or redevelopment in the Clarksville Pike/Route108 corridor.

Introduced and read first time _____, 2015.

By order _____
Jessica Feldmark, Administrator

Read for a second time at a public hearing on _____, 2015.

By order _____
Jessica Feldmark, Administrator

This Resolution was read the third time and was Adopted___, Adopted with amendments___, Failed___, Withdrawn___, by the County Council on _____, 2015.

Certified By _____
Jessica Feldmark, Administrator

NOTE: [[text in brackets]] indicates deletions from existing law; TEXT IN SMALL CAPITALS indicates additions to existing law; Strike-out indicates material deleted by amendment; Underlining indicates material added by amendment.

1 **WHEREAS**, PlanHoward 2030, the County’s General Plan as adopted by the
2 County Council on July 26, 2012, provides that, “[s]treetscape, pedestrian, and public
3 space improvements are important ongoing projects that demonstrate public sector
4 support and encourage private investment in renovation or new development.”
5 (*Community Enhancements*, p. 121); and

6
7 **WHEREAS**, the goal of the Clarksville Pike Streetscape Plan and Design
8 Guidelines is to develop standards that will reflect the unique nature of this portion of
9 Howard County, and lead to sustainable, pedestrian-friendly and attractive development
10 and redevelopment for years to come; and

11
12 **WHEREAS**, the Clarksville Pike Streetscape Plan and Design Guidelines will
13 help address streetscape improvements within the public right-of-way, inform the
14 architectural character of the building fronting along it, and implement a common vision
15 for the Clarksville Pike/Route 108 Corridor, from Guilford Road to Trotter Road; and

16
17 **WHEREAS**, the Department of Planning and Zoning has prepared the Clarksville
18 Pike Streetscape Plan and Design Guidelines, as attached to this Resolution, in order to
19 enhance the overall aesthetics and function of the Clarksville Pike/Route 108 Corridor;
20 and

21
22 **WHEREAS**, the Department of Planning and Zoning has developed the
23 Clarksville Pike Streetscape Plan and Design Guidelines with extensive public
24 involvement, including four public meetings, and a public comment/review period of the
25 draft guidelines before finalizing the document; and

26
27 **WHEREAS**, for properties along the Clarksville Pike/Route 108 corridor,
28 compliance with the recommendations outlined in the Clarksville Pike Streetscape Plan
29 and Design Guidelines is required.

1 **NOW, THEREFORE, BE IT RESOLVED** by the County Council of Howard
2 County, Maryland this ____ day of _____, 2015 that the County Council adopts
3 the Clarksville Pike Streetscape Plan and Design Guidelines as attached to this
4 Resolution and incorporated herein.



CLARKSVILLE PIKE

FINAL DRAFT

October 21, 2015

STREETScape PLAN AND DESIGN GUIDELINES





CLARKSVILLE PIKE

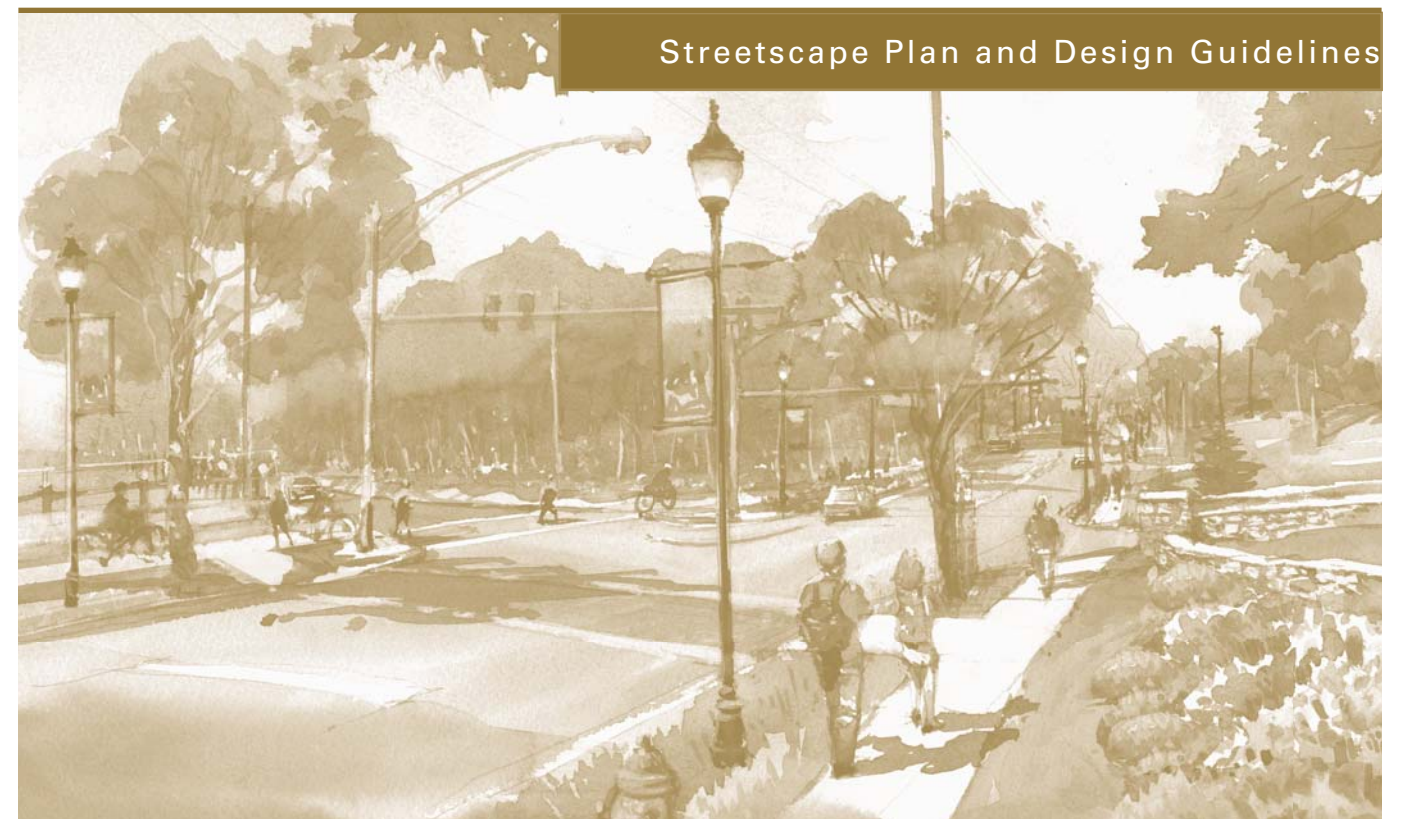


TABLE OF CONTENTS

SECTION 1.0: INTRODUCTION

Overview	3
Purpose	5
Process	7
Community Insights	8

SECTION 2.0: ANALYSIS AND VISION

Overview	11
Existing Conditions	12
<i>Prominent Buildings and Landmarks</i>	13
<i>Site Analysis Diagrams</i>	15
<i>Streetscape Analysis</i>	17
<i>Architecture Analysis</i>	19
<i>Materials and Elements</i>	21
Vision	23
<i>Streetscape Vision</i>	24
<i>Architecture Vision</i>	24

SECTION 3.0: STREETScape DESIGN GUIDELINES

Overview	27
Complete Streets	29
Streetscape Zone	31
<i>Streetscape Zone Types</i>	32
Streetscape Detail Plans	33
<i>Area 1 Detail Plan</i>	35
<i>Area 2 Detail Plan</i>	39
<i>Area 3 Detail Plan</i>	45
<i>Area 4 Detail Plan</i>	49
Streetscape Criteria	53
<i>Hardscape</i>	55
<i>Landscape</i>	59
<i>Street Furnishings</i>	63
<i>Lighting</i>	70

SECTION 4.0: ARCHITECTURE DESIGN GUIDELINES

Overview	73
Site Design	75
Building Form and Massing	79
<i>Horizontal Elements</i>	81
<i>Recesses and Projections</i>	82
<i>Corner Elements</i>	83
<i>Solid and Void</i>	84
Architectural Palette	85
Building Material and Element Standards	87
<i>Exterior Walls</i>	87
<i>Windows</i>	88
<i>Shutters</i>	88
<i>Doors and Entries</i>	88
<i>Roofs</i>	89
<i>Gutters, Downspouts, and Roof Flashing</i>	89
<i>Architectural Elements</i>	90
<i>Architectural Lighting</i>	90
<i>Site Walls</i>	91
<i>Mechanical Equipment</i>	91
<i>Railings, Fencing, and Gates</i>	91
<i>Service and Loading</i>	92
Storefront Standards	93
<i>Building Frontage Zone</i>	94
<i>Materials and Colors</i>	95
<i>Doors and Frames</i>	96
<i>Windows</i>	97
<i>Awnings and Canopies</i>	98
<i>Lighting</i>	98

SECTION 5.0: SIGNAGE DESIGN GUIDELINES

Overview	101
Identity Study	103
General Provisions	105
Sign Types in Public Realm	108
<i>Permanent Identification Signs</i>	109
<i>Directional Signs</i>	110
<i>Directional Signs: Vehicular</i>	111
<i>Directional Signs: Pedestrian</i>	112
<i>Directories</i>	113
<i>Banner Signs: Pole-Mounted</i>	114

SECTION 1.0

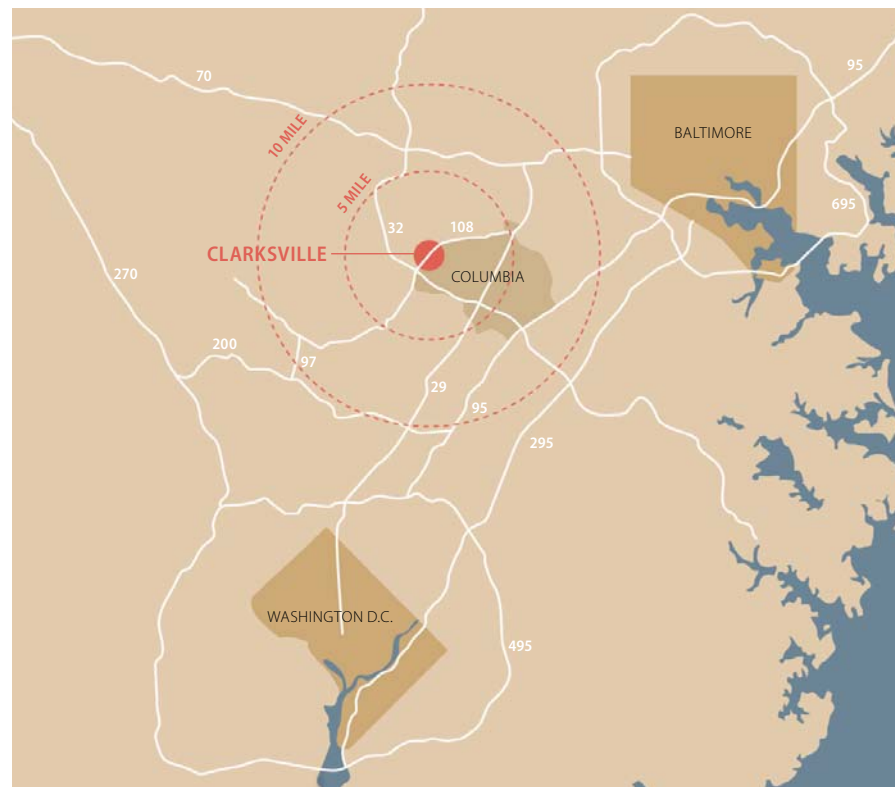
INTRODUCTION



Overview

Howard County has identified Clarksville Pike as a corridor for more comprehensive streetscape and architectural design. The goal of the effort is to develop standards that reflect the unique character of this portion of Howard County, and that will lead to sustainable, pedestrian-oriented and attractive development and redevelopment for years to come. The Streetscape Plan and Design Guidelines for Clarksville Pike will address streetscape improvements within the public right-of-way, inform the architectural character of the buildings fronting along it, provide guidance for site design and implement a common vision for the Clarksville Pike corridor.

The Clarksville Pike corridor functions as the area's main street with shopping center developments, civic and religious institutions, a variety of commercial businesses and residential uses. Clarksville Pike is defined as a minor arterial by the State Highway Administration, and local and regional traffic moves along the corridor while also being afforded direct access to local service retail, auto-related uses, shopping centers, and institutions. A currently auto-oriented focus with limited capacity for pedestrians and cyclists, this north-south spine currently acts as a barrier between the land uses to the east and west. With the goal of creating a more welcoming and multi-modal environment, it is important that the Streetscape Plan and Design Guidelines address the needs of all members of the Clarksville-River Hill community.



LOCATOR MAP (left)

Clarksville Pike is located 20 miles southwest of Baltimore, west of the interchange of I-95 and Route 32. The study area extends along the Route 108 corridor, from Guilford Road on the south and to Trotter Road on the north.



Aerial map showing the study boundary

Purpose

The Clarksville Pike Streetscape Plan and Design Guidelines contain a comprehensive set of recommendations that will serve as a guide for the design and development of the corridor. Specific criteria for streetscape, architectural, and signage design are outlined to ensure that all new development fulfills the vision for a welcoming and coherent corridor. Throughout this document, plans and precedent examples of streetscape, architectural, and signage components are offered. These images are for illustrative purposes only and are not intended to suggest a specific style or design.

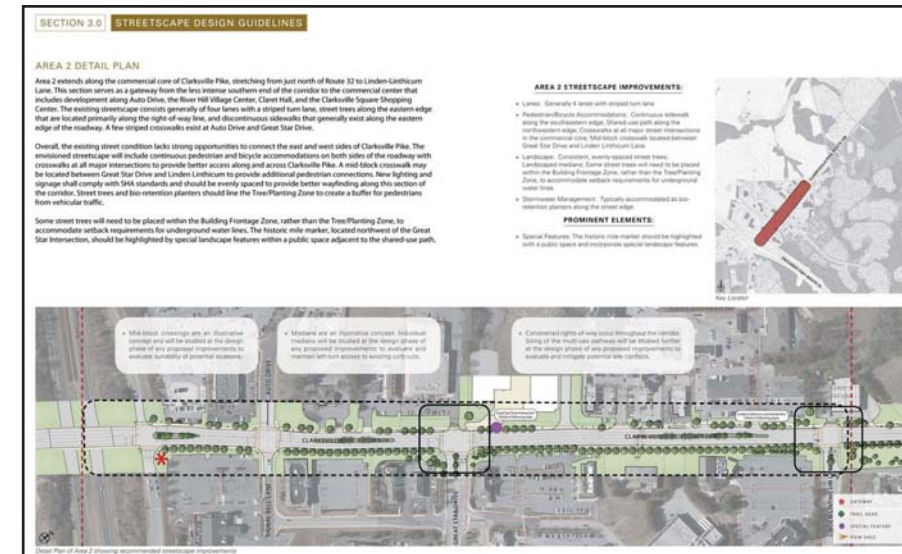
The Clarksville Pike Streetscape Plan and Design Guidelines document has four principle sections: *Analysis and Vision*, which explores the existing conditions of the Clarksville Pike study area; *Streetscape Design Guidelines*, which include illustrative detail plans that communicate streetscape components and character within the different areas along Clarksville Pike; *Architecture Design Guidelines*, which discuss the architectural vocabulary and establish material and element criteria; and *Signage Design Guidelines*, which set standards for the various signage and wayfinding elements along the corridor.

The Guidelines are intended to be used in conjunction with review by Howard County's Design Advisory Panel.



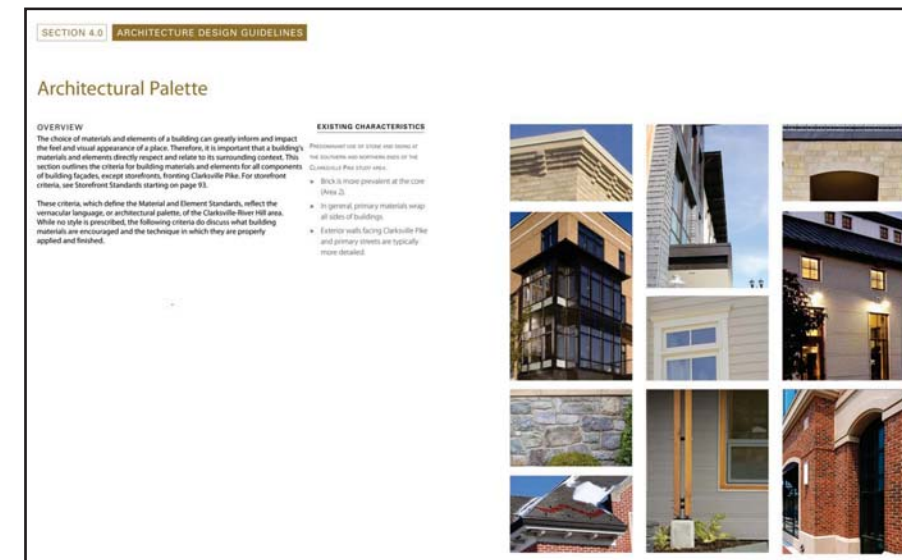
SECTION 2.0: ANALYSIS AND VISION

Examines the character of Clarksville- River Hill and regional precedents through photo documentation, analysis of GIS data, and public engagement and input.



SECTION 3.0: STREETSCAPE DESIGN GUIDELINES

Describes the streetscape and provides illustrative and photographic examples design elements, as well as requirements for materials and elements that comprise the desired character of Clarksville Pike.



SECTION 4.0: ARCHITECTURE DESIGN GUIDELINES

Identifies general provisions for buildings fronting Clarksville Pike and outlines appropriate form, materials, and elements that will create a welcoming architectural character for the main street of Clarksville-River Hill.



SECTION 5.0: SIGNAGE DESIGN GUIDELINES

Includes signage criteria and provides visual examples of a variety of signage types.

Process

In 2013, the Department of Planning and Zoning (DPZ), in conjunction with the firm of Design Collective, Inc. (DCI), initiated development of a streetscape plan for Clarksville Pike and supporting design guidelines through an interactive public process. Through coordination with the State Highway Administration (SHA), the Clarksville Pike Streetscape Plan and Design Guidelines establish a framework for long-term streetscape improvements which include new sidewalks, shared-use paths, crosswalks, street trees, landscape and furnishings. The design guidelines compliment these infrastructure improvements and introduce unifying standards for building and site design.

Planning began with data collection and interpretation to identify issues and needs for the future of Clarksville Pike. In December of 2013, existing conditions of the corridor were explored through site visits and geographic data. Through analysis diagrams developed to describe different physical elements of the corridor, the team was able to identify its strengths and constraints. Preliminary stakeholder meetings were held in January 2014 to begin understanding the existing character and goals of the corridor and as preparation for the public input meetings. Public input meetings were then held in February 2014 and June 2014 to collect valuable insights and understand perceptions. Public input informed the development of design strategies and criteria. Meetings were held with property owners along Clarksville Pike in October 2014 and a public meeting was held in May 2015 to introduce a preliminary draft document. These efforts culminated with a public review and comment period and a final draft document in October 2015 for the County Council.



Photo taken at the public meeting on February 12, 2014



Community Insights

The design guidelines process allows community members to come together and provide input on the future design of the Clarksville Pike corridor. At the community meetings, people commented on every aspect of the initiative. Many mentioned the need for a continuous connection along the entire corridor for both pedestrians and cyclists and better ways to cross Clarksville Pike and Route 32. Others asked for gathering places and useful street furnishings such as bike racks and improved signage visibility and compatibility.

Many community members wanted more naturalistic landscaping for an informal, rural, and environmentally thoughtful setting. People expressed interest in seeing a variety of different building façades along the corridor similar to a more traditional main street, except without visible parking in front of buildings and, especially, without parking on the street itself. A mixture of contemporary and traditional architecture, perhaps focused on rural forms but with more modern materials, seemed to be the direction many people thought might best suit the area. Additionally, community members noted that prominent landmarks and buildings already substantially contribute to the variety and character of the corridor for a unique sense of place. This includes St. Louis Catholic Church, Oak Ridge Community Church at the Gathering Place, Linden-Linthicum Methodist Church, River Hill High School, Clarksville Elementary School, Claret Hall, Ten Oaks Ballroom and community landmarks such as an historic milestone and the grafted "H" tree located along Clarksville Pike.



Historic mile marker in the Route 108 corridor.



Existing buildings along Clarksville Pike



SECTION 2.0

ANALYSIS AND VISION



Overview

Technical analysis and community engagement is a critical component to better understand the physical composition, perceptions, and aspirations of a place. Through site visits and the use of geographic data, an analysis was developed for the existing conditions of the Clarksville Pike corridor. Technical information was synthesized with discussions led during stakeholder and public input meetings. The information collected and received informed the strategies outlined in the Design Guidelines. This section summarizes the existing streetscape and architectural conditions along Clarksville Pike and the comprehensive vision that developed from the analysis.

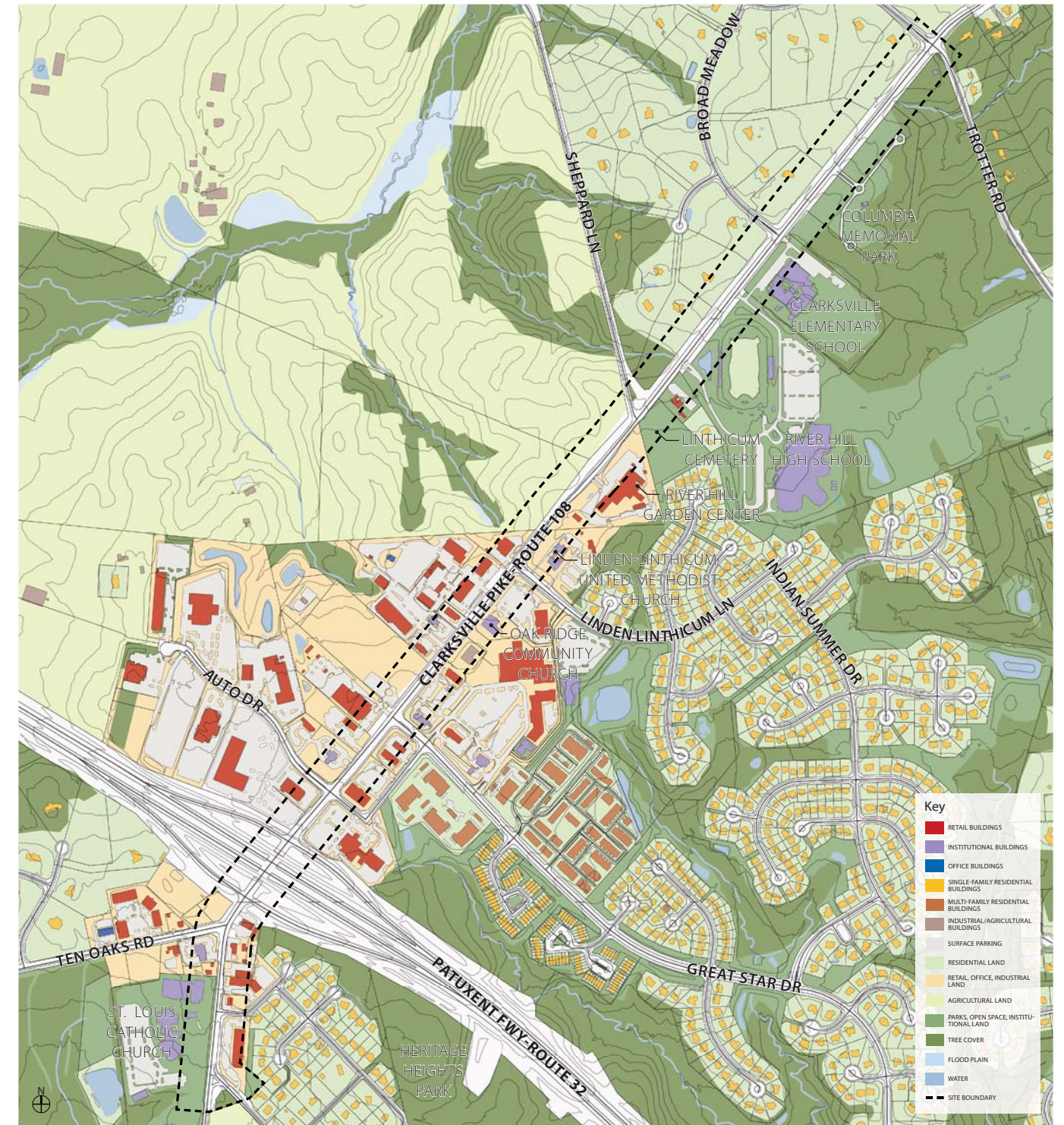


Photographs taken during the public input meeting on February 12, 2014

AERIAL MAP (right)

The following map depicts the land uses and building patterns along Clarksville Pike as it exists today. The diagram indicates the pattern of existing commercial along the corridor, the adjacency of residential development to the east and west, and the intermittent nodes of institutional and agricultural uses that tie the corridor fabric together.

Existing Conditions



Existing Land Use Diagram

PROMINENT BUILDINGS AND LANDMARKS

Several prominent buildings and landmarks exist along Clarksville Pike, ranging from religious and educational institutions to a historic mile marker and a uniquely grafted tree.



1 St. Louis Catholic Church



2 Ten Oaks Ballroom



3 Historic Mile Marker



4 Claret Hall



5 Oak Ridge Community Church



6 Linden-Linthicum Methodist Church



7 The "H" Tree



8 River Hill Garden Center



9 Linthicum Cemetery



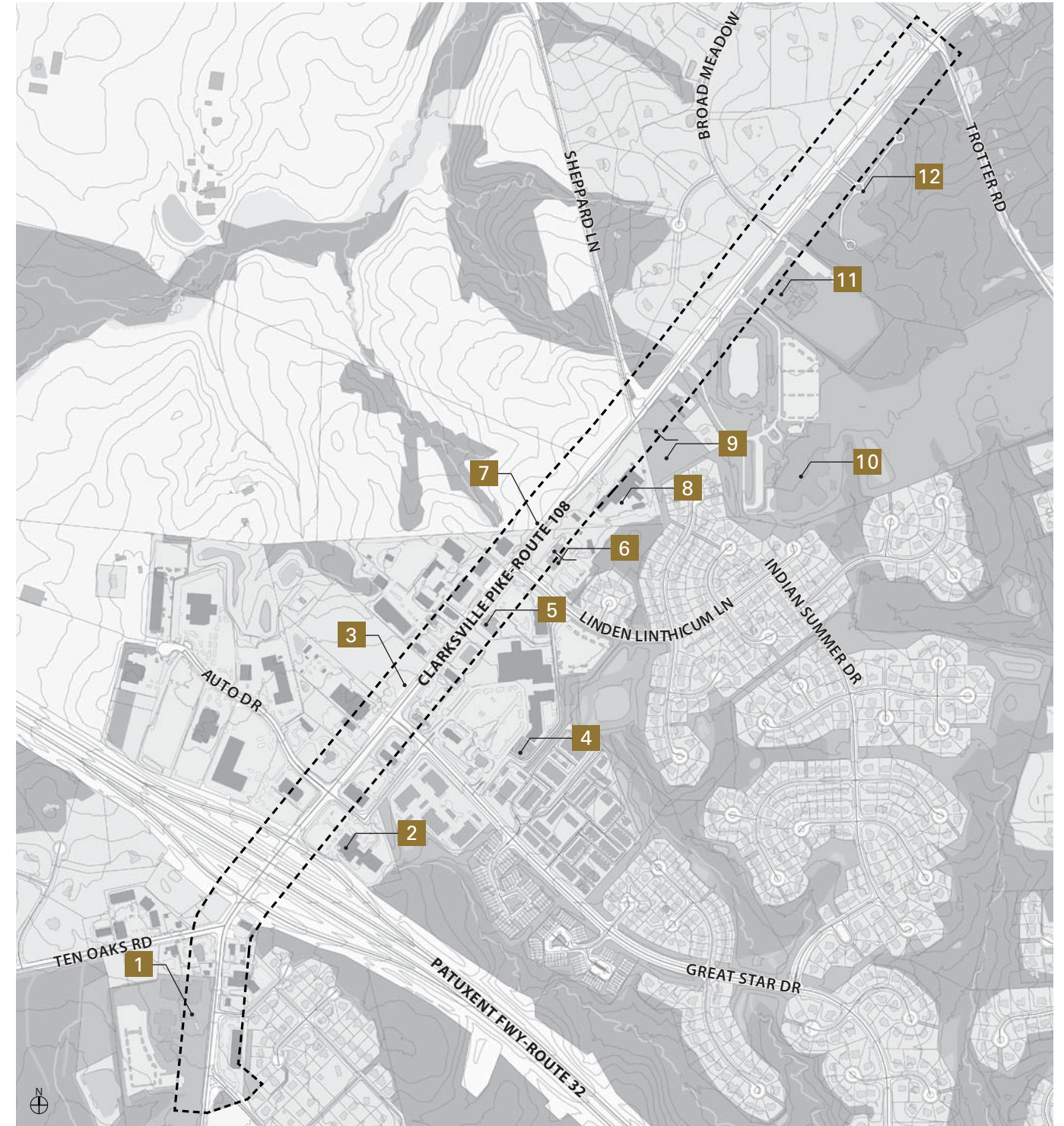
10 River Hill High School



11 Clarksville Elementary School

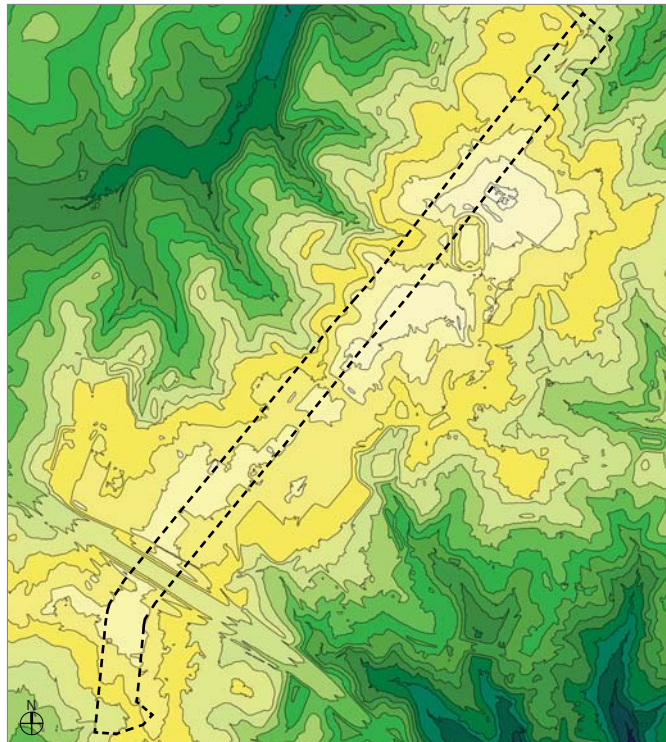


12 Columbia Memorial Park



Prominent Buildings and Landmarks Diagram

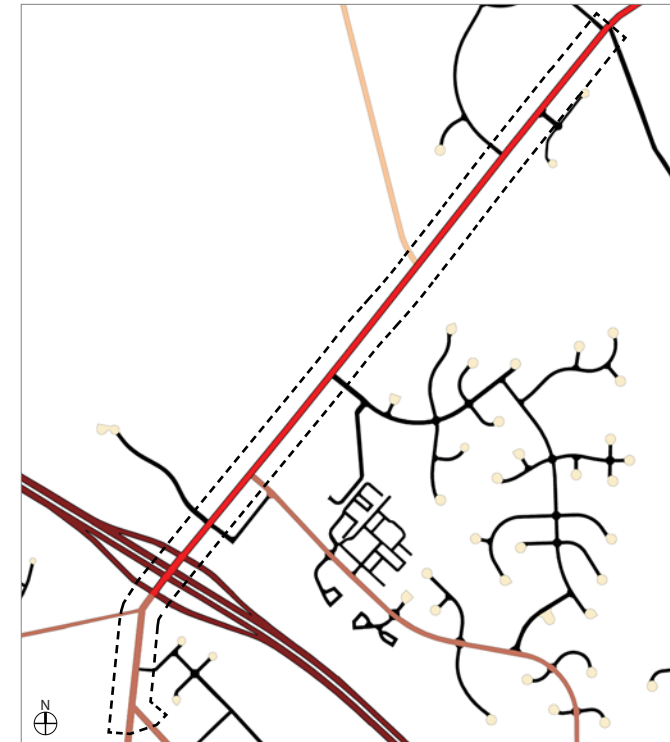
SITE ANALYSIS DIAGRAMS



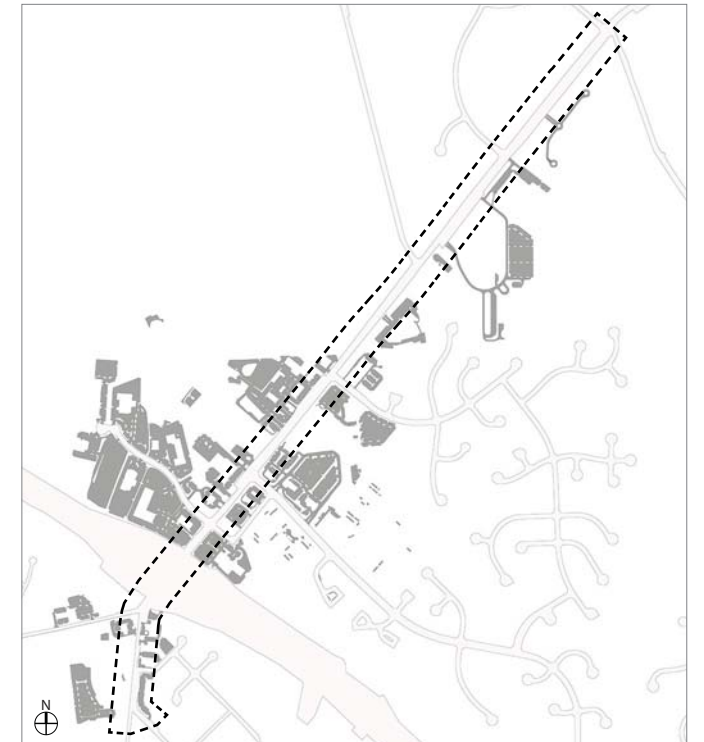
Topography: Clarksville Pike runs along a ridge line with topography dropping to the east and west. The high points of the corridor provide farmland vistas.



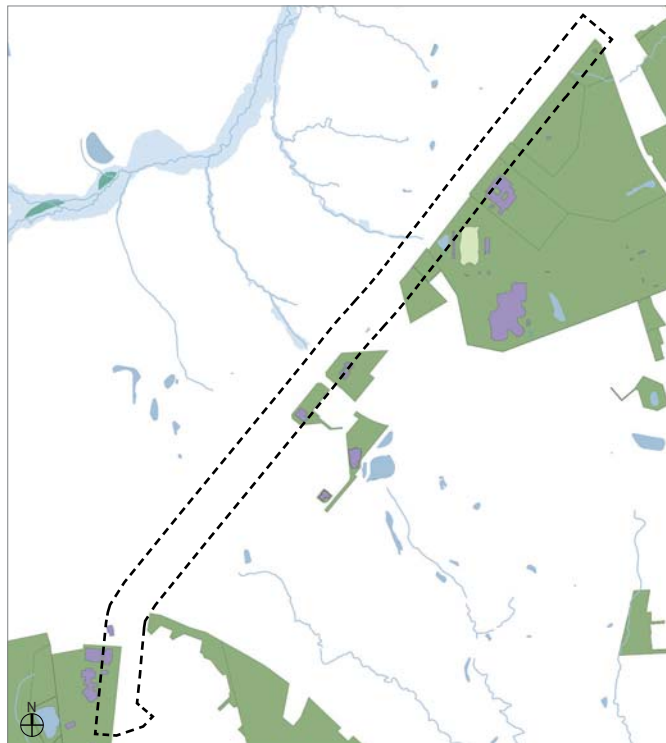
Farmland: Most farms along the western edge of the corridor are in agricultural preservation with a small area available for limited development of single-family residences fronting along Route 108.



Streets: A discontinuous street network makes many parcels difficult to access and increases traffic loads on Clarksville Pike.



Parking: Much of the land area is dedicated to vehicle travel lanes and surface parking.



Parks and Open Spaces: Dedicated parks and open spaces surround the corridor. Institutions such as Clarksville Elementary School, River Hill High School, and several churches front this street.

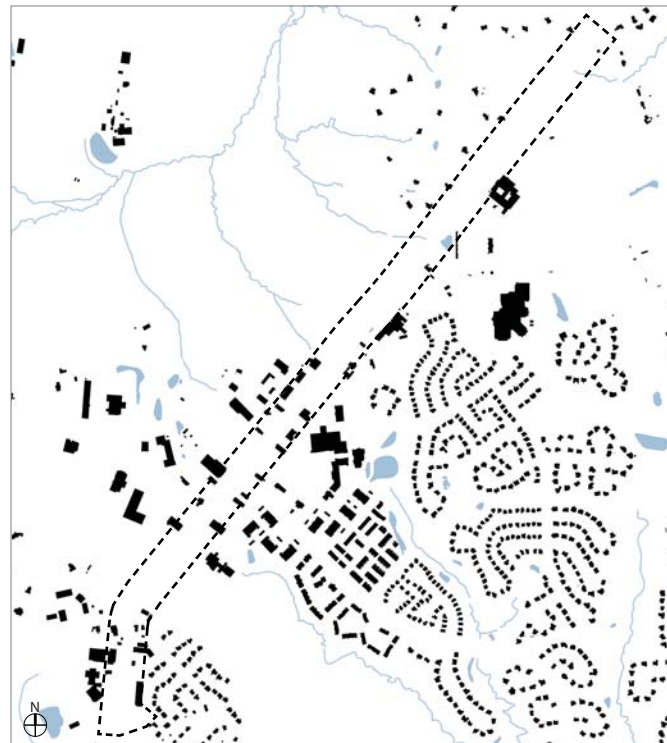
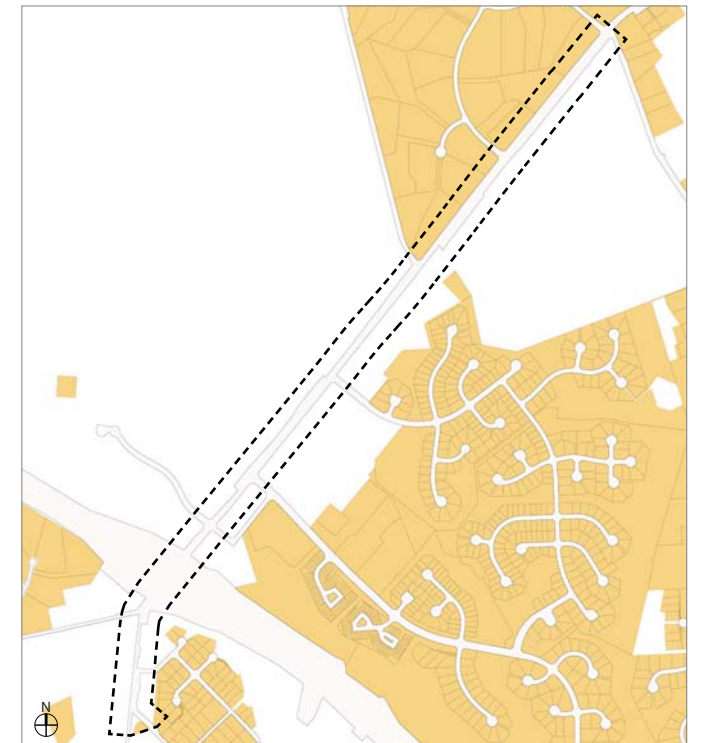


Figure Ground: Patterns of suburban development are evident to the east, while very little development has occurred to the west. Larger buildings occur along Clarksville Pike, setback from the street.



Commercial-Retail and Office: The corridor frontage consists mainly of commercial uses. Many of the commercial buildings are setback from the street detracting from the corridor's streetscape.



Residential: Large residential developments exist east of the corridor. Minimal residential development has occurred to agricultural preservation.

STREETSCAPE ANALYSIS

STREETSCAPE AREAS

There are four primary streetscape sections along Clarksville Pike, identified as “Areas” and highlighted in the diagram to the right. Each Area exhibits unique roadway and frontage conditions that contribute to the overall character of the corridor. Identifying the unique conditions of each Area helped to develop streetscape design guidelines that are relevant to each Area’s immediate context and appropriate to transforming the corridor as a whole. The following pages highlight the conditions and characteristics associated with each Area.

AREA 1

Area 1 begins at Guilford Road and ends just north of the Route 32 overpass. This section of Clarksville Pike is typically four lanes with a striped median. Sidewalks are intermittent along both sides of the right-of-way. This area is mostly commercial and is highlighted by some institutions such as St. Louis Catholic Church at the southern end of the plan area.

AREA 2

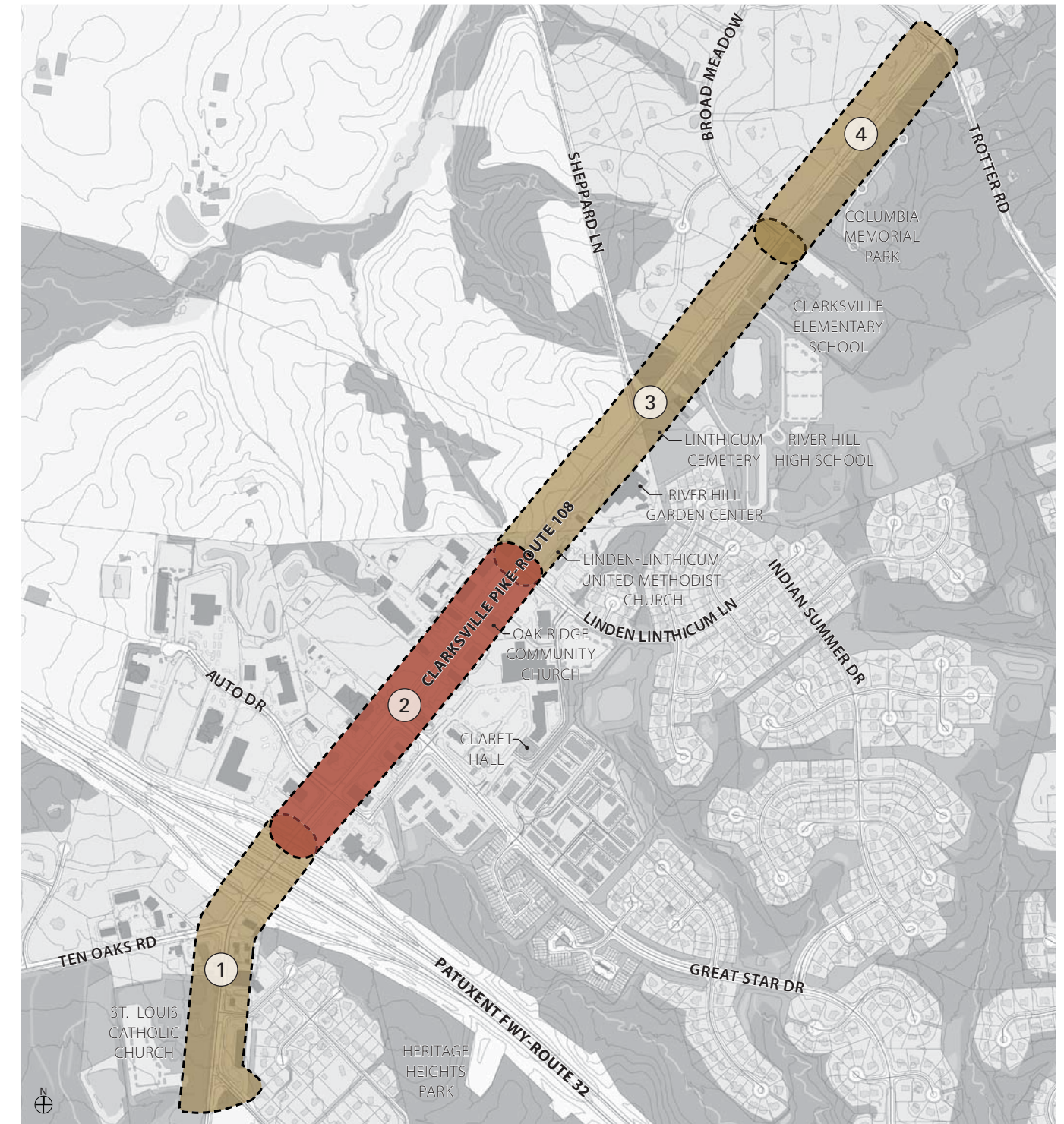
Area 2 begins just north of Route 32 and extends to Linden-Linthicum Lane. This section is at the heart of Clarksville-River Hill and is the gateway to Auto Drive, the River Hill Village Center, Claret Hall, and the Clarksville Square Shopping Center. Here, Clarksville Pike is typically four lanes with a striped median. Sidewalks primarily exist on the eastern edge of the road yet are not continuous. Some striped crosswalks exist at primary intersections.

AREA 3

Area 3 begins at Linden-Linthicum Lane and extends to Broad Meadow Lane. This section of Clarksville Pike is unique along the corridor due to the many institutions fronting the street along the eastern side including Linden-Linthicum United Methodist Church, River Hill High School, and Clarksville Elementary School. Along the western edge of Area 3, significant viewsheds of agricultural lands exist. This stretch of Clarksville Pike is typically two lanes with a striped median. Despite the predominance of schools, there are no sidewalks that exist along this portion of the corridor.

AREA 4

Area 4 begins at Broad Meadow Lane and extends to Trotter Road. This portion of Clarksville Pike is predominantly rural conservation land and open space, with some residential frontage along the western side and a cemetery to the east. Area 4 is typically two lanes with a striped median. There are no sidewalks that exist along this portion of Clarksville Pike.



Area Map

ARCHITECTURE ANALYSIS

Much of Clarksville Pike's architecture has been influenced by the simple agrarian forms found throughout the Mid-Atlantic. Analysis of local or regional architectural patterns reveals many variations of a classical building style with distinctions in building form, materials, and elements based on the building's time period. There are two main time frames that define the architecture in Clarksville-River Hill:

PRE-1960

The architecture built before the 1960s was based on simple, agrarian forms associated with the farmsteads that occupied much of the surrounding land. Essential characteristics include: straightforward massing, porch details, classic molding and ornamentation, and often monochromatic exteriors (light colors and whites) creating a strong contrast to the surrounding landscape. Stone foundations can be found and brick is mainly reserved for civic buildings.

POST-1960

With the expansion of Columbia and development of its last village, buildings along Clarksville Pike built after the 1960s expressed a more contemporary style. Stylistically, this architecture still includes classical details, however, the building forms became more complex with layered massing elements, such as hipped roofs with gables and cupolas, as well as multiple plan and roof projections. Many of the Post-1960s building include stone or brick as a prominent façade material.

ESSENTIAL CHARACTERISTICS:

- » Simple, well proportioned volumes with consistent roof pitches
- » Detailed eaves and cornices
- » Multi-pane windows that are either rectangular or square. First-floor windows are taller than upper floor windows.
- » One-story porches or entries, sometimes with gabled 'temple front' façades
- » Simple, classical columns and details on porches
- » An orderly relationship among windows, doors, porches, and roof forms

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Pre-1960s Architecture



Post-1960s Architecture

MATERIALS AND ELEMENTS



Materials

- » Predominant materials are stone, brick, and wood siding
- » Stone and siding exists primarily in the north and south of the corridor; brick primarily exists at the core



Windows and Doors

- » Windows are typically both single and multi-paned with vertical, rectangular proportions
- » Accent windows are often smaller and typically square or circular
- » Gabled dormers are predominant
- » Doors are typically set in simple door surrounds with or without transoms; wood, metal, and glass are primary materials
- » Windows and doors typically have trim molding



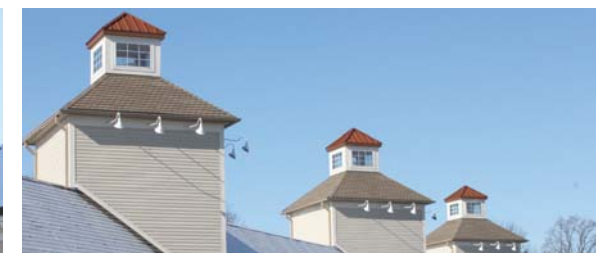
Roofs

- » Gabled, hipped, or flat; Typical roof pitches are between 8:12 and 10:12. Steeples are typically steeper.
- » Asphalt shingles and metal for pitched roofs and membrane for flat roofs



Details

- » Porches are typically three bays wide, with a low, sloped roof and single columns
- » Roofs and porches often have brackets
- » Chimneys often have corbels, soldier courses, and other brick detailing
- » Cupolas, typically with a hipped roof, add height, provide additional light to the interior of a space, and add visual interest



Site Walls and Fencing

- » Predominant materials are split rail and stone and brick walls

Vision

Clarksville Pike is envisioned as a pedestrian-oriented, commercial main street where shops, offices, restaurants, entertainment, services, civic, and cultural uses are all integrated. The Clarksville Pike Streetscape Plan and Design Guidelines define development criteria that relate to the surrounding context, provide a new identity for the community, and set a strong vision for improvements and new development along the corridor.

The following design principles guide this effort to ensure that streetscape improvements and façade architecture components collectively promote a cohesive vision for the appearance and functionality of the public realm. Through thoughtful discussions with Howard County representatives, stakeholders, and the broader community, the following principles were established to guide the vision for Clarksville Pike:

DESIGN PRINCIPLES

- » **Multi-modal:** Support all modes of transportation; prioritize walking and bicycling
- » **Green:** Maximize tree planting and landscape along the corridor; incorporate sustainable elements
- » **Community-Focused:** Prioritize community uses; provide spaces for gathering, recreation, and commercial uses, highlighting the existing prominent institutions and landmarks
- » **Safe and Enjoyable:** Emphasize enjoyment and safety; provide adequate lighting, visibility, and buffer pedestrians and cyclists from vehicles
- » **Well-Maintained:** Maintain existing and new street amenities; ensure proper upkeep with a maintenance plan
- » **Memorable:** Reflect and reinforce Clarksville-River Hill's identifiable sense of place

STREETSCAPE VISION

Streets can affect the character of a neighborhood and influence how people function and interact with each other. The design and layout of Clarksville Pike can affect how residents and visitors experience the special qualities and characteristics of Clarksville-River Hill. Howard County is committed to creating a comprehensive vision for Clarksville Pike that incorporates the best design principles and practices that will influence the way people live, work, and play in Clarksville-River Hill.

Through these efforts, Clarksville Pike will evolve into a vibrant main street by incorporating unique design aesthetics and innovative improvements that will tie the corridor together and make it accessible and functional for all modes of travel. By establishing a cohesive image and identity for the community, Clarksville Pike will become a place where community is experienced and interactions and enterprise take place. Over time, this main street will remain sustainable, adapting to the needs of the community as surrounding development evolve. This vision provides the basis for establishing Design Guideline criteria.



ARCHITECTURE VISION

Criteria that guide the frontage and relationship of buildings along Clarksville Pike are important to creating an attractive, walkable community that connects people and places. In order to create a successful main street, Howard County is committed to outlining architectural design standards that will encourage appropriate composition, articulation, orientation, and expression of Clarksville-River Hill's built environment.

The vision of Clarksville-River Hill is to ensure and maintain a consistent, high quality built environment along Clarksville Pike that respects the surrounding context, is accessible and convenient for all users, and exemplifies the character and experiences of the best main streets in the region. The criteria encourage future building improvements and development projects to be articulated in a way that allows different buildings to relate to each other, regardless of style or approach. It is with this shared vision for built expression that Clarksville-River Hill will reinforce its unique sense of place and transform the corridor into a sustainable and dynamic main street.



SECTION 3.0

STREETSCAPE DESIGN GUIDELINES



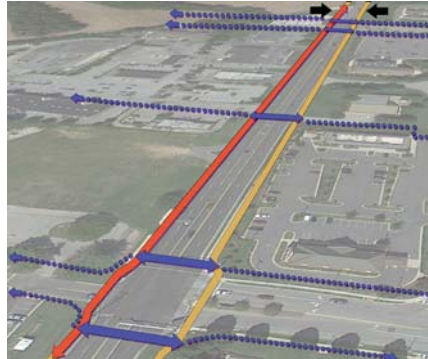
Overview

As discussed in Section 2.0, the Clarksville Pike study area is segmented into four primary Streetscape Areas. Each Area exhibits unique roadway and frontage conditions that contribute to the overall character of the corridor. The Streetscape Areas include:

- » Area 1: Guilford Road to just north of the Route 32 overpass
- » Area 2: North of Route 32 to Linden-Linthicum Lane
- » Area 3: Linden-Linthicum Lane to Broad Meadow Lane
- » Area 4: Broad Meadow Lane to Trotter Road

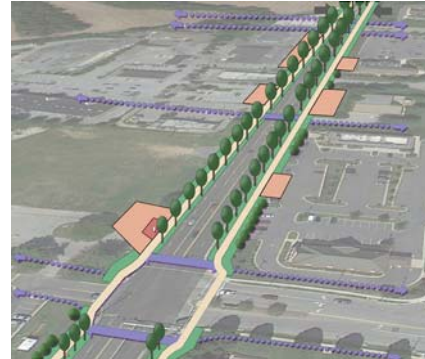
Through analysis and public input, existing streetscape conditions were identified and a consolidated list of Streetscape Goals was created to improve Clarksville Pike. The following section outlines a set of design criteria in order to accomplish these goals and create a comprehensive streetscape.

STREETSCAPE GOALS



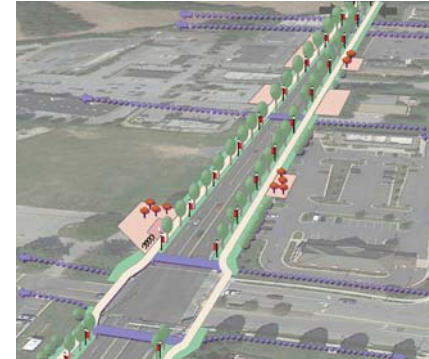
Pedestrian and Bike Access

- » Define a clear pedestrian zone by providing continuous sidewalks and crosswalks
- » Provide better access across Clarksville Pike
- » Provide a separated/buffered shared-use path



Landscape and Open Space

- » Provide a continuous Tree/Planting Zone with a naturalized landscape design and minimize the use of hardscape
- » Screen surface parking lots
- » Preserve rural landscape views
- » Provide community spaces for access and gathering
- » Celebrate historic landmarks



Furnishings and Fixtures

- » Incorporate elements that welcome people to visit and gather as a community
- » Provide bicycle parking
- » Lighting should minimize light pollution and protect the night sky
- » Signage should be consistent and highly visible
- » Prioritize sustainability
- » A traditional character is preferred for streetscape elements

SUSTAINABILITY GOALS

Sustainable design elements including stormwater management, native plantings, sustainable materials, and efficient lighting contribute to the overall comfort and safety of a streetscape. One of the objectives expressed by public input for the Clarksville Pike improvements is to create a street that provides a diverse set of options for reaching destinations, while providing safe routes, creating comfortable shaded areas, and reducing overall pollution and impervious surfaces in order to meet sustainability goals. Through innovative streetscape design, bicycle and pedestrian access can be incorporated and provide safe alternatives to automobile use. By integrating stormwater Best Management Practices (BMPs) including rainwater tree pits, rainwater planters, and porous pavement where feasible, stormwater runoff quality can be improved and quantities from impervious surfaces can be decreased. Using native plants reduces the need for potable water for irrigation and contributes to a sense of place by supporting regional birds and pollinators. Stormwater runoff is reduced and improved through integrated (BMPs), so that impurities from road and sidewalk runoff are treated near the source. Trees and plants can be selected and sited to encourage pedestrian use by providing shade and reducing the need for pesticides, herbicides, and fertilizers.



STORMWATER MANAGEMENT TECHNIQUES

The layered landscape captures, cleans, and infiltrates stormwater. Runoff from the street is captured by rainwater planters along the curb. Additionally the native plantings in the swales and planting strips along Clarksville Pike serve to buffer pedestrians from moving vehicles.

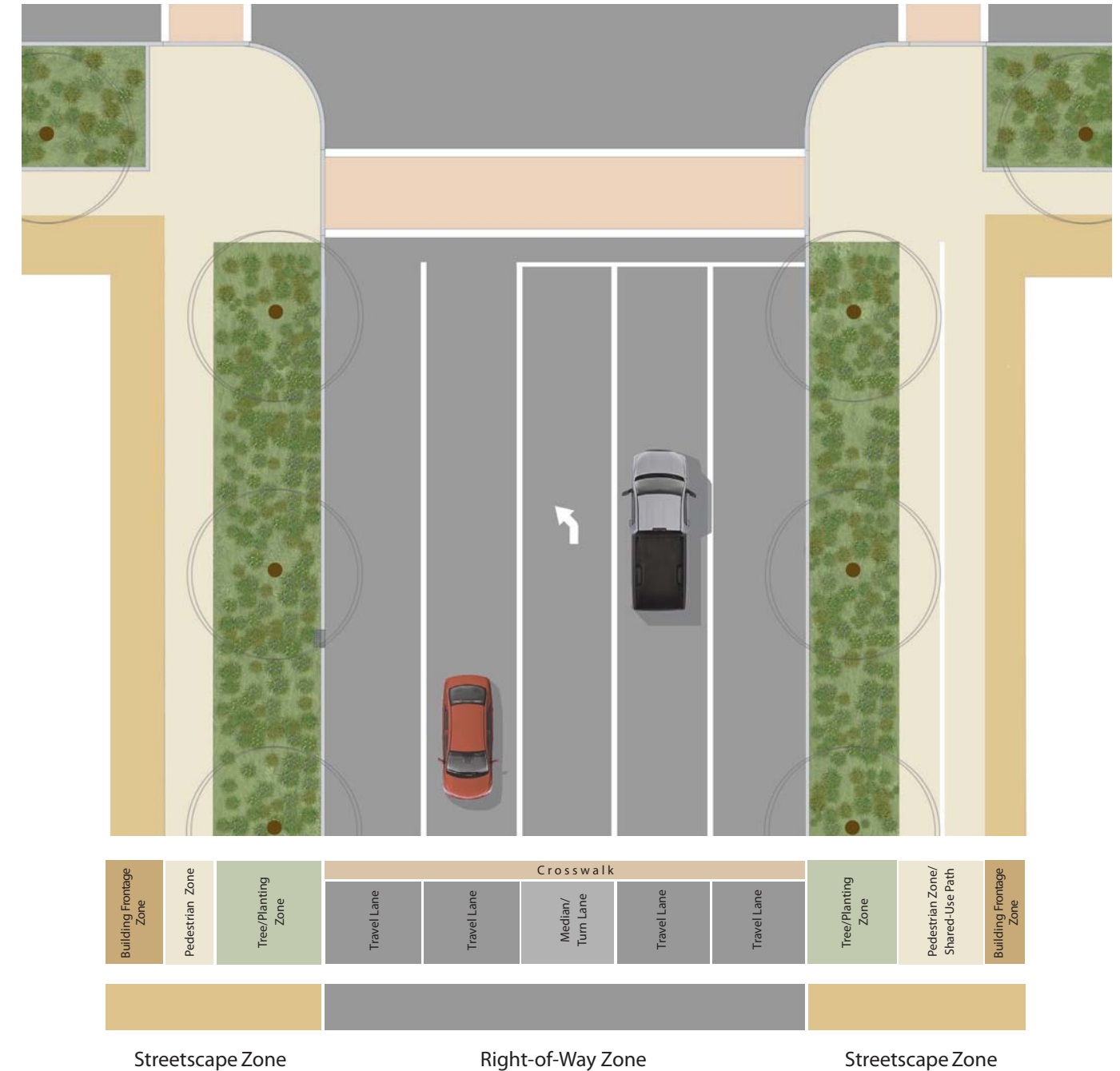
Complete Streets

Complete Streets is a national movement to change the way most roads are planned, designed, constructed, operated, and maintained to enable safe access for all users. At its core, the Clarksville Pike vision calls for a “Complete Street” design approach that accommodates the needs of pedestrians, bicyclists, and vehicles, addresses sustainability, and conveys a unique aesthetic that speaks to the character of Clarksville-River Hill.

With this vision in mind, the design of Clarksville Pike should consider the mobility and safety of all users, ensuring that vehicles are not the dominant consideration in street design. Complete Streets recognize that crossing the street, walking to school and shops, and cycling to work or for recreation are equally important as driving. The street and sidewalks should include elements that provide appropriate visual and physical clues to alert drivers that pedestrians and bicyclists are present and are welcomed users. Complete Streets enable transit to be efficiently accommodated or incorporated at a later date. As Clarksville Pike plays such an important role in the livability of Clarksville-River Hill, its design should consider the range of all users' mobility.

It is important that the streetscape design not only accommodate and support mobility choice and provide access, but also reinforce the corridor's defining character as a crossroads where the rural landscape meets town edge. These guidelines, therefore, recommend changes in material, color, and texture for such components as sidewalks and crosswalks that are reflective of the surrounding context within each Streetscape Area. A Complete Street design approach, together with necessary physical and visual elements, will ensure Clarksville Pike is safer, more livable, and welcoming to everyone. The streetscape design criteria, therefore, address all of the necessary components of Complete Streets, including:

- » General provisions for vehicle travel lanes, crosswalks, pedestrian and bicycle facilities and the elements that comprise these components;
- » Streetscape Zone design criteria for stormwater management planters, street trees, sidewalks, and all other elements between the curb/edge of pavement and building fronts; and
- » Materials and Elements Standards.



The diagram above shows a typical detail plan of Clarksville Pike incorporating Complete Street principles.

Streetscape Zone

The Streetscape Zone addresses design criteria for elements between the curb/edge of pavement and property frontage including street trees and plantings, street lights, sidewalks and/or shared-use paths, outdoor dining/seating areas, and the building frontage zone. The Streetscape Zone criteria address streetscape characteristics including sidewalk widths, appropriate stormwater management methods, street tree types, landscaping, lighting, furniture, paving materials, and dimensional criteria.

The Streetscape Zone includes:

- » Tree/Planting Zone (for trees and plantings, stormwater treatment, street lights, and signage);
- » Pedestrian/Shared-Use Zone (for use by pedestrians and bicyclists); and
- » Building Frontage Zone

Building frontage types along the street may vary and may include restaurants, retail, institutional, office, and residential uses. Therefore, the streetscape may vary along the street. However, the following specific streetscape elements must be consistent along the length of Clarksville Pike within the study area:

- » Street light poles and streetscape furniture;
- » The width and general alignment of the Pedestrian/Shared-Use Zone; and,
- » Crosswalk material

The following streetscape elements may vary along the length of the street, in accordance with the Streetscape Detail Plans (see pages 33-52 for additional information):

- » Street tree genus and species, as well as spacing;
- » Planting areas;
- » Provisions for outdoor dining and amenity areas; and,
- » The Building Frontage Zone

- TZ** Tree/Planting Zone
- PZ** Pedestrian/Shared-Use Zone
- BF** Building Frontage Zone



STREETSCAPE ZONE TYPES

TREE/PLANTING ZONE **TZ**

The Tree/Planting Zone should be a minimum of 5 feet wide. This zone accommodates permanent features such as tree pits, rainwater planters, light poles, street signage, benches, and bike racks. This zone may also incorporate non-permanent elements, including restaurant menu sign boards, waste/recycling receptacles, and potted plants. Where the Tree/Planting Zone is adjacent to a Building Frontage Zone, Building Frontage Zone elements, such as dining tables, may occupy the hardscape areas of the Tree/Planting Zone.



PEDESTRIAN/SHARED-USE ZONE **PZ**

The Pedestrian/Shared-Use Zone should be a minimum 6 feet wide and should remain clear of all street furniture, signs, and similar. This zone is reserved for pedestrian and/or bicycle circulation. This area should be clearly differentiated by paving materials or other visual cues.



BUILDING FRONTAGE ZONE **BF**

The Building Frontage Zone typically ranges between 2-12 feet and is reserved for the property tenant/owner. This zone occupies the space nearest the building wall and may be used for signage, sidewalk displays, benches, planters, and dining tables to accommodate door swings and projecting window bays. Where no new building development is planned and existing parking fronts Clarksville Pike, additional screen walls or plantings are encouraged. For additional information regarding parking screening, refer to page 62.



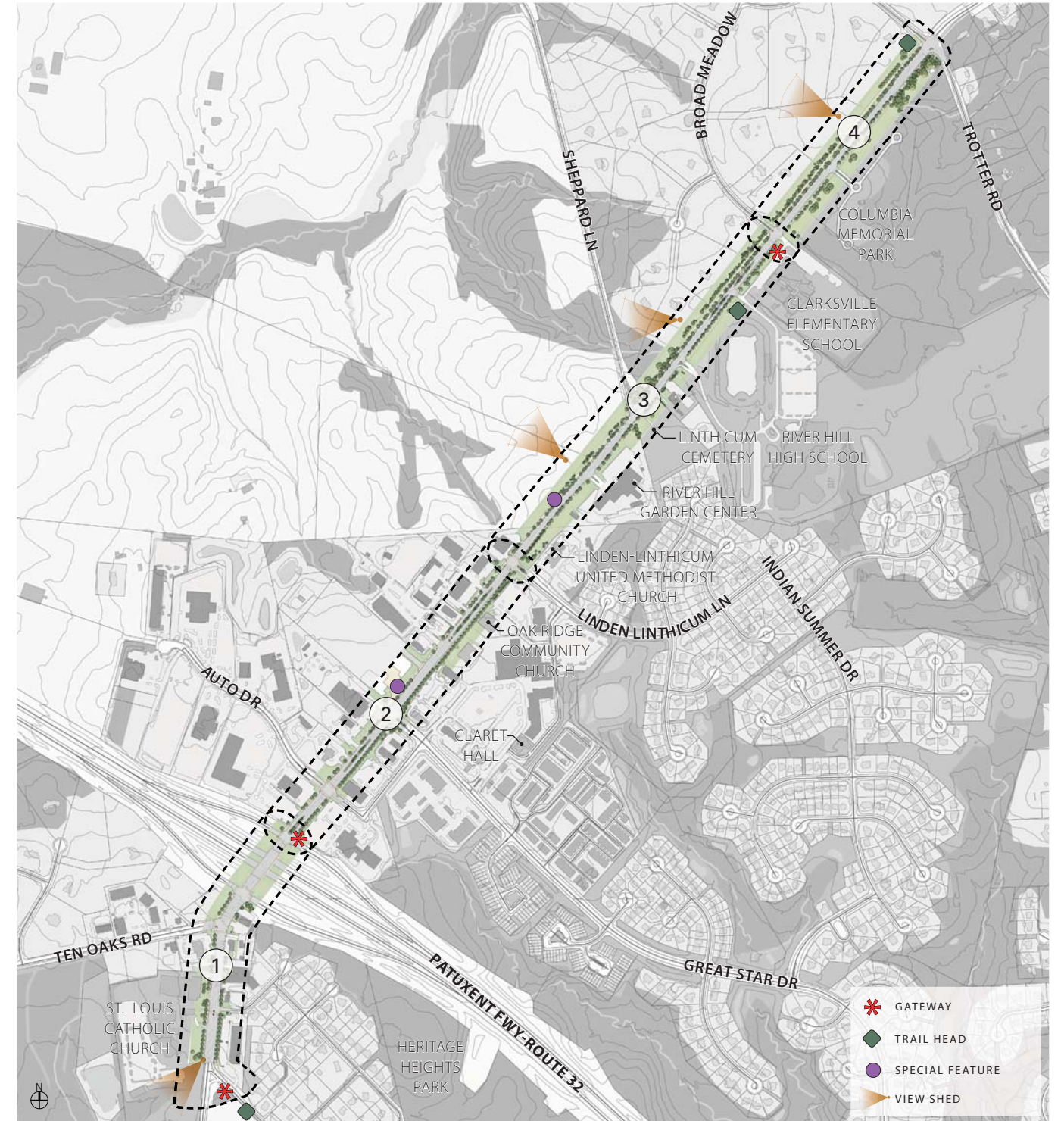
Streetscape Detail Plans

The following pages outline the four primary Streetscape Areas along Clarksville Pike and the streetscape design guidelines for each. The Detail Plans show illustrative long-term streetscape improvements for each Area. The Detailed Plans for each area identify recommended streetscape conditions, critical dimensions, landscape plantings and character, and other elements. The Streetscape Areas include:

- » Area 1: Guilford Road to just north of the Route 32 overpass
- » Area 2: North of Route 32 to Linden-Linthicum Lane
- » Area 3: Linden-Linthicum Lane to Broad Meadow Lane
- » Area 4: Broad Meadow Lane to Trotter Road



Streetscape Areas Map



Proposed Streetscape Plan

AREA 1 DETAIL PLAN

Area 1 is the southern-most section of Clarksville Pike within the study area. It extends from Guilford Road and ends just north of the Route 32 overpass. This portion of Clarksville Pike is heavily commercial, with St. Louis Catholic Church as its main institutional anchor. The existing streetscape consists generally of four lanes with a striped turn lane, minimal landscape, and sidewalks that are intermittent on either side. Buildings along this section of Clarksville Pike primarily address the street, but are generally set back to accommodate parking along the street frontage.

The envisioned streetscape will provide pedestrian and bicycle accommodations, including a shared-use path along the western edge of the roadway, a continuous sidewalk along the eastern edge that will connect to a future bike trail at Guilford Road and crosswalks at all major intersections. A mid-block crosswalk may be incorporated at the Wake Forest Road intersection. New lighting and signage must comply with SHA standards and should be evenly spaced to provide better wayfinding for users.

The landscape along this portion of Clarksville Pike should include consistent, evenly spaced street trees with rainwater planters, where space allows, that will line the street within the Tree/Planting Zone on either side. Some street trees will need to be placed within the Building Frontage Zone, rather than the Tree/Planting Zone, to accommodate setback requirements for underground water lines. A gateway element positioned towards vehicular and pedestrian traffic coming from the southeast should be incorporated into the landscape at the intersection of Guilford Road and Clarksville Pike.

AREA 1 STREETSCAPE IMPROVEMENTS:

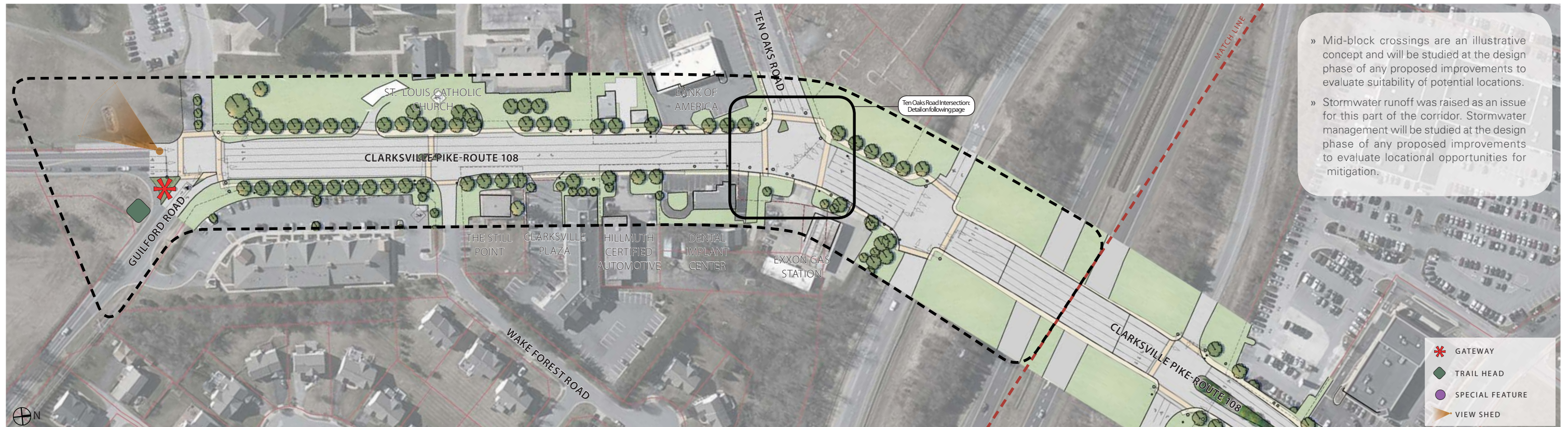
- » Lanes: Generally 4 lanes with a striped turn lane
- » Pedestrian/Bicycle Accommodations: Continuous sidewalk along eastern edge; Shared-use path along western edge; Crosswalks at all major street intersections; Mid-block crosswalk located at Wake Forest Road.
- » Landscape: Consistent, evenly-spaced street trees; Some street trees will need to be placed within the Building Frontage Zone, rather than the Tree/Planting Zone, to accommodate setback requirements for underground water lines.
- » Stormwater Management: Typically accommodated as bioswales along the street edge

PROMINENT ELEMENTS:

- » Gateways: A gateway element should be included at the intersection of Guilford Road to welcome visitors to Clarksville-River Hill area
- » Trail Heads: Bike path amenity space at the intersection of Guilford Road and Clarksville Pike
- » View Sheds: The views of rural landscape looking southwest of Clarksville Pike at Guilford Road should be preserved



Key Locator



» Mid-block crossings are an illustrative concept and will be studied at the design phase of any proposed improvements to evaluate suitability of potential locations.

» Stormwater runoff was raised as an issue for this part of the corridor. Stormwater management will be studied at the design phase of any proposed improvements to evaluate locational opportunities for mitigation.

- ✳ GATEWAY
- ◆ TRAIL HEAD
- SPECIAL FEATURE
- ▶ VIEW SHED

Detail Plan of Area 1 showing recommended streetscape improvements



Existing Streetscape: The existing streetscape consists of intermittent sidewalks that do not connect. No ADA ramps or crosswalks exist in this portion of Clarksville Pike.

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Proposed Streetscape: The long-term streetscape improvements at Ten Oaks Road include the integration of crosswalks and ADA ramps, a continuous shared-use path (west side only), continuous sidewalks and street trees. Existing utility, signage and traffic signal poles may need to be relocated in the future.

AREA 2 DETAIL PLAN

Area 2 extends along the commercial core of Clarksville Pike, stretching from just north of Route 32 to Linden-Linthicum Lane. This section serves as a gateway from the less intense southern end of the corridor to the commercial center that includes development along Auto Drive, the River Hill Village Center, Claret Hall, and the Clarksville Square Shopping Center. The existing streetscape consists generally of four lanes with a striped turn lane, street trees along the eastern edge that are located primarily along the right-of-way line, and discontinuous sidewalks that generally exist along the eastern edge of the roadway. A few striped crosswalks exist at Auto Drive and Great Star Drive.

Overall, the existing street condition lacks strong opportunities to connect the east and west sides of Clarksville Pike. The envisioned streetscape will include continuous pedestrian and bicycle accommodations on both sides of the roadway with crosswalks at all major intersections to provide better access along and across Clarksville Pike. A mid-block crosswalk may be located between Great Star Drive and Linden Linthicum to provide additional pedestrian connections. New lighting and signage shall comply with SHA standards and should be evenly spaced to provide better wayfinding along this section of the corridor. Street trees and bio-retention planters should line the Tree/Planting Zone to create a buffer for pedestrians from vehicular traffic.

Some street trees will need to be placed within the Building Frontage Zone, rather than the Tree/Planting Zone, to accommodate setback requirements for underground water lines. The historic mile marker, located northwest of the Great Star Intersection, should be highlighted by special landscape features within a public space adjacent to the shared-use path.

AREA 2 STREETSCAPE IMPROVEMENTS:

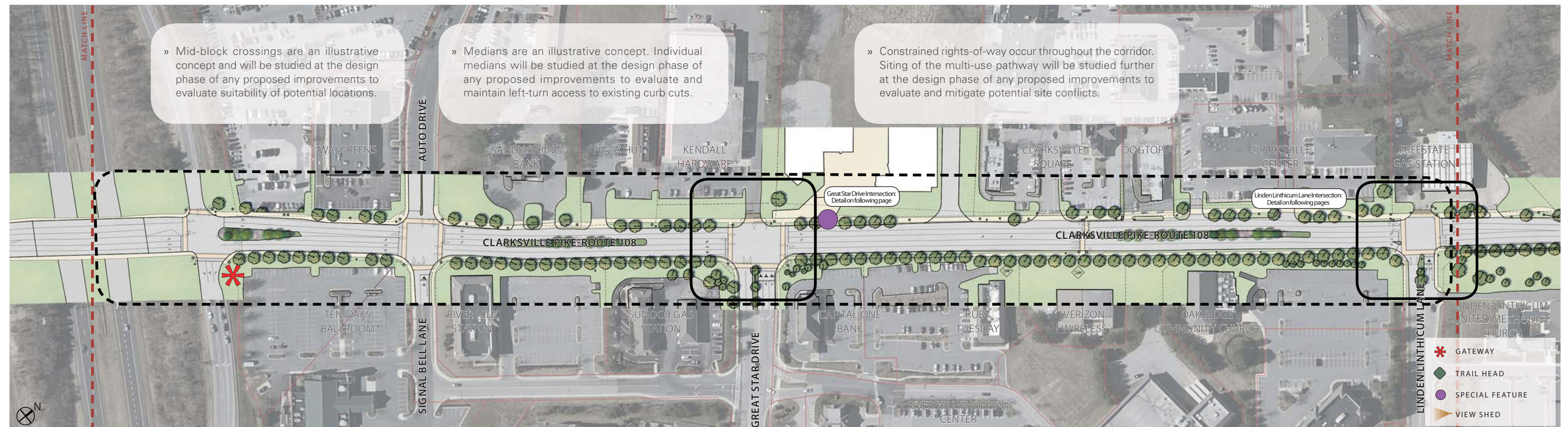
- » Lanes: Generally 4 lanes with striped turn lane
- » Pedestrian/Bicycle Accommodations: Continuous sidewalk along the southeastern edge; Shared-use path along the northwestern edge; Crosswalks at all major street intersections in the commercial core; Mid-block crosswalk located between Great Star Drive and Linden Linthicum Lane
- » Landscape: Consistent, evenly-spaced street trees; Landscaped medians; Some street trees will need to be placed within the Building Frontage Zone, rather than the Tree/Planting Zone, to accommodate setback requirements for underground water lines.
- » Stormwater Management: Typically accommodated as bio-retention planters along the street edge

PROMINENT ELEMENTS:

- » Special Features: The historic mile marker should be highlighted with a public space and incorporate special landscape features



Key Locator



Detail Plan of Area 2 showing recommended streetscape improvements



Existing Streetscape: The existing streetscape consists of intermittent sidewalks that jog to avoid existing utility lines. Striped crosswalks and ADA ramps exist in two locations only. Landscaping is minimal.



Proposed Streetscape: Streetscape improvements at Great Star Drive include crosswalks and ADA ramps, a continuous shared-use path along the western edge of Clarksville Pike, continuous sidewalks on the eastern edge and continuous planting strips and street trees on both sides. Bike accommodations along Great Star Drive at the intersection of Clarksville Pike are incorporated. Utility, signage and traffic signal poles may need to be relocated.

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Existing Streetscape: The existing streetscape includes no sidewalks or crosswalks in this portion of Clarksville Pike. Landscaping is minimal.



Proposed Streetscape: Streetscape improvements at Linden Linthicum Lane include crosswalks and ADA ramps, a continuous shared-use path along the western edge of Clarksville Pike, continuous sidewalks along the eastern edge and continuous planting strips and street trees on both sides. Bike accommodations along Linden Linthicum at the intersection of Clarksville Pike will be incorporated. Utility, signage, and traffic signal poles may need to be relocated.

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AREA 3 DETAIL PLAN

Area 3 extends from Linden-Linthicum Lane to Broad Meadow Lane. This section of Clarksville Pike transitions from the corridor's commercial center to institutional uses along the northeastern edge. This area boasts significant viewsheds of agricultural lands. The institutions located along the eastern edge of the corridor include Linden-Linthicum United Methodist Church, River Hill High School and Clarksville Elementary School. The existing streetscape typically consists of two lanes with a striped turn lane and no curbs, crosswalks, or sidewalks. The landscape is more informal, with trees clustered along the right-of-way line, framing views across agricultural lands.

Overall, the existing street condition lacks pedestrian and bike accommodations and challenges students from directly accessing their schools. The envisioned streetscape will include a continuous shared-use path along the western side of Clarksville Pike. Additionally, portions of the sidewalks running along the east side of the roadway will transition into wider, shared-use paths in front of the schools to accommodate a higher level of pedestrian and bike traffic. Crosswalks will be established at all major intersections. New lighting and signage shall comply with SHA standards. These improvements will help accommodate safe and convenient access for pedestrians and bicyclists along this section of the corridor.

Street trees will be informally clustered to reflect the character of the surrounding agricultural landscape, in contrast to the uniform, evenly-spaced street trees further south near the commercial core. Some street trees will need to be placed within the Building Frontage Zone, rather than the Tree/Planting Zone, to accommodate setback requirements for underground water lines. Bioswales and/or Rainwater planters, where space allows, will line the Tree/Planting Zone on either side. It is important that proposed landscape elements respect special features such as the "H" tree, two trees uniquely grafted as one located across from the River Hill Garden Center, and the prominent viewsheds of the agricultural landscape that runs adjacent to this portion of Clarksville Pike.

AREA 3 STREETSCAPE IMPROVEMENTS:

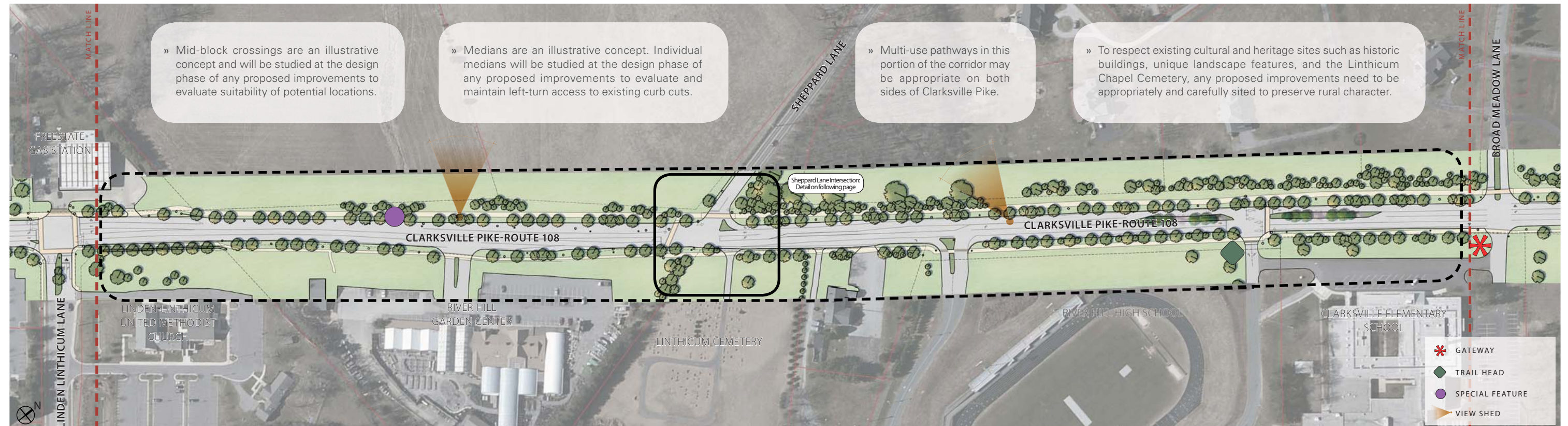
- » Lanes: Generally 2 lanes with striped turn lane
- » Pedestrian/Bicycle Accommodations: Continuous sidewalk transitions to a shared-use path along the southeastern edge; Continuous shared-use path along the northwestern edge; Crosswalks at all major street intersections and entrances to schools
- » Landscape: Informally clustered trees next to natural and agricultural areas; Some street trees have been placed within the Building Frontage Zone, rather than the Tree/Planting Zone, to accommodate setback requirements for underground water lines.
- » Stormwater Management: Typically accommodated as bioswales along the street edge

PROMINENT ELEMENTS:

- » Special Features: The historic "H" tree, two trees uniquely grafted located across from the River Hill Garden Center
- » View Sheds: Views of rural, agricultural landscapes looking northwest



Key Locator



Detail Plan of Area 3 showing recommended streetscape improvements



Existing Streetscape Conditions: No striped crosswalks, ADA ramps, or sidewalks exist in this portion of Clarksville Pike. Trees tend to be clustered, framing the rural, agricultural landscape views and natural areas that are prominent along this section of the corridor.



Proposed Streetscape: Streetscape improvements at Sheppard Lane include crosswalks and ADA ramps, a continuous shared-use path along the western edge of Clarksville Pike, continuous sidewalks along the eastern edge, bioretention facilities and continuous street tree groupings on both sides. Utility, signage, and traffic signal poles may need to be relocated

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AREA 4 DETAIL PLAN

Area 4 begins at the residential development at Broad Meadow Lane and extends to Trotter Road. This portion of Clarksville Pike serves as an entrance parkway to the southern portions of the corridor and low-density, large lot residential development to the northwest with a cemetery to the southeast. The existing streetscape typically consists of two lanes with a striped turn lane and no curbs, crosswalks, or sidewalks. Like Area 3, the landscape is more informal along the cemetery and the southeastern edge of Clarksville Pike. Along the northwestern edge, double rows of trees buffer residential development.

Overall, the existing street conditions lack accommodations that would encourage access along the corridor from residential development. The envisioned streetscape will include a shared-use path along the western side and continuous sidewalks along the southeastern edge of Clarksville Pike. New lighting and signage shall comply with SHA standards and should be evenly spaced along either side of the roadway. These improvements will help to accommodate safe and convenient access for pedestrians and bicyclists along this section of the corridor.

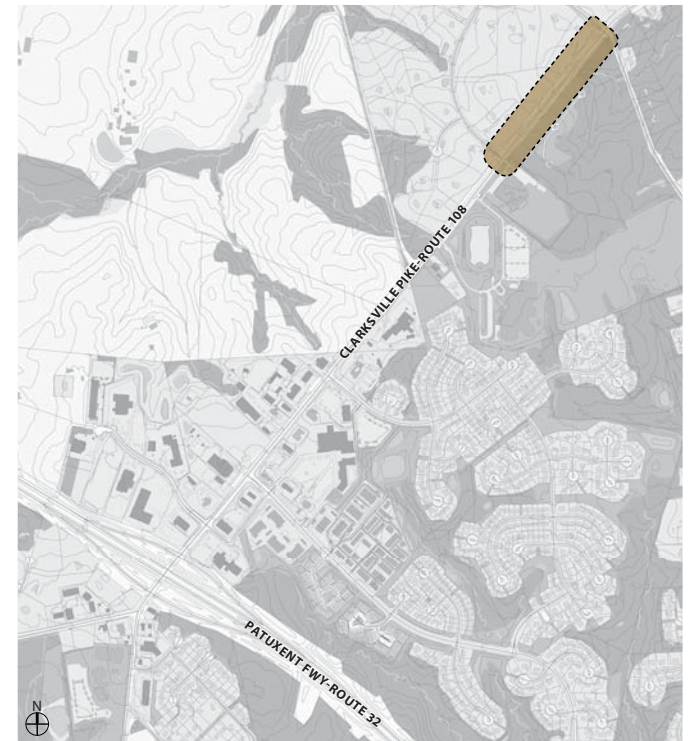
Street trees will be informally clustered to reflect the character of the surrounding residential development, cemetery landscape, and the dense tree growth that exists adjacent to the Middle Patuxent Environmental Area. Some trees will need to be placed within the Building Frontage Zone, rather than the Tree/Planting Zone, to accommodate setback requirements for underground water lines. Rainwater planters, where space allows, will line the Tree/Planting Zone on either side. A gateway element incorporated into the landscape is encouraged at the intersection of Broad Meadow Lane opposite the Clarksville Elementary School marking the northern entry point for the Clarksville-River Hill area.

AREA 4 STREETSCAPE IMPROVEMENTS:

- » Lanes: Generally 2 lanes with striped turn lane
- » Pedestrian/Bicycle Accommodations: Continuous sidewalk along the southeastern edge; Continuous shared-use path along the northwestern edge; Crosswalks at all major street intersections
- » Landscape: Informally clustered trees along the residential development and cemetery frontage; Some trees have been placed within the Building Frontage Zone, rather than the Tree/Planting Zone, to accommodate setback requirements for underground water lines.
- » Stormwater Management: Typically accommodated as bioswales along the street edge

PROMINENT ELEMENTS:

- » Gateways: A gateway element should be included at the intersection of Broad Meadow Lane, across from the Clarksville Elementary School
- » View Sheds: View of rural, residential landscape looking northwest



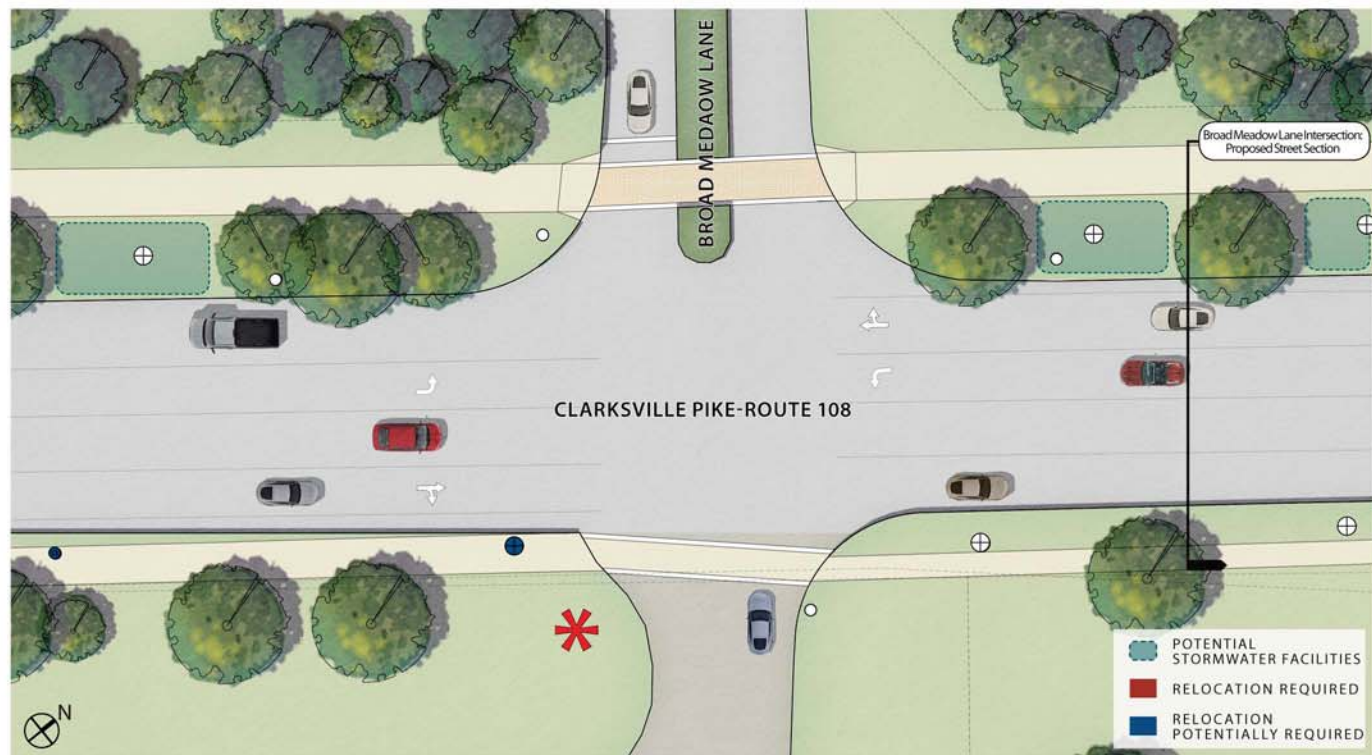
Key Locator



Detail Plan of Area 4 showing recommended streetscape improvements



Existing Streetscape Conditions: No striped crosswalks, ADA ramps, or sidewalks exist in this portion of Clarksville Pike. Clustered trees buffer residential developments along the northwestern edge.



Proposed Streetscape: Streetscape improvements include crosswalks and ADA ramps, a continuous shared-use path (along the western edge of Clarksville Pike and in front of the schools on the eastern edge) and continuous sidewalks. Street trees are organically placed and clustered in keeping with the surrounding residential, school, and cemetery landscapes. Existing utility, signage, and traffic signal poles may need to be relocated.

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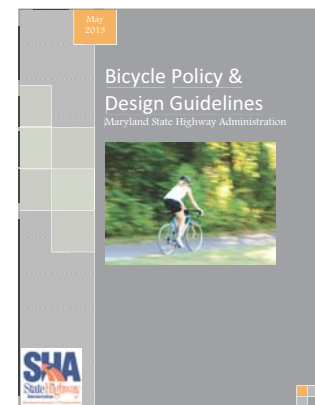
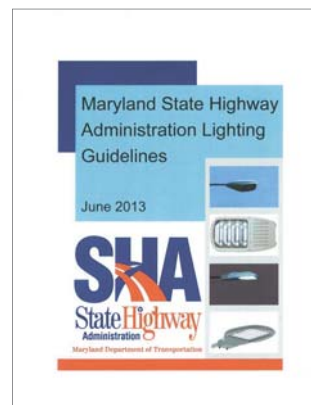
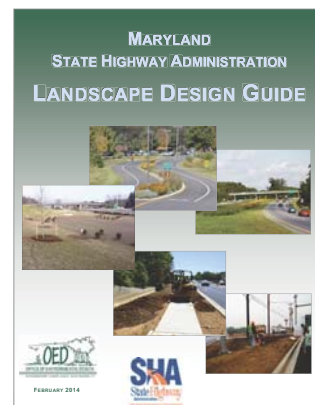
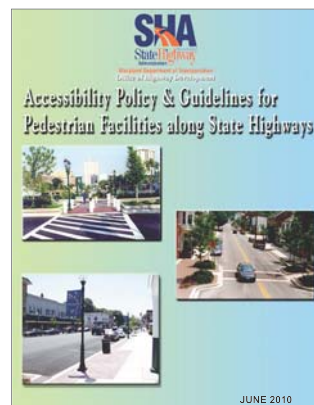
Streetscape Criteria

The purpose of the Streetscape Criteria is to ensure and maintain a consistent, high-quality built environment along Clarksville Pike as streetscape improvements and new development occur along the corridor. This section includes criteria for the following components of the streetscape:

- » Hardscape
- » Landscape
- » Street Furnishings
- » Lighting

Clarksville Pike is a State Highway and will reflect the streetscape requirements outlined by the State Highway Administration (SHA). Standards outlined in the *Maryland SHA Accessibility Policy & Guidelines for Pedestrian Facilities along State Highways*, *Maryland SHA Landscape Design Guide*, *Maryland SHA Lighting Guidelines*, and *Maryland SHA Bike Policy and Design Guidelines* establish quantitative (dimensional) requirements for streetscape components. The Clarksville Pike Streetscape Criteria build upon these requirements by adding qualitative considerations for future hardscape, landscape, street furnishings, and lighting improvements within the Clarksville Pike study area. Further criteria pertaining to building elevations fronting Clarksville Pike can be found in Section 4.0.

All applicable building codes, laws, acts, ADA, environmental regulations, development approval processes, Howard County, State, and Federal regulations and permitting processes, and similar regulations must be adhered to and are not superseded by the Clarksville Pike Streetscape Plan and Design Guidelines.



Quantitative criteria have been extracted from the above Maryland State Highway Administration documents and incorporated into the Streetscape Criteria within the Clarksville Pike Streetscape Plan and Design Guidelines as requirements for streetscape improvements and future design and future development.



STREETSCAPE ELEMENTS

- ① Hardscape
- ② Landscape
- ③ Street Furnishings
- ④ Lighting

HARDSCAPE

SIDEWALKS

A primary streetscape sidewalk material, pattern, and color should be consistent along Clarksville Pike within the study area to denote the clear, unobstructed circulation route. Beyond the clear pedestrian zone of the sidewalk, restrained use of different paving options to denote the other uses of sidewalk areas by varying material, pattern, color, and/or texture is encouraged. For example, where a sidewalk adjoins a plaza seating area, a change in paving type differentiates a movement zone from an area of rest. Unlike the more uniform streetscape, hardscape areas within amenity spaces adjacent to Clarksville Pike are encouraged to differ from and contrast with the typical sidewalk paving.

Materials:

- » Streetscape sidewalks should be constructed with natural exposed aggregate concrete or brushed concrete with accents of concrete or brick pavers; Materials should consist of neutral colors.
- » Porous pavement systems are also permitted where appropriate, however, pervious asphalt is not allowed for sidewalks.

Details:

- » Streetscape sidewalk materials must meet mobility and accessibility requirements, per the 2010 ADA Standards for Accessible Design.
- » The clear pedestrian zone of the sidewalk should be consistent in material, pattern, color, and/or texture along the length of Clarksville Pike within the study area. Changes to the paving material, pattern, color, and/or texture should occur between different zones and uses of the sidewalk, and where an amenity space abuts the sidewalk.
- » Where curb cuts and access lanes are located, sidewalk materials should be carried across, where possible.

Maryland SHA Standards:

- » Sidewalks should be a minimum width of 6 feet, not including the top of curb dimension, and must be constructed of a uniform material for the entire width.



CROSSWALKS

All improved street intersections should include crosswalks connecting to existing sidewalks or new sidewalks, except in limited situations, where there is no traffic control device. Crosswalks should be of a different paving material, texture, or color from the street paving. As a defining element of the corridor's streetscape, crosswalks should establish a coordinated and unified aesthetic, while at the same time provide opportunities to differentiate areas such as at the commercial core where community logo/identity image could be incorporated.

Materials:

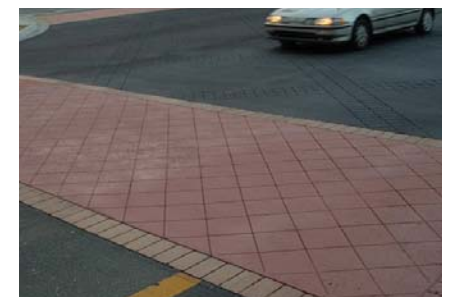
- » Preferred materials include brick and concrete pavers with thermoplastic for outside bands.

Details:

- » Paving assemblies should include specifications for high volume travel conditions.
- » Crosswalks must conform to State Highway Administration requirements.

Maryland SHA Standards:

- » Crosswalks should be 10 feet with a stop bar 4 feet from edge of crosswalk.
- » Pedestrian crossings should be a minimum of 6 feet wide when proposed through a median. 4 feet wide is acceptable where right-of-way and physical constraints control available space.
- » Pedestrian pathways across non-signalized entrance or driveway should be a minimum of 3 feet.



SHARED-USE PATH

The western edge of Clarksville Pike will incorporate a shared-use path. Additionally, a shared-use path could also run on the eastern side of the corridor from Sheppard Lane to Broad Meadow Lane to serve students walking or bicycling to and from schools. These shared-use paths will be physically separated from motorized vehicular traffic behind the curb and buffered by a continuous planting strip or landscape barrier. The shared-use paths may be used by pedestrians, bicyclists, skaters, and other nonmotorized users and will be handicap accessible.

Materials:

- » The shared-use path should be constructed with a uniform material such as asphalt or brushed concrete with a center line of contrasting color and/or material.
- » If pavers are used, they should be detailed and installed to meet or exceed all mobility and accessibility requirements.
- » Shared-use path material(s) should be carried across driveways where possible.

Details:

- » The shared-use path's design shall measure a minimum of 10 feet wide in conformance with the State Highway Administration requirements.
- » Lighter earth tones are encouraged to provide contrast with the corridor's asphalt roadway and darker brick found in building materials.
- » Bollards are recommended where the shared-use paths intersect with a roadway or access lane (see Maryland SHA Standards).
- » Where the shared-use paths start or join with a trail, an expansion of the paving area may occur. Additionally, a change in color or texture may occur.
- » The shared-use path materials must meet all mobility and accessibility requirements, per the 2010 ADA Standards for Accessible Design.
- » The shared-use path should be designed to provide a level path of travel for cyclists and pedestrians at access lanes where possible.
- » The shared-use path shall conform to State Highway Administration requirements.

Maryland SHA Standards:

- » Shared-use paths will have a minimum cross section of 10 feet, 12 feet preferred, with 2 feet of shoulder on both sides; any path less than 10 feet wide will require a design waiver. In areas where pedestrian activity is expected to be light, a path 8 feet wide may be acceptable.



VEHICLE TRAVEL LANES

Travel lanes shall conform to the State Highway Administration requirements for paving materials and construction details. Where a center turn lane is incorporated, a change in paving material or color is encouraged to visually define the lane.

BIKE BOX

At intersections, bicycle lanes may include bike boxes that extend out into the travel lane and create a special stopping area, allowing bicyclists to stop in front of vehicles. This area enables bicyclists and bicycle lanes to be clearly visible to turning vehicles. Bike boxes should match the color and design of bicycle lanes.



LANDSCAPE

Along Clarksville Pike, the placement of street trees should vary from uniformly-aligned street trees in Areas 1 and 2 to more naturally-clustered street trees and plantings in Areas 3 and 4 (see Section 2.0: Streetscape Areas, pages 17-18 for additional information).

AREAS 1 AND 2

Consistent, evenly-spaced street trees should be planted within Areas 1 and 2 of Clarksville Pike to reinforce the commercial character of these sections. Street trees should be planted 25 to 35 feet on center, but no more than 40 feet on center. Variation in tree spacing may be appropriate in some circumstances, depending on location and adjacent uses, underground utilities, and above ground structures. Due to the existing overhead utility lines along Clarksville Pike, the tree species selection is limited to allow safe clearance (see the Areas 1 and 2 palette to the right).

Within Areas 1 and 2, street trees of the same genus and species should be planted continuously and along both sides of Clarksville Pike within these Areas. In some instances, where a natural change in species seems logical due to an adjoining amenity space, civic building, or other important feature, a change in species may be appropriate.

AREAS 3 AND 4

Regularly spaced trees are not encouraged along Clarksville Pike within Areas 3 and 4. Instead, trees and other plantings should be informally clustered to reflect the character of the surrounding agricultural and natural landscape that are adjacent to these areas.

Details (applicable to all Areas, unless noted otherwise):

- » Street trees should have straight, true trunks, limbed to 8 feet clear. In Areas 1 and 2, multi-stem trees are not recommended as street trees.
- » Flowering street trees should be selected only for areas where limited pedestrian and/or outdoor dining activity is anticipated to minimize the impact of bees, insects, and falling debris.
- » Some trees will need to be placed within the Building Frontage Zone, rather than the Tree/Planting Zone, to accommodate setback requirements for underground water lines (further discussed in Maryland SHA Standards).

PLANT PALETTE

Areas 1 and 2

BOTANICAL NAME	COMMON NAME
<i>Acer buergerianum</i>	Trident Maple
<i>Cercis canadensis</i>	Eastern Redbud
'Forest Pansy'	
'Alba'	
<i>Malus 'Spring Snow'</i>	Crabapple (non-fruiting)

Areas 3 and 4

BOTANICAL NAME	COMMON NAME
<i>Acer rubrum</i>	Red Maple
'Armstrong'	
'Autumn Flame'	
'October Glory'	
'Red Sunset'	
<i>Acer saccharum</i>	Sugar Maple
'Green Mountain'	
'Legacy'	
<i>Betula nigra 'Dura Heat'</i>	Dura Heat River Birch
<i>Carpinus caroliniana</i>	Ironwood
<i>Celtis occidentalis</i>	Common Hackberry
<i>Cercis canadensis</i>	Eastern Redbud
'Forest Pansy'	
'Alba'	
<i>Chionanthus virginicus</i>	White Fringetree
<i>Cornus florida</i>	Dogwood
<i>Fagus grandifolia</i>	American Beech
<i>Liriodendron tulipifera</i>	Tulip Poplar
<i>Liquidambar styraciflua 'Rotundiloba'</i>	Rotundiloba Sweetgum
<i>Nyssa sylvatica</i>	Blackgum
<i>Platanus occidentalis</i>	American Sycamore
<i>Quercus alba</i>	White Oak
<i>Quercus coccinea</i>	Scarlet Oak
<i>Quercus phellos</i>	Willow Oak
<i>Quercus rubra</i>	Northern Red Oak
<i>Ulmus americana</i>	American Elm
'Princeton'	
'Valley Forge'	

Maryland SHA Standards:

- » Electric Utilities-Category 3 and 4 Wires: Small trees (under 20 feet tall) should be more than 20 feet from poles. Typical medium trees (20-50 feet tall) should be more than 30 feet from wires and poles. Typical columnar medium and large trees should be more than 30 feet from wires and poles. Typical large trees (over 50 feet tall) should be more than 50 feet from wires and poles.
- » Communication Utilities: Where communication wires sag below 20 feet, only small trees, shrubs, and low vegetation are specified.
- » Water and Sanitary Sewer: Minimum offset distance for trees is 7 feet + half the pipe diameter, measured from the centerline of the pipe.
- » Fire Hydrants: Offset distance of trees and large shrubs to hydrants or other fire apparatus is at least 15 feet.
- » The planting strip between the curb and sidewalk should be a minimum of 3 feet wide and can be grassed, brick, or patterned concrete.
- » Mulched planting beds of perennials, ornamental grasses, annuals, and bulbs may not be installed in median and splitter island plantings, unless approved by SHA. Medians less than 6 feet wide should typically be hardscaped, with turfgrass installed in other suitable locations per SHA's Estimating Manual. Individual tree pits within 5 feet of the edge of a planting bed may be included in the bed.



Consistent, evenly-spaced street trees should be planted in Areas 1 and 2.



Natural, clustered groupings of street trees should be planted in Areas 3 and 4.

RAINWATER PLANTERS

Along Clarksville Pike, rainwater planters should vary from regularly spaced planters in Area 2 to continuous planting strips or bioswales in Areas 1,3, and 4.

In Area 2, Rainwater planters should be regularly spaced along the curb on Clarksville Pike and should include native plantings and street trees. Planters should be a minimum of 30 square feet and a minimum of 4 feet wide; 6 feet wide is recommended. Generally, planters should be evenly sized and spaced. In some instances, such as where limited pedestrian activity is anticipated, planters may be elongated to accommodate 2 or more trees. Where high pedestrian activity is anticipated, such as near the intersection of Great Star Drive and the plaza near the mile marker, tree grates may be used in lieu of planters (see page 67 for additional information). The design of the rainwater planters and street tree species selected should remain constant along this portion of the street length.

In addition to street trees, planters may be planted with low ground cover and/or shrubs. Native or adaptive plant species are encouraged. Tall plantings that block visibility and create safety concerns should be avoided. Planters may have a 4 inch to 6 inch curb or border, or they may be flush with the sidewalk at the edges and slope towards the center. They may include a low, 8 to 12 inch decorative fence.



PARKING SCREENING

Buffers and screens should be used to reduce the visual presence of parking along Clarksville Pike. No less than 50% of the linear street frontage fronting Clarksville Pike forming the perimeter of parking areas, exclusive of driveways and entrances, should contain screening materials. These materials may consist of plantings from the tree Plant Palette/List (see page 59 for additional information), or ornamental fences or walls, or earthen berms, or some combination thereof. The height of the screening should be between 32 inches and 42 inches, as measured from the grade of the sidewalk or curb along Clarksville Pike; trees limbed to 8 feet clear. (see Section 4.0: Site Design Principles, page 76, and Section 4.0: Service and Loading, page 92 for additional information regarding parking screening).

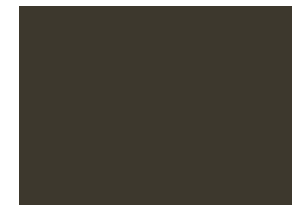


STREET FURNISHINGS

Streetscape furnishings provide an opportunity to create a consistent, high-quality built environment along Clarksville Pike. The following palette of streetscape furnishings was selected through public input by the Clarksville-River Hill community as the preferred palette for Clarksville Pike for all furnishings within the right-of-way. A preference for locally supplied and recycled materials was also expressed. While furnishings selected for the palette and shown to the right meet these stated preferences, should other furnishing selections be required, they should meet the criteria on the following pages.

Maryland SHA Standards:

- » Street furniture should not be specified within a 5 feet clear sidewalk width unless a reasonable alternate access route is adjacent.

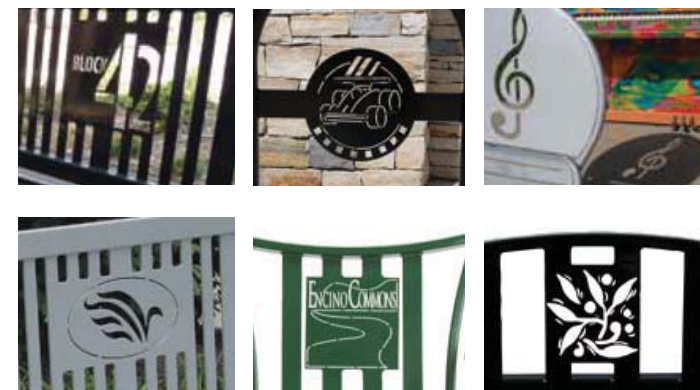


COLOR/MATERIAL PALETTE

All streetscape furnishings, unless identified otherwise, are to be prefinished metal in a bronze or bronze-like color to provide a uniform palette along the corridor.

CUSTOM DESIGN

Laser cuts provide the opportunity to customize streetscape furnishings with text, logos, or other imagery. The following images are examples of the custom designs that can be incorporated as part of various streetscape furnishings.



BENCHES



Victor Stanley - Steelsites RB Series (RB-28 with back or RB-12 backless)
Color: Bronze



Landscape Forms - Scarborough Series
Color: Bronze



Landscape Forms - Scarborough Series (without back)
Color: Bronze

POTS AND PLANTERS



Victor Stanley, Inc. - Ironsites Series
Color: Bronze

BOLLARDS



Landscape Forms- Annapolis Series
Color: Bronze



Victor Stanley, Inc.- Street Sentry Series
Color: Bronze

BIKE RACKS



Victor Stanley, Inc. - Freesia Series
Color: Bronze

WASTE/RECYCLING STATIONS



Landscape Forms- Scarborough Series
Color: Bronze



Victor Stanley, Inc.- Ironsites Series (with dome lid)
Color: Bronze

LIGHTING



All Street lighting should have a solid cap to minimize the impact of artificial light on the night sky.

BGE Post Top Luminaires - Havre de Grace Series
Color: Bronze

*All images have been taken from the credited source identified in each caption

BENCHES, TABLES, AND CHAIRS

Outdoor seating is an important element in a vibrant, welcoming environment, providing places for social interaction and repose. When outdoor seating is comfortable, clean, and convenient, visitors will be encouraged to stay and enjoy the corridor. It is also important that these furnishings add to the corridor's overall design aesthetic and are compatible with materials found in nearby buildings. Benches along the street edge that are part of the street furnishings should be uniform and consistent throughout the corridor (see the street furnishings palette on pages 63-64 for additional information). Benches, tables, and chairs belonging to commercial or institutional tenants or within adjacent amenity space should be unique and expressive of the overall composition and character of the building or storefront. In particular, restaurants are encouraged to select furniture which reflects their individual design. Opportunities for benches to serve as public art pieces are strongly encouraged.

Materials:

- » Benches along the street edge that are part of the street furnishings should be metal (aluminum, steel, or cast iron) and consistent in material, style, and color with the other street furnishings, including street lights, bollards, and trash/recycling receptacles.
- » Benches, tables and chairs belonging to commercial tenants should be metal (aluminum, steel, or cast iron), a combination of wood and metal, stone, or other durable material.
- » Materials with a high percentage (75% or more) of recycled content are encouraged.
- » For benches also serving as public art, other materials may be approved.

Details:

- » Benches should be surface-mountable or able to be embedded in paving. Tables and chairs may be either permanently placed/mounted or moveable.



POTS AND PLANTERS

Pots and planters should add interest, color, and pedestrian scale to the streetscape. Low-maintenance planters with perennial and annual plantings are highly encouraged along Clarksville Pike, but should be appropriate to the overall design of the streetscape. Moveable pots and planters should be used where permanent planters may limit the versatility and use of a sidewalk area. Pots and planters belonging to commercial or institutional tenants should reflect the unique character of each building or storefront. Opportunities for pots and planters to serve as public art pieces are strongly encouraged.

Details:

- » Pots and planters should be of a durable, low maintenance material. Materials with a high percentage (75% or more) of recycled content are encouraged.
- » Pots and planters should not impede pedestrian circulation or block visibility.



BOLLARDS

Bollards should be used along Clarksville Pike primarily at street intersections with crosswalks or where amenity space abuts the roadway to protect pedestrians from vehicles. Particularly, where the shared-use path meets a street or access drive, bollards are encouraged to alert all users, pedestrians, bicyclists, and drivers to the crossing. Bollards may also be used to add visual interest and provide ground-level lighting.

Materials:

- » Bollards along the street edge that are part of the street furnishings should be metal (aluminum, steel, or cast iron) and consistent in material, style, and color with the other street furnishings, including street lights, benches, and trash/recycling receptacles.
- » Bollards belonging to commercial or institutional tenants should be unique and expressive of the overall composition and character of the building or storefront and should be of a durable, low maintenance material.

Details:

- » Bollards may be permanent or removable, depending on the desired limits of access.
- » Removable bollards are recommended where possible in order to provide maximum flexibility.

Maryland SHA Standards:

- » Bollards shall not be used to separate a sidepath from motor vehicle lanes.
- » Bollards should provide at least 5 feet of space for one-way path traffic to pass along a separate side path.



TREE GRATES

Tree grates are appropriate within the streetscape along Clarksville Pike where high pedestrian activity is anticipated such as in Areas 1 and 2 near plazas or concentrated retail.

Materials:

- » As part of the streetscape, tree grates should be consistent throughout the corridor and consistent in material, style, and color with the other street furnishings, including street lights, bollards, and trash/recycling receptacles.
- » Tree grates should be metal (steel or cast iron).
- » Materials with a high percentage (75% or more) of recycled content are encouraged.

Details:

- » A minimum of 30 square feet is recommended where tree grates are used: this may include multiple tree grates that cover the planting pit, allowing for air and water circulation, while still accommodating intense pedestrian activity.
- » A portion of the square footage of the tree grate may be permeable paving and/or hand set pavers or granite blocks with spacing that allows for water percolation.
- » Tree grates should be properly maintained and cleaned for the safety of visitors and for the welfare of the trees they protect.

Maryland SHA Standards:

- » Tree grates are installed when street trees are surrounded by paving on at least 3 sides.

WASTE/RECYCLING STATIONS

Waste and recycling receptacles should be coupled together and should be conveniently located along Clarksville Pike particularly where high pedestrian activity is anticipated and/or at shared-use path trail heads.

Materials:

- » Trash/recycling receptacles along the street edge that are part of the street furnishings should be metal (aluminum, steel, or cast iron) and consistent in material, style, and color with the other street furnishings, including street lights, benches, and bollards.
- » Trash/recycling receptacles belonging to commercial or institutional tenants may vary, but should be metal (aluminum, steel, or cast iron), a combination of wood and metal, or other durable material.
- » Materials with a high percentage (75% or more) of recycled content are encouraged.

Details:

- » Waste and recycling receptacles should be coupled together to promote recycling.
- » For sanitation purposes, receptacles should have a rain guard over the main opening and should conceal the main recycling or trash container.



SMOKING RECEPTACLES

A non-smoking environment should be a goal of Clarksville Pike; however, proper disposal of tobacco products is necessary to avoid littering and fire hazards. Most cigarette butt filters are not biodegradable; they are made from acetate, a form of plastic, and should be disposed of properly.

Materials:

- » Smoking receptacles should be metal.

Details:

- » In most instances, where smoking receptacles are required, they should be placed adjacent to or nearby waste receptacles.
- » Any exterior designated smoking areas should be located at least 25 feet away from building entries, outdoor air intakes, and operable windows.



Source: Cycle Staff



Source: Forms + Surfaces



Source: Landscape Forms

BICYCLE RACKS

Bike racks should be installed along Clarksville Pike to promote and encourage bicycling as a means of travel. Locations of bike racks are contingent on site conditions but generally, bike racks should be placed near entries to commercial and institutional buildings. In all cases, bike racks should be located conveniently for use by cyclists but where the racks will not interfere with pedestrian movement and building entrances.

Materials:

- » Bike racks along the street edge that are part of the street furnishings should be metal (aluminum or steel) and consistent in material, style, and color with the other street furnishings, including street lights, benches, and trash/recycling receptacles.
- » Bike racks belonging to a commercial, institutional, or residential building may be unique and expressive of the overall composition and character of the building or storefront.

Details:

- » Bike racks should be permanently installed.
- » Bike racks should enable both the front wheel and frame to be locked securely and the bicycle to remain upright.
- » Single racks should be mounted at 30 inches minimum on center to allow room for two bicycles to be secured to one rack (on either side).

LIGHTING

STREET LIGHTS

Street lights should be selected and placed to create an even rhythm and consistent, safe light levels along streets. Street lights should be selected with the consideration of being used as the standard fixture along the corridor. As such, street light selection should be finalized by the County and BGE. Pedestrian scaled street lights of approximately 14 feet in height are encouraged to light the sidewalks and shared-use path as supplement to the existing, taller street lights. Additional, new higher poles may be required to adequately light wider street intersections. Light levels and quality of light should be appropriate for the streetscape character and use. All streetscape lighting should be selected from a family of the same design-related fixtures.

At Site Development Plan (SDP), street light placement will be reviewed by the County to ensure adequate light levels are maintained. Street lights should be located first, followed by street trees, and finally street furnishings. The location layout of all street lights installed in the State right-of-way will be determined by the State Highway Administration. Street lights installed on private streets or in private areas adjacent to Clarksville Pike will be determined by the County, and/or BGE with the State's input regarding any glare issues onto Clarksville Pike as well as glare onto adjoining private properties.

Materials:

- » All light poles should be fiberglass. If metal poles are desired, breakaway bases will be required.
- » All lighting fixtures should be Dark Sky compliant, as defined by the International Dark Sky Association (IDA).
- » LED fixtures are recommended with a target wattage in the range of 70 to 100 watts for the 14' pole locations.
- » Higher wattage fixtures may be used on the 30' pole locations.

Details:

- » Lighting may be installed on utility poles in areas where ground-mounted poles are constrained.
- » Banners may be attached on street light poles where appropriate (see Section 5.0: Signage Design Guidelines for additional information).

Maryland SHA Standards:

- » The minimum offset for a lighting structure from face of curb is 2 feet; the preferred offset for a lighting structure from face of curb is 6 feet.



SECTION 4.0

ARCHITECTURE DESIGN GUIDELINES



Overview

As Clarksville-River Hill experiences new development and revitalization along the corridor, it is important for developers and their design professionals to understand the architectural characteristics that define Clarksville Pike. As discussed in *Section 2.0: Analysis and Vision*, much of the existing architecture in Clarksville-River Hill reflects a variety of traditional building forms layered with a range of materials, massing elements, ornamental windows, and added details at the eaves, porches, and entryways. This section identifies criteria for both façade improvements and new development for building façades fronting Clarksville Pike within the study area. These guidelines discuss building form and outline appropriate materials and elements that will create a cohesive architectural identity for Clarksville Pike.

The architectural guidelines have been written to reflect the vernacular architecture of the Clarksville-River Hill area with a close study of the design elements in the surrounding area. These aesthetics should be carried forward in new and renovated building elevations that front Clarksville Pike. The criteria outlined on the following pages will help guide the design of built structures along Clarksville Pike, for all building types.

The Architecture Design Guidelines comprise the following sections:

- » Site Design
- » Building Form and Massing
- » Building Material and Element Standards
- » Storefront Standards

The Howard County Zoning Regulations for all building bulk regulations (e.g., building setbacks, height, and similar) apply and are not superseded by these design guidelines.

EXISTING CHARACTERISTICS

- » Predominant use of stone, brick, and siding as building materials.
- » Simple, well proportioned volumes with consistent roof pitches.
- » Detailed eaves and cornices.
- » Multi-pane windows that are either rectangular or square. First-floor windows are taller than second floor windows.
- » One-story porches or entries, sometimes with gabled 'temple front' façades.
- » An orderly relationship among windows, doors, porches, and roof forms.

SUSTAINABILITY GOALS

With a goal of increasing sustainability in the built environment, buildings along Clarksville Pike should be designed to holistically address the principles of environmental stewardship. Per Howard County's Green Building Law (CB14-2010), all new building construction 10,000 square feet or larger shall achieve LEED certification from the US Green Building Council of a certified-level rating or higher. Each new project should aim to be environmentally sound, functional and effective, as well as financially viable. Buildings should be sustainable and use natural resources, such as water and energy, efficiently. They should create spaces that are comfortable, engaging, beautiful, and inspiring.

PRIMARY ACTIONS FOR A SUSTAINABLE BUILT ENVIRONMENT:

- » Create buildings which limit the impact on natural resources and are healthy for the environment and people. Reuse building materials where possible and use materials with recycled content.
- » Promote walkability; where possible, a building's ground level streetfront should incorporate wall openings such as windows and doors to create an engaging streetscape.
- » Improve stormwater runoff quality and groundwater recharge; consider green roofs for a reduction in stormwater runoff through storage, vegetative uptake, evaporation, and plant transpiration.
- » Reduce potable water use in landscape areas near buildings; consider harvesting rainwater or filtered grey water from the building for landscape irrigation or choosing native or adaptive plant species that do not require sustained irrigation.
- » Facilitate and encourage bicycling; provide secure storage.
- » Reduce building heating and cooling energy use; when possible, orient buildings to maximize southern exposure for passive solar gain and use roof and window shades to screen summer sun on the south, east, and west sides of buildings. Orient buildings to take advantage of daylight.
- » Reduce impacts from the use of fossil fuels; consider alternative energy production at the building, including solar photovoltaic, solar thermal, geothermal, and micro wind turbines. Consider using photovoltaic panels as shade structures on buildings and over parking where appropriate.
- » Reduce heat island effect; use light-colored and/or high albedo shade structures, pergolas, landscape plantings, and/or photovoltaic arrays over dark-colored and/or low albedo surfaces.



Examples of existing architecture along Clarksville Pike

Site Design

As new development and redevelopment occurs along Clarksville Pike, there exists an opportunity to create a more dynamic, pedestrian-oriented streetscape. Whether in the form of additions to existing buildings, infill buildings on existing parking lots, or full redevelopment of existing sites, development from Guilford Road to Sheppard Lane is encouraged to address the street. Buildings should be placed close to Clarksville Pike with active storefronts comprising a majority of the ground-floor uses. Where view sheds exist adjacent to farmlands, building placement should respect and preserve these views.

EXISTING CHARACTERISTICS

- » Buildings generally side or front Clarksville Pike.
- » Retail buildings that directly address Clarksville Pike typically have significant setbacks.
- » Building frontage is discontinuous; surface parking directly fronts Clarksville Pike in many locations.
- » Parking, service, and loading areas are not screened or hidden from street view.
- » Intersections are generally undefined by buildings or public spaces.
- » Major view sheds of agricultural landscapes exist along the corridor southwest of Guilford Road and northwest between Linden-Linthicum Lane and Trotter Road.
- » Vehicular access is emphasized. The corridor includes numerous curb cuts along Clarksville Pike and pedestrian access is limited or disrupted/discontinuous.

SITE DESIGN PRINCIPLES

- » Buildings should front onto Clarksville Pike, with storefront fenestration (with retail space or building amenity space) at the ground level for 50% or more of the façade length, where feasible. Building façades along other streets may or may not have storefronts at the ground level.
- » Buildings should be set close to the street (ideally within 25 feet of the curb) to reinforce the pedestrian character of the corridor. Buildings should be located at street corners to reinforce and anchor important intersections and/or define important public spaces where applicable.
- » Primary building entrances should be oriented to the street. For buildings adjacent to Clarksville Pike, primary access to a building should be from the street or oriented to a street corner. Additional access may front parking areas to the sides or rear of the building.
- » In Areas 1 and 2, properties fronting Clarksville Pike should ideally have a minimum 50% of frontage covered by building.
- » Where view sheds exist adjacent to farmland, development should preserve and/or maximize these views to capitalize on this unique asset of Clarksville Pike.
- » Building setbacks at the ground level should be generally consistent along the street. Exceptions may occur where public spaces are envisioned for plazas, seating areas, or outdoor dining.
- » Where existing surface parking areas are located along Clarksville Pike, liner buildings are encouraged to create a consistent streetscape. Where infill buildings are not planned or practical, low shrubs (up to 42 inches in height) and trees limbed to 8 feet clear are encouraged to be planted to screen the parking. Where surface parking areas are located behind buildings but adjacent to residential areas, screening and buffering treatments such as plantings, berms, and walls should be used to the greatest extent possible to mitigate visual conflicts (see Section 3.0: Parking Screening, page 62 and Section 4.0: Service and Loading, page 92 for additional information).
- » Service and loading areas should be located away from Clarksville Pike at the rear or side of the building and appropriately screened.
- » Site design should emphasize pedestrian access over vehicular access.
- » Curb cuts for access drives to private property should be minimized along Clarksville Pike, and where feasible, access drives should be combined to promote more continuous sidewalks and shared-use paths and less disruption to pedestrian and bicycle circulation.
- » Pedestrian sidewalks and paths that travel through and/or across properties are encouraged, where feasible, to enhance connectivity and promote a walkable environment. These sidewalks and paths should be a minimum of 6 feet in width.

SITE DESIGN - RE-ENVISION THE CORRIDOR



An aerial photograph of existing building frontage along Clarksville Pike

CLARKSVILLE PIKE TODAY

- » Frontage is discontinuous
- » Retail is set back and does not address the corridor
- » Parking is not screened or hidden from street view



Diagram showing conditions similar to those existing on Clarksville Pike

- | | | |
|---|------------------------------|------------------------------|
| 1 Buildings set back and do not form a consistent street edge | 3 Parking is not screened | 5 Lack of street trees |
| 2 Multiple curb cuts | 4 Sidewalks are disconnected | 6 Lack of amenity open space |

CLARKSVILLE PIKE FUTURE

- » New development to infill along the street and public open spaces to create more continuous frontage
- » Parking is screened from corridor view
- » Curb cuts and access drives off Clarksville Pike are consolidated
- » Building entrances are visible from the corridor and provide easy access for all users



Aerial rendering depicting potential, future building frontage along Clarksville Pike

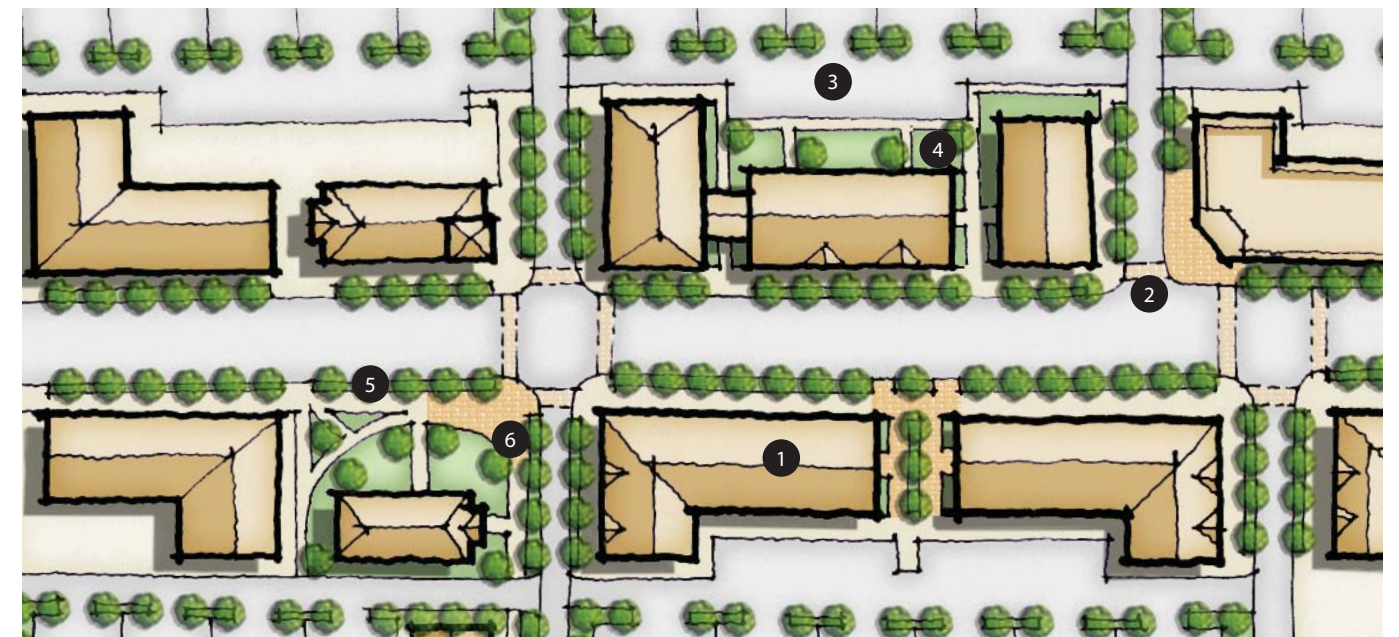


Diagram showing conditions similar to those envisioned and encouraged along Clarksville Pike in the future

- | | | |
|--|---|---|
| 1 Buildings move forward to create a consistent street edge | 3 Parking is consolidated and screened | 5 Consistent landscaping |
| 2 Consolidate curb cuts accessing private property on Clarksville Pike | 4 Clear pedestrian connections are provided | 6 Plazas are incorporated as amenity open space |

Building Form and Massing

OVERVIEW

With the goal of learning from the best qualities and characteristics of Clarksville Pike and other corridors, new development and redevelopment along the corridor should emulate the forms found in these preferred architectural precedents. The following building form and massing standards outline best practices for articulating street frontage along the corridor. Additionally, guidelines are provided to compose successful compositions of façade elements to create a dynamic and memorable main street corridor.

- » Along the corridor, from Guilford Road to Linden Linthicum Lane, buildings are encouraged to be a minimum of 2 stories or 30 feet measured from the sidewalk ground plane to the eave.
- » Buildings exceeding 120 feet in façade length along Clarksville Pike should set up an implicit or explicit system of bays. Implicit systems use window groupings in the base, intervening floors, and the cornice area to denote bays. Explicit systems use columns or pilasters to break down/modulate a façade.
- » Certain important walls, piers, and/or columns at the building base should visually transfer the wall load above, through the base, to the ground plane. The walls, piers, and/or columns at the base should relate in alignment to the wall areas above.
- » Entrances should be visually identifiable within the façade and articulated within the base or bays in which they occur.
- » Corners of buildings at important intersections are encouraged to have special articulation, such as a change in fenestration, a change in the height of the base or top, a change in material, or similar.



- » All buildings are encouraged to have a base, middle, top/cap, as follows:
 - › All buildings should have a clearly defined base that should have a visual appearance of greater height than other floors.
 - › Buildings 1 story in height should have, minimally, a water table base and a cornice or parapet cap.
 - › Buildings 2 to 3 stories in height should have a clearly defined base and an articulated cornice or parapet.
 - › An expression line (such as a horizontal band, projecting material, or regulating line) should delineate the division between base, middle, and top.
 - › The top should be distinguished from the middle by changing the window rhythm, material, setback, floor height, or similar.
 - › Setbacks in the building elevation should occur at a horizontal expression line.
- » In addition to the base, middle, and top criteria noted above, all buildings should have a distinctive cap, such as a cornice or parapet, trellis or shade device, sloped roof, or penthouse, as appropriate to the building's architectural expression.
- » Typically, architectural bays should read in elevation.



HORIZONTAL ELEMENTS

Building compositions of base, middle, and top relate to the human form and, therefore, follow a natural order. Horizontal elements, such as cornices at the building top and belt or water table courses below, delineate the zones of a façade and give emphasis to the composition. They define the proportions of the building elevation while allowing for material transitions (much as a belt transitions between pants and a shirt). Continuous belt or water table courses may be used to unify portions of elevations. Similarly, cornices and roof lines may be continuous to unify an elevation, or, differentiated to break up long elevations. Horizontal elements may also include shading devices such as canopies and brise-soleils (sun/shade structures).

STANDARDS

- » In building compositions with a base, middle, and top, cornices at the top and belt or water table courses below should delineate between a building's elevation zones.
- » Continuous belt or water table courses may be used to unify portions of elevations.
- » Similarly, cornices and roof lines may be continuous to unify an elevation or differentiated to break up long elevations.
- » A horizontal band line should be used on an elevation where there is a change in primary materials or colors, such as at the transition point between a stone water table base and siding above.
- » Furthermore, transitions between primary elevation materials should occur along horizontal lines.



RECESSES AND PROJECTIONS

As previously noted, creating building frontage along Clarksville Pike is a priority for defining the corridor's streetscape. However, in some cases long elevations may result. To give relief to these elevations, recesses and projections may be used to animate long elevations and create shadow lines. Further, recesses and projections may create a visual rhythm on an elevation such as with a series of bays undulating across a flat façade. Additionally, recesses and projections may offer shading and cooling opportunities as well as locations for entries, canopies, and balconies.

In order to transition between materials appropriately, changes in materials should occur only at changes in plane. Recesses and projections can mitigate some of these transitions. While transitions between primary elevation materials should occur only along horizontal lines, additional material changes may occur at recesses and projections. For example, materials may terminate and change at an inside corner of a recess or when butting into a projecting element such as a bay. In short, material transitions require definite starting and stopping points.

STANDARDS

- » Long elevations should be visually broken into smaller sections through material and plane changes including recesses and projections, variations in window groupings, and/or the addition of bays.
- » Recesses and projections may be used to reinforce a vertical read; however, for large gestures, they should be used sparingly for emphasis.
- » Recesses and projections should be reflected in variations in the roofline.
- » Recesses and projections may be used to provide shading and cooling opportunities as well as location for balconies.
- » Changes in materials should occur only at changes in plane.



CORNER ELEMENTS

At gateways to the corridor and/or at primary intersections, new buildings should act as markers that signal arrival and transition along Clarksville Pike. Buildings at these locations should respond in design with the appropriate corner elements that announce the corridor and welcome visitors. Buildings at primary intersections are encouraged to have corner entrances at street level. Secondary intersections may have less pronounced or smaller scale corner elements as warranted.

The proportions of corner elements are important in achieving the correct read and first impression of the corridor. Corner elements, especially towers, should be vertical in proportion and may be used to anchor a building to the ground.

STANDARDS

- » At prominent locations, corner elements should project higher than the surrounding portions of the building and may be manifested as a tower or other corner element(s) that mark a gateway to the corridor, terminate an important view, or act as a focal element.
- » Corner elements on buildings within Area 2, the commercial core, should have a prominent, distinctive character.
- » Corner elements may be used as transitions to segue between varying building heights or between non-perpendicular building faces.
- » At primary intersections, corner elements should have a higher level of detail compared to other locations.



SOLID AND VOID

The relationship between solid and void is critical to the read and function of a building. For example, the ratio of glazing (voids) to wall surface (solid) should be greater in retail conditions compared to residential. Additionally, the placement and groupings of windows and doors can order an elevation and provide hierarchy. A horizontal grouping of openings emphasizes the relationship between base-middle-top massing while a vertical grouping of openings may be used to highlight a portion of the elevation or break up or modulate long elevations. Regardless of the arrangement, openings should occur in rhythm with the building's architectural bays.

STANDARDS

- » The relationship between solid and void is critical; the ratios should vary according to the use (e.g., the ratio of glazing to wall surface should be greater in retail and office conditions compared to residential).
- » The placement and groupings of windows and doors should be used to provide hierarchy and order to building elevations.
- » Openings should occur in rhythm with the architectural bays.
- » The shape and proportion of the openings should be in harmony with the architectural style.
- » Institutional uses are encouraged to provide appropriate glazing (windows and doors) to activate building elevations fronting Clarksville Pike.



Architectural Palette

OVERVIEW

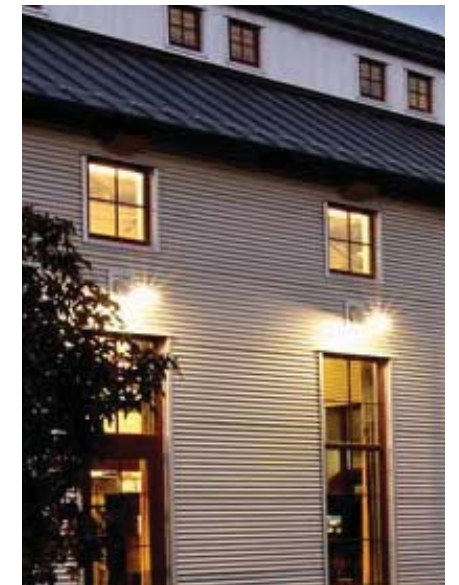
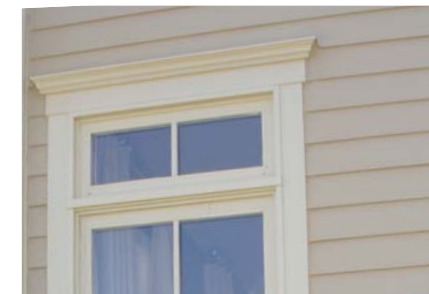
The choice of materials and elements of a building can greatly inform and impact the feel and visual appearance of a place. Therefore, it is important that a building's materials and elements directly respect and relate to its surrounding context. This section outlines the criteria for building materials and elements for all components of building façades, except storefronts, fronting Clarksville Pike. For storefront criteria, see Storefront Standards starting on page 93.

These criteria, which define the Material and Element Standards, reflect the vernacular language, or architectural palette, of the Clarksville-River Hill area. While no style is prescribed, the following criteria do discuss what building materials are encouraged and the technique in which they are properly applied and finished.

EXISTING CHARACTERISTICS

PREDOMINANT USE OF STONE AND SIDING AT THE SOUTHERN AND NORTHERN ENDS OF THE CLARKSVILLE PIKE STUDY AREA.

- » Brick is more prevalent at the core (Area 2).
- » In general, primary materials wrap all sides of buildings.
- » Exterior walls facing Clarksville Pike and primary streets are typically more detailed.



Building Material and Element Standards

EXTERIOR WALLS

- » Exterior walls with Clarksville Pike or amenity space frontage should be brick, stone, pre-cast, cast stone, and/or fiber cement siding or panels in a smooth or stucco finish (e.g., Hardi Plank).
- » Exterior walls, as they turn the corner from the street or amenity space frontage condition to a service, parking, or courtyard condition, should be consistent in material and detail with the street or open space frontage façade for a minimum distance of 30 feet or one structural bay.
- » Building walls facing interior courtyards, service lanes, or parking structures (excepting as noted in the criteria above) should be brick, stone, architectural concrete block (excluding split-face), pre-cast, cast stone, or metal components on the ground level; upper levels may also be stone or stucco. Exposed foundation walls may additionally be parged concrete or other similar finish.
- » Vinyl and aluminum siding products are not encouraged as primary elevation materials.
- » While not encouraged, the use of EIFS on an exterior wall above 22 feet (measured vertically from grade) is acceptable; the use of EIFS on an exterior wall within 22 feet of grade should be avoided. The EIFS color(s) should be complementary, but not identical, to adjacent materials.
- » Building walls, between the foundation and the eave, should be no more than three primary materials.
- » Materials should terminate or transition only in the following ways:
 - › Along horizontal lines consistent with the base, middle, and top of the building;
 - › At changes in building plane; or at pilasters, engaged columns, or other similar architectural elements;
 - › Lighter appearing material (lighter in color, texture, and/or weight) should typically be used above the heavier appearing materials.
- » Arcades, piers, and columns should be stone, cast stone, pre-cast, brick, or composite material (e.g., Permacast or equivalent).
- » Arches should have a distinctive thickness (on both the inside and outside surfaces) and width.

WINDOWS

- » Windows should be wood, aluminum-clad wood, fiberglass, or aluminum.
- » Windows should be single-, double-, or triple-hung, fixed, or casement.
- » Windows are encouraged to be operable where residential is the use.
- » Window openings, frames, and lites (panes) should typically be square or rectangular in configuration and vertical in orientation. Circular, half-round, irregular, or elliptical accent windows may be used sparingly as accent windows only. Paired quarter-round windows may be used flanking an architectural feature.
- » Muntins (grilles) should be real (as with true divided lites), permanently affixed to the exterior and interior, or permanently affixed to the exterior.
- » Windows should not be closer than the width of the window to the corner of the building unless the windows wrap the corner as part of an architectural element, or are appropriate to the architectural character.
- » Windows should align vertically within a façade, excepting at an attic story where windows or dormers may align with the centerline between two windows below.
- » Windows should be recessed to develop shadow lines, when appropriate to the architectural character.
- » On all walls clad with materials other than masonry or metal, a minimum 4 inch nominal head and jamb trim should be used. In addition, sill trim should be differentiated from the jamb trim.

SHUTTERS

- » Shutters, where used, should be wood or solid cellular PVC composite (e.g., Timberlane Endurian, Atlantic Premium shutters, or similar).
- » Shutters should be, or appear to be, operable and should be of the required size both horizontally and vertically to cover the opening if closed.
- » Traditional elements found around windows such as shutters, lintels, and window sills are encouraged to provide character and visual detail to façades.

DOORS AND ENTRIES

- » For buildings fronting Clarksville Pike, all building addresses should be visible from the street and must comply with fire code requirements.
- » Primary building entries should be distinct and enhance the building façade. Residential lobby entries may be secondary but should be identifiable from the street.



ROOFS

- » Roofs should be flat or symmetrically pitched typically between a 8:12 and 10:12 slope and only in the configuration of gables and hips. Steeper slopes may be appropriate on steeples or other similar elements.
- » Roofs are encouraged to include architectural elements such as cupolas and dormers for added detail and to compliment existing corridor architecture.
- » Flat roofs should be a white or light membrane material, should have light-colored pavers or aggregate, and/or should be vegetated. Sloped roofs should be real or artificial slate, architectural shingles, copper, or standing seam metal in a green, gray, brown, or similar neutral color. Copper, if used, should be allowed to age naturally. Green (vegetated) roofs and cool roofs are encouraged.
- » Skylights should be located only on the backside of the roof ridge or on nearly flat roofs.
- » Rooftop mechanical equipment should be screened from the street and amenity space view, using sloped roofs, parapets, and/or screens.



GUTTERS, DOWNSPOUTS, AND ROOF FLASHING

- » Gutters and downspouts should be constructed of aluminum, galvanized metal, steel, or copper. Copper, if used, should be allowed to age naturally. Aluminum or steel should be pre-finished in a powder-coated color coordinated with adjacent materials (e.g., bronze downspouts on medium or dark brick, off-white downspouts on light trim, and similar).
- » Downspouts should be located at the rear or sides of the building, unless required by specific conditions to be located on a front elevation, or unless integral to an expressed stormwater management system.
- » Attic vents should not be visible from streets or amenity spaces, unless designed as an architectural element.
- » All flashing should be painted to match the adjacent material, or, should be stainless steel or copper that is allowed to age naturally.

ARCHITECTURAL ELEMENTS

- » Bays should be brick (brick veneer), stone, cast stone, pre-cast, glass, and/or metal components. Additionally cementitious panels and trim are appropriate with a masonry water table base.
- » Bay(s) on façades fronting Clarksville Pike and/or an amenity space should extend to the ground, extend to the retail cornice, or be structurally (or visually) supported by brackets.
- » Trellises, pergolas, and similar should be metal, polymer composite, or solid cellular PVC (e.g., Azek, Versatex, or similar).
- » Privacy screens should be consistent with the architectural character of the building in color and material.
- » Terraces on podium roofs (above a commercial ground floor level) should have pavers of concrete, brick, slate, flagstone, or tile and/or should be vegetated.

ARCHITECTURAL LIGHTING

- » Individual expression of storefronts and highlighting certain, prominent building elevations or corners are permitted (see Storefront Standards, page 93 for additional information). However, the emphasis of lighting should be on the public realm and the streetscape.
- » In buildings where the upper stories are residential, wall washers and other building lighting above the ground floor commercial should be avoided, excepting as mentioned above.
- » Event Lighting: Lighting may be used to announce a special event or time of year. Event lighting should be limited in duration and time-controlled, rather than a constant, festival marketplace atmosphere.
- » All lighting fixtures should be Dark-Sky compliant as approved by the International Dark Sky Association (IDA).
- » Lighting controls and timers should be used to conserve energy for all non-essential exterior architectural lighting.



SITE WALLS

- » Site walls (including screening, retaining, and accent walls) should use materials, patterns, and colors consistent with the adjacent building(s) and, if visible from the street, should be brick, stone, pre-cast, cast stone, or vegetated screen wall. Stone site walls are prevalent at the northern and southern ends of the Clarksville Pike study area; brick site walls are more prominent at the core of the corridor in Area 2 (see Section 2.0: Streetscape Areas, pages 17-18 for additional information).



MECHANICAL EQUIPMENT

- » The visual and noise impacts of mechanical equipment should be minimized along the Clarksville Pike streetscape. Electrical and mechanical equipment, service and storage spaces, trash enclosures, blank walls, and other elements that are not pedestrian-oriented should be located to the sides and rear of the building and screened from direct view from the street.



RAILINGS, FENCING, AND GATES

- » Railings, fences, and gates should be metal or wood, depending on the surrounding context. Metal is appropriate near the commercial core whereas wood is appropriate near agricultural land. Metal materials should be pre-finished in a powder-coated color coordinated with adjacent materials, or painted a low-luster, dark neutral color. Any field welding should be ground smooth and cleaned before painting.
- » Terminal posts at corners, openings, and ends should be wider and taller than other posts.
- » Railing picket spacing should be no more than 4 inches on center, complying with life-safety code requirements.
- » Chain link fencing (except where required by law or for temporary security), barbed wire, and paneled materials are not encouraged.



SERVICE AND LOADING

- » Trash enclosures and other ancillary structures should be located away from Clarksville Pike and adjacent amenity spaces and screened from view using walls and/or landscaping. Enclosure walls should be brick, architectural concrete block, or steel.
- » Trash collection should be accommodated in alleys, service courts, or enclosed loading bays. Consolidation of trash enclosures is encouraged where multiple buildings are present.
- » Service entries and loading areas should be located away from Clarksville Pike and adjacent amenity spaces and screened from public view by walls, fences, and/or landscaping, or, minimized along the street edge.
- » New surface parking lots should be located away from Clarksville Pike and to the sides or rears of buildings. When existing lots are visible from the street, they should be screened with low walls, fences, or landscaping (see Section 3.0: Parking Screening, page 62 and Section 4.0: Site Design Principles, page 76 for additional information).

Storefront Standards

OVERVIEW

As the main street environment envisioned for Clarksville Pike evolves, proper attention should be paid to the commercial storefronts which play a critical role in the social and economic life of the community. Transparency, the ability to see inside and out of storefronts, is key for retail to prosper, for a vibrant street life, and to maintain eyes on the street. Storefront design should balance the needs of the tenant's individual expression with the overall aesthetic of the building and streetscape. Additionally, storefronts should not intrude upon or obscure architectural elements such as columns, cornice lines, sills, and similar.

The Storefront Standards comprise the following sections:

- » Building Frontage Zone
- » Materials and Colors
- » Doors and Frames
- » Windows
- » Awnings and Canopies



Storefront Components Example

- 1 Materials/Colors
- 2 Doors/Entry
- 3 Windows
- 4 Awnings/Canopies

BUILDING FRONTAGE ZONE

The Building Frontage Zone is an area available for shop, restaurant, and business owners to extend their merchandising past the building plane without obstructing pedestrian circulation (see Section 3.0: Streetscape Zone, pages 31-32 for additional information). The Building Frontage Zone, measured from the building face, typically ranges between 2-12 feet in depth and is also limited vertically from the ground plane to the top of the building base (typically at the second floor level) and/or to a maximum of 26 feet. The Building Frontage Zone is reserved for the tenant/ owner and may be used for signage, sidewalk displays, benches, and planters. It also provides an opportunity for outdoor restaurant and cafe seating along the building and can accommodate door swings and projecting window bays.

ENCOURAGED

- » Building projections, such as bay windows or entryways, should be of a rhythm, scale, and proportion compatible with the overall building design.
- » All elements in the Building Frontage Zone should be limited to 26 feet in height, measured vertically from the ground plane.
- » The Building Frontage Zone should include semi-permanent elements added by tenants/owners as noted above. These elements should reflect the quality and character of the shop, restaurant, or business.

NOT ENCOURAGED

- » "Strip center," uniform storefront systems should be avoided. Storefronts should be designed for and unique to each establishment.



MATERIALS AND COLORS

Each shop, restaurant, and business has the opportunity to uniquely display its merchandise or services to attract passing customers. The choice of storefront material and color is a key component of creating an alluring retail environment that reflects the individuality of a business and creates an engaging pedestrian streetscape. To this end, the fit and finish of all storefront components should be of the highest quality. Colors are encouraged to be complementary and reflect the businesses' unique identity.

ENCOURAGED

- » Storefronts should be metal, stone, pre-cast, cast stone, glass and/or durable, smooth exterior grade hardwoods, or other high quality commercial materials.
- » A coordinated color palette should be used to tie all parts of the storefront's architecture together.
- » Generally, muted colors are more appropriate for large areas and backgrounds while bright colors should be considered for accents.
- » The color scheme of the storefront should take into consideration and complement the color of the upper levels of the building as well as adjacent storefronts.

NOT ENCOURAGED

- » Softwoods, EIFS, and pressure treated lumber are not encouraged.
- » The use of more than three colors on an individual storefront, conflicting color schemes on adjacent storefronts, or the same color on adjacent storefronts are not encouraged.



DOORS AND FRAMES

The entry to a shop, restaurant, or business is one of the most important parts of any storefront as it helps provide identity and sets the tone for a patron's experience. Consider a door's shape, size, style, weight, and hardware when designing the storefront.

ENCOURAGED

- » Doors should be compatible with, and complementary to, the overall storefront design.
- » Door placement and design should provide a direct connection to sidewalks and streets, for the primary public entrance(s).
- » All doors should conform to ADA regulations. Consider various levels of mobility to accommodate all users.
- » Doors should have a high percentage of glass to increase visibility into the store's interior and out to the street.
- » The primary entrance should be clearly marked and typically sheltered a minimum of 30 inches via a recessed entryway, awning, or canopy. Secondary or side entrances may or may not be sheltered.
- » Restaurants are encouraged to have additional doors to connect with their outdoor seating areas. A clear through-way and visual connection to exterior seating areas is desirable.
- » Clear glass and maximum visibility are encouraged.

NOT ENCOURAGED

- » Tinted glass, opaque glass, plexiglass, and adhesive window film are not encouraged.



WINDOWS

Transparent storefronts contribute to safety, vibrancy, and merchandising. Large, clear glass areas provide visual connection between people inside and outside and contribute to the actual and perceived safety and pedestrian-friendly quality of the streetscape environment. Removable windows or exterior storefront panel elements enhance the interaction between interior and outdoor street experience. Windows provide an opportunity for shop owners, restaurateurs, and business owners to merchandise to passing pedestrians and motorists. They should be used to display products and services as well as to enliven the sidewalk with light, character, and color.

ENCOURAGED

- » Glass should be clear glass. Opaque, smoked, or reflective glass should be used for accent/spandrel elements only.
- » Opaque, semi-translucent, or fritted glass should be used for accent or spandrel elements only.
- » Glazing should be used for the majority of the storefront surface area. Certain tenants, such as jewelry stores or other establishments with heightened security concerns, are encouraged to incorporate smaller display windows subject to design review approval.
- » Bottom of glazing should be a minimum of 8 inches, but no higher than 30 inches, above the sidewalk grade.
- » Window glazing should be flush with the window frame or slightly recessed up to 8 inches.
- » High light quality, Low Emissivity (Low-E) rated glass is recommended to minimize discoloring of merchandise and moderate heat transfer for energy conservation.
- » Large display windows are encouraged to establish a visual connection between the interior and the exterior.
- » Removable windows are encouraged to enhance interaction between the interior and the exterior street experience.

NOT ENCOURAGED

- » Tinted glass (except for office use where the glass may be lightly tinted), opaque glass, plexiglass, and adhesive window film are not encouraged.



AWNINGS AND CANOPIES

Awnings should be selected in a manner that balances the goals of merchant identity, vibrancy of the streetscape, and coherence with the building's architecture. Both fixed and retractable awnings are encouraged as well as canopies. Awnings and canopies emphasize entrances and support the tenant/owner's image. They add texture to the streetscape and introduce variety to the building façade, while also providing weather protection to patrons and protecting storefront displays from sun exposure.

ENCOURAGED

- » Materials should be durable, fire-resistant, and fade-resistant.
- » Awning projection and placement should complement the scale of the store façade. Canopies designed to be integral to the building's architecture may be continuous across the building façade; individual storefront canopies should be limited to the storefront width (within the Building Frontage and Pedestrian zones).
- » Awnings should be mounted above display windows and below base cornices; awnings between lower storefront glazing and transom are encouraged.
- » Awnings and canopies should be a minimum of 11 feet above the sidewalk, measured from the ground plane to the lowest point of the awning.
- » The structural supports of an awning or canopy should be finished to match or complement the awning fabric.

NOT ENCOURAGED

- » Vinyl awnings are not encouraged.
- » Continuous awnings across several storefronts are not encouraged.
- » Bottom (soffit) panels on awnings are not encouraged.
- » Awnings should not be backlit.

LIGHTING

Lighting contributes to both the character and safety of streets, as well as animating the corridor with street life after daylight.

ENCOURAGED

- » Individual expression of storefronts and highlighting of certain, prominent building elevations or corners are permitted. However, the emphasis of lighting should be on the public realm and the streetscape.
- » Strong, featured lighting emphasis on prominent corners and main entrances is encouraged.
- » Retail Lighting: Storefront façades, recessed doorways, window display areas, and passageways are encouraged to be lit at all times. However, the interior lights beyond the window display area should be on automatic timers to conserve energy. (see Section 5.0: Signage Design Guidelines, for additional information.)
- » All building lighting fixtures should be Dark-Sky compliant as approved by the International Dark Sky Association (IDA).
- » Lighting controls and timers should be used to conserve energy for all non-essential exterior architectural lighting.
- » Stylistic details such as gooseneck and tear drop fixtures are encouraged to create a consistent lighting expression along the corridor.



SECTION 5.0

SIGNAGE DESIGN GUIDELINES



Overview

This section is comprised of guidelines to ensure that signs are an integral part of an overall goal to achieve an aesthetically pleasing and high quality visual environment that reinforces the intended character of Clarksville-River Hill. The criteria are aimed at achieving well-designed, coordinated signage and a process that encourages creativity in the use of signage to enhance the corridor experience. This section addresses both signs for individual buildings and businesses as well as community identification signage for the entire corridor.

Related to corridor-wide signage, an initial environmental graphics identity study was conducted as part of the planning efforts and shared with the community. The preferred branding and identity concepts are documented within this section.

PURPOSE

These criteria encourage the use of artistic imagery, lighting, color, texture, graphics, and materials to inspire creative design for community signage fronting Clarksville Pike. Signage should inform, direct, and orient the public in a thoughtful and meaningful way. It should also improve the aesthetic qualities of a building, a streetscape, or landscape while having a positive visual impact on the entire corridor.

These criteria are intended to convey and encourage standards only for signage fronting the corridor and apply only to new development and redevelopment projects. Replacement of existing signage is not required or suggested; however, if a renovation project envisions signage replacement, adherence to these guidelines is encouraged. Visual examples of a variety of signs are included to help interpret the community's expectation for quality signage.

The environmental graphics identity study is included to document the process and the community's input. This identity study was seen as a first step only. When a formal logo/environmental graphics study is undertaken, the design should consider the community's input and desire for distinctive graphics that reflect the character and themes of the surrounding area.

The Howard County Sign Code applies to all signage and is not superseded by the Clarksville Pike Streetscape Plan and Design Guidelines. Further, for the Village of River Hill, additional signage requirements are governed by the River Hill Community Association.

GOALS

- » Promote an aesthetically pleasing, high-quality visual environment by encouraging signs that reinforce the planned character of the area, complement their surroundings, and effectively communicate their message.
- » Establish design standards to facilitate wayfinding.
- » Encourage creative and innovative approaches to signage within the established criteria framework.
- » Encourage informational/educational signs highlighting sustainable practices and community history. These signs should be placed and designed as site-specific or building specific signage.
- » Encourage creative approaches to community branding that use signage to promote a unified and coherent identity for the corridor.



Photos taken at the public meeting on June 25, 2014. The community was asked to comment on and identify the preferred graphics for signage as part of a coordinated effort to create a unique identity for Clarksville Pike.

Identity Study

Environment graphics will play an important role in establishing a common identity for the Clarksville-River Hill community. Graphics in the form of banners and special paving can convey a sense of arrival and transition between areas within the corridor. They can also communicate memorable features of the area while expressing shared values. To facilitate this, an identity study was conducted to develop community branding concepts. While not a formal or final environmental graphics or logo design, the study was undertaken as a first step in thinking about the identity of Clarksville Pike. Establishing this identity through continued efforts will be critical to the success of the streetscape improvements and future placemaking efforts.

A series of identity study concepts for Clarksville Pike were vetted through a public process. The preferred graphics convey the preferred direction supported by the community. The identity study outlines graphics for banners, signs, and special paving treatments along Clarksville Pike.

The preferred graphics for Clarksville Pike, shown to the right, create a distinctive and memorable identity for pedestrians, bicyclists, and drivers along the corridor. If a more formal environmental graphics effort is undertaken, the design should consider the community's input and desire for distinctive graphics that reflect the character and themes of the surrounding area. Specifically, gables and decorative square details in the architecture along Clarksville Pike, colors and design elements complementary to the rural landscape, and a sense of the rolling movement experienced while traveling along Clarksville Pike should be considered.

PREFERRED GRAPHICS



Preferred graphics for the Clarksville Pike feature:

- » Bold colors and forms to stand out against surroundings
- » Building, fence, and roadway combined to reflect the elements and character of Clarksville Pike



The preferred scheme for banners (seen to the left and above) is a composite of distinctive architectural and landscape features that are prominent along Clarksville Pike. The logo is arched in a manner to suggest movement and highlights the barn-inspired cupolas, simple gable roof forms, and details that are seen along the corridor. The landscape background is neutral in color to highlight the architectural elements, while the yellow background will provide a pop of color and contrast along the streetscape.

General Provisions

The following items listed below are general provisions that apply to all listed/relevant sign types fronting Clarksville Pike. Further provisions specific to each sign type follow the General Provisions.

- » Clarksville Pike should contain an eclectic mix of signage that provides a layer of authenticity to this area. While uniformity, predictability, and legibility are needed for the identification and directional signage along Clarksville Pike, it should not restrict the creative and artistic approach to building signage design – individual expression and creativity is strongly encouraged, particularly on individual storefronts (see Section 4.0: Storefront Standards, page 93 for additional information).
- » Signs should be designed with the purpose of promoting Clarksville Pike to all users while enhancing the pedestrian and bicyclist experience.
- » Signs are to be kept in good repair such that they are always in clean, working condition and the copy text and graphics is not obscured or damaged.

Signs Attached to Buildings:

- » Building signs should relate to their surroundings in terms of size, shape, color, texture, and lighting to be complementary to the overall design of the building but also to the streetscape.
- » Building signs should be located in logical “signable areas” which relate to the architectural pattern of the façade or storefront. Signage areas are often, but not always, continuous wall surfaces uninterrupted by doors, windows, or architectural detail. Canopies and awnings may also serve as signage areas.
- » Building signs should enhance and relate to, not obscure, the architectural features of buildings.

Freestanding Signs:

- » Signs attached to buildings are preferred over permanent freestanding signs.
- » Monument or low-profile, ground-mounted signs are preferred over pylon or pole-mounted signs.
- » Multiple business signs should be consolidated into one ground-mounted sign, where practical.

CONTENT

- » Signs that incorporate creative logos or graphic elements along with the business identity are encouraged.
- » Signs for businesses should promote the “Trade Name” only. Tag lines, bylines, merchandise, or service descriptions should not be used.
- » Signs, copy, and graphic elements should fit comfortably into sign area, leaving sufficient margins and negative space. Thickness, height, and color of sign lettering should be visually balanced and in proportion to other signs located on the same building façade.

ILLUMINATION

Lighted signs help create the night streetscape while assisting with identification and wayfinding. It is important to illuminate signage carefully to ensure safety.

- » Internally-illuminated, acrylic or flexible, vinyl faced box signs are not encouraged, unless incorporated as a secondary or supportive feature.
- » Backlit, halo-lit, 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 and should be designed as part of the architecture of the sign.
- » Sign lighting should be designed and installed to achieve appropriate illumination of the particular sign type and condition. Effort should be made to only illuminate the graphic surfaces, background, and letterforms of the sign, while limiting light spillover to other adjacent uses, buildings, pedestrians, and vehicles and to keep night sky light pollution to a minimum.
- » Lighting for all business signage should be turned off or reduced during certain non-business hours except as required for safety and security.
- » All electrical connections, including junction boxes, transformers, conduit, raceways, and tubing required for any sign items, should not be exposed; they should be concealed and out of public view. Where the attachment of a sign may severely damage or impact the façade of a building or canopy, an architectural signage raceway may be installed. If installed, the raceway should be fabricated to minimum dimensions to conceal all electrical wiring components and painted to match adjacent sign and/or building façade.
- » Sign illumination should promote energy conservation by utilizing energy efficient illumination methods such as LED lighting components and solar-based illumination techniques.



Examples of halo-lit signage

SIGN 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.
- » Dimensional signs, letterforms, and decorative brackets are encouraged.
- » Where sign letters are pin-mounted, they should have dimensional returns to give the appearance of solid dimensional material.
- » Internally-lit plastic letters or plastic box signs are not encouraged.
- » Signage for Clarksville Pike is anticipated to employ a variety of materials and illumination techniques including:
 - › Painted aluminum/metals
 - › Natural finish metals, including bronze, aluminum, steel, and stainless steel
 - › Etched and polished metals
 - › Cast metals/plaques
 - › Metal screens, grids, and mesh
 - › Natural, opaque, hard surface materials, such as granite and stone
 - › Glass – including frosted, colored, patterned and clear
 - › Exterior grade fabric materials, such as Sunbrella Fabric or equivalent
 - › Acrylic, poly-resin materials
 - › High density urethane
 - › LED illumination
- » The following signage elements are not encouraged:
 - › Internally-illuminated awnings
 - › Conventional, plastic-faced box or internally-illuminated signage cabinet
 - › Formed, plastic-faced box or injection molded plastic signs
 - › Signs with exposed raceways, conduit, junction boxes, transformers, lamps, tubing, or neon crossovers of any type (unless part of the overall design)

Sign Types in Public Realm

While the General Provisions apply to all signs fronting Clarksville Pike, the following sign types require particular attention as the identification and directional signage for the corridor. In this important role of defining the streetscape character, further provisions specific to each of the following sign types apply.

PERMANENT IDENTIFICATION SIGNS

Located at key perimeter locations, these signs announce the primary entry points or gateways to Clarksville-River Hill. This sign type should be part of a designed family of signs and should be integrated within an overall wayfinding plan.

DIRECTIONAL SIGNS

These signs promote convenient wayfinding along Clarksville Pike and include the following types: Vehicular Directional Signs and Pedestrian Directional Signs.

DIRECTORIES

Directories are a form of signage that functions to assist area residents and visitors to destinations along Clarksville Pike. In addition to providing a listing of information, directories can display maps and provide a cross reference between listings and a location on a map. Directories are often the first destination and interactive point for visitors, both pedestrians and bicyclists, and are therefore an important sign type to promote destinations and businesses on Clarksville Pike, particularly at the commercial core and where trails join the corridor.

BANNERS

Banner signs are permanent or temporary signs that add visual interest and color to façades of buildings and/or the streetscape. They are vertically oriented and should be compatible with the overall character and color of the building/streetscape. Banner signs along the streetscape may be attached to light poles to provide a simple means of displaying the corridor's identity and/or promoting special community events.



PERMANENT IDENTIFICATION SIGNS

Permanent Identification Signs demarcate the Clarksville-River Hill area, highlighting the entry points and/or major gateways to the corridor. These signs play an important role in establishing an identity for Clarksville Pike that welcomes visitors to the corridor.

SIGN MATERIALS AND STANDARDS:

- » Should be designed as an integral part of the corridor hardscaping and landscaping.
- » Should be compatible with the character of Clarksville-River Hill.
- » Sign materials may include fabricated aluminum, natural metals, stone, masonry, and/or glass.
- » Messages on Clarksville Pike Identification Signs should be limited to the name “Clarksville Pike”, but may also include “Welcome to” or similar supporting text.
- » Signs may contain internal and/or remote illumination.



DIRECTIONAL SIGNS

These signs facilitate wayfinding within Clarksville-River Hill. Directional signs promote convenient navigation along the corridor, helping to create an environment that is easy to navigate, whether by walking, bicycling, or driving.

Designed and constructed as a family of signs, the Directional Signs for Clarksville Pike should welcome the visitor arriving by car and easily navigate all visitors to key areas. Pedestrian Directional Signs then help expedite movement by providing wayfinding to specific destinations throughout Clarksville-River Hill.

Specific criteria for each directional sign type is described on the following pages.

DIRECTIONAL SIGN TYPES:

- » Vehicular Directional Signs
- » Pedestrian Directional Signs



DIRECTIONAL SIGNS: VEHICULAR

Directional Signs for vehicles will play an active role in providing the primary form of communication for visitors driving along Clarksville Pike. These signs will identify paths of travel and directions to amenities, institutions, and businesses for residents and visitors.

MATERIALS AND STANDARDS:

- » Should be designed with an emphasis on clarity and readability for vehicular occupants, taking into account vehicular speeds and sightlines (see below).
- » Signs should be placed to expedite movement along Clarksville Pike.
- » Signs may contain a coordinated logotype.
- » Directional text should contain generic uses (such as “Parking”, “Library”, “Plaza”, “Shops”, “Hotel”, “Restaurants”, “Grocery”, “Theater”, etc.) and wording of a directional nature.
- » Signs should be fabricated aluminum and ground and/or post-mounted signage panel.
- » An alternative background color other than the normal guide sign color of green (such as blue, brown, or white) may be used for vehicular directional signage, subject to State and/or Howard County approval.
- » Any overhead sign item located within the public streetscape should be mounted no less than eight feet above the ground level.
- » Signs should not contain internal illumination, rather they should be illuminated by ambient or remote sources.
- » Text for signage should be fabricated and/or cast painted aluminum letters and applied vinyl.
- » All text should take vehicular speed and sightline visibility into consideration when determining the appropriate font sizes to be used. A minimum text height of three inches is recommended. This has a readable distance for maximum impact of 30 feet and a maximum readable distance of 100 feet.



DIRECTIONAL SIGNS: PEDESTRIAN

These signs provide directional wayfinding typically oriented for pedestrian use. Pedestrian Directional Signs may also be used for bicyclists, especially on the proposed shared-use paths along Clarksville Pike.

MATERIALS AND STANDARDS:

- » Signs should be designed and constructed as a family of signs that enhances the pedestrian experience.
- » Signs should be pedestrian in scale and height.
- » Signs should be used to direct and inform pedestrians and bicyclists along Clarksville Pike.
- » Signs may contain a coordinated logotype.
- » Directional text should contain generic uses (such as “Parking”, “Library”, “Plaza”, “Shops”, “Hotel”, “Restaurants”, “Grocery”, “Theater”, etc.) and wording of a directional nature.
- » Signs should be fabricated aluminum and ground and/or post mounted.
- » Any overhead sign item located within the public streetscape should be mounted no less than eight feet above the ground level.
- » Signs should not contain internal illumination, rather they should be illuminated by ambient or remote sources.
- » Text for signage should be fabricated and/or cast painted aluminum letters and applied vinyl.
- » All text should take sightline visibility into consideration when determining the appropriate font sizes to be used. A minimum text height of one inch and maximum cap text height of three inches is recommended.



DIRECTORIES

Directories contain specific retail and/or office tenant names and information, directional information, and/or public service information (such as information concerning community facilities, history, events, and similar information).

MATERIALS AND STANDARDS:

- » Directories should be constructed of durable materials that complement their surroundings and use. Materials may include fabricated aluminum, acrylic, glass, and digitally printed graphic panels.
- » Signs should be scaled to inform pedestrians.
- » Directories may contain a coordinated logotype.
- » Signs may contain internal or remote illumination.



BANNER SIGNS: POLE-MOUNTED

Banners added to the streetscape environment along Clarksville Pike will help enliven, add color, and promote a sense of community. This can be done by using banners to help identify the corridor, celebrate holidays, and advertise community events.

MATERIALS AND STANDARDS:

- » Pole-Mounted Seasonal Banners are permitted.
- » Banners should be scaled for both pedestrians and vehicular occupants.
- » Materials may include:
 - › Durable heavy weight exterior grade canvas fabric
 - › Exterior grade, digitally printed vinyl and vinyl mesh materials
- » Size: Banners should be appropriately scaled to the light post to which they will attach, taking wind load into consideration.
- » Banners should be coordinated as to size, style and placement.

