East Campus Design Guidelines (ECDG) Supplemental Information

- ECDG October 2009 draft
- Three topics:
  1. Environmental Sustainability
  2. Accessibility
  3. Urban Form/Character
- Work Group assigned to address topics
- Summarized content:
  I. Steering Committee Design Principles
  II. ECDG Criteria
  III. Priority Considerations
  IV. Critical Past Knowledge
ECDG Schedule

Projected Meeting Schedule:
1. June 18: Work Group Planning Meeting
2. June 28: Work Group Planning Meeting
3. July 12 -14: ADSB meeting and Work Group Urban Design Session
4. August (TBD): Urban Design Session presentation to ADSB by Work Group
5. September (TBD): ADSB/Work Group presentation to selected developer; Review of developer comments to the October 2009 ECDG draft document
6. September (TBD): ADSB meeting with selected developer to finalize ECDG document
I. **Steering Committee Design Principles**

- Achieve a standard of excellence - p.9
- Ensure the project embraces the University’s sustainability goals by working closely with ADSB - p.9
- Demonstrate the responsible use of renewable and non-renewable resources - p.10
- Benchmark all Project design and construction to achieve a LEED Silver status for the Project...including LEED-ND standards - p.10
- Respect the environmental sensitivity of the Anacostia River watershed and its tributaries - p.10
I. Steering Committee Design Principles, cont.

- Provide effective stormwater management that reduces pollutant loading from stormwater discharge and reduces peak stream flow rates - p.10
- Institute measures to minimize noise pollution - p.10
- Include East Campus in the campus-wide Green House Gas emissions inventory - p.10
- Utilize appropriate landscape types, including native plant species, and design innovative irrigation strategies - p.10
- Employ strategies to encourage water conservation and reduce the burden on municipal water supply and waste-water systems - p.10
I. Steering Committee
Design Principles, cont.

- Institute measures to minimize spillover light as a source of pollution - p.10
- Promote indoor environmental quality control through appropriate design - p.10
- Institute measures to promote renewable energy as a source of power - p.10
- Ensure that the Project’s energy-related systems are properly installed and commissioned - p.10
- Implement construction waste management strategies - p.10
- Use appliances, fixtures and materials that are energy efficient, conserve natural resources, minimize toxins, reduce indoor air pollution, etc. - p.10
Environmental Sustainability

I. Steering Committee Design Principles, cont.

- Promote energy conservation through separate metering of leased space - p.10
- Service contracts for janitorial, landscaping, operation and maintenance functions will contain conditions that require and encourage the use of environmentally preferable products and/or services - p.10
- Integrate learning opportunities for students, faculty, and the community in the design, planning, and implementation of the Project - p.12
II. ECDG Criteria

Vision Statement:

• “Environmentally, East Campus should be a model of environmental sensitivity and smart growth principles. It will demonstrate the best practices in sustainability, especially in terms of energy use and conservation and storm water quantity and quality management. It will respect the bordering Paint Branch watershed and forested areas.”

- p.8
II. ECDG Criteria

Architecture:

- LEED Silver commitments: LEED-CS for office and LEED for Homes or LEED-NC for multifamily - p.27
- “…the upper story office elevations should have more glazing to provide more natural daylighting for the office workers.” - p.29
- “Greening methods such as green roofs and green screens are encouraged to be implemented on parking structures for storm water management and aesthetic benefits. Solar panels on the top decks of garages are encouraged to offer shade and provide power to recharge stations for electric vehicles.” - p.31
- “Parking decks exposed to the public realm shall be clad in masonry compatible with adjacent buildings and shall be screened with walls, green (vegetated) screens, or landscaping.” - p.31; also p.40
- “Flat roofs shall be a white or light TPO material…Green (vegetated) roofs and cool roofs are encouraged.” - p. 39
II. ECDG Criteria

Streetscape:

• “Parallel parking lanes and surface parking lots provide opportunities to incorporate sustainable storm water management design solutions to slow down and cool water, filter pollutants, recharge groundwater, and reduce runoff. These methods include pervious paving systems, storm water street planters, and bioswales. These methods are encouraged to be incorporated into parking and streetscape design where possible.” - p.65

• “Pervious paving systems are encouraged where appropriate and feasible.” - p.68, also p.69

• “Waste and recycling receptacles shall be located adjacent to all transit stop structures.” - p.71

• “Materials: Tree grates shall be metal (steel or cast iron). Materials with a high percentage (75% or more) of recycled content are encouraged.” - p.75

• “Details: Waste and recycling receptacles shall be located near benches, cafe seating areas, transit stops, and in all public open spaces.” - p.77

• “…the East Campus Master Lighting Plan must be functional, creating a balance between a safe, well-lit environment and minimizing light trespass and sky glow.” - p.78

Credit: www.inhabitat.com
II. ECDG Criteria

Streetscape:

- “All street lighting fixtures are encouraged to be Dark Sky compliant, as defined by the International Dark Sky Association (IDA).” - p.79
- “All building lighting fixtures shall be Dark-Sky compliant as approved by the…(IDA).” - p.80
- “Storefront facades, 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.” - p.82
- “Street trees provide a buffer between the pedestrian realm and the street, provide shade for café seating, and help to reduce energy consumption in buildings.” - p.88
- “Selected plant species should be hardy with consideration given to native, noninvasive plants that are already adapted to local climate…plants with limited water needs are important for minimizing irrigation needs after the first year.” - p.88
- “Green roofs, bioswales, rain gardens, and street planter storm water management practices should be incorporated where possible to decrease stress on municipal storm water systems, filter pollutants, reduce runoff, and recharge groundwater.” - p.88

Credit: Design Collective
III. Priority Considerations:

• Higher LEED certification commitment whenever possible [Silver is the stated commitment level in the Steering Committee Design Principles and the ECDG]

• Utilize BIM for Energy Modeling during design process

• Certification under the requirements of LEED for Neighborhood Development (ND) in addition to LEED certification for individual buildings. [Silver certification level]

• Encourage other sustainable rating systems such as the Sustainable Sites Initiative of the American Society of Landscape Architects, APA guidelines, and others focused on social and intergenerational equity, economic and fiscal vitality, & environmental protection and stewardship

• Reinforce the influence of innovative, sustainable technologies on building form and character; express and make strategies visible for learning opportunities including site orientation, site responsive materials, green roofs, green walls, rainwater collection, rooftop cisterns, solar screens, solar panels and similar; incorporate interpretive signage highlighting the green strategies
III. Priority Considerations, continued:

- Balance Environmental and Architectural elements and systems, e.g. in some locations, exposed parking decks may be clad with green screens alone, without masonry cladding behind.
- Reinforce innovative storm water management techniques in the streetscape and open space development, including examples of porous paving (where it is most appropriate), street-side rain gardens (stormwater capture basins), residential area bio-swales, and surface water collection areas as park and plaza amenities; express and make strategies visible (and possibly interactive) for learning opportunities; incorporate interpretive signage highlighting the green strategies.
- Promote recycling through easily accessible, visible solutions.
- Meet the University’s quantity goals for recycling as stated in the Climate Action Plan: a goal of 60% diversion rate by 2010 and 75% by 2013 against a 2005 baseline.
IV. Critical Past Knowledge

- LEED for Neighborhood Development (ND) Scorecard by Sustainable Design Consulting (SDC), December 2009
- Reference environmental protection and restoration initiatives for the Paint Branch and the Prince George’s County (specifically, Prince George’s County General Plan and the Countywide Green Infrastructure Plan)
- 2007 Water Quality Improvement Watershed Study by Coastal Resources, Inc. (CRI)
- 2008 Campus Sustainability report
Accessibility

EAST CAMPUS – PHASE I
DESIGN GUIDELINES
I. Steering Committee

Design Principles

• Provide a variety of public and accessible urban spaces and corridors - p.9
• Reserve parking spaces for people with disabilities - p.11

Accessibility

Credit: www.media.metronews.topscms.com
II. ECDG Criteria

Architecture:

• “Accessibility to sidewalks, plazas, and building entries shall be provided from parking garages to the greatest extent possible.” - p.40, also p.41
• “All doors shall conform to ADA regulations” - p.46
II. ECDG Criteria

Streetscape:

- “Universal accessibility standards shall be incorporated into the Project; exceeding ADA minimum compliance is encouraged.” - p.61
- “Mobility through special intersections shall be a [design priority]…” - p.64
- “Sidewalk paving materials shall meet or exceed all mobility and accessibility requirements.” - p.68
- “Mobility and accessibility shall be a main consideration in Plaza design… Plaza paving materials shall meet or exceed all mobility and accessibility requirements.” - p.69
- “If fountains are to be considered for East Campus, they shall be designed in consideration of safety, accessibility, and maintenance.” - p.70
III. Priority Considerations:

- The University of Maryland places high value on the creation of an inclusive community of scholars. It seeks to make its physical campus, intellectual pursuits, and social events fully accessible for its students, faculty, staff, and visitors. Provide accessibility throughout the East Campus development; ensure all elements including streets, garages, sidewalks, intersections, and building entrances provide accessibility, exceeding Americans with Disabilities Act (ADA) requirements.

- Grade the site to minimize the need for stairs and ramps; where slopes are $\geq 5\%$ it is still better not to have stairs/steps as they are truly barriers to accessibility:
  - Grade the site to minimize the need for designing and constructing ramps
  - When ramps are required, design to avoid the need for railings
  - When ramps with railings are necessary, design a ramp width such that a person in a wheelchair can pull oneself along, i.e. not so wide that two people can pass by each other
III. Priority Considerations:

- Curbs are barriers to accessibility; implement the following to promote accessibility.

- If curbs are necessary, curb cuts shall be separated by a maximum distance of 120’ on internal East Campus streets
- Investigate eliminating curbs from the development plan in all locations along internal streets
III. Priority Considerations:

• Investigate metered parking systems, both at the curb and in garages, and the difficulties of receipt systems
• Provide accessible route signage/wayfinding and coordinate with the improvements on the west side of Route 1
Accessibility

IV. Critical Past Knowledge

- University Accessible Routes Map
- President’s Commission on Disability Issues
Urban Form/Character

EAST CAMPUS – PHASE I

DESIGN GUIDELINES
Urban Form/Character

I. Steering Committee
Design Principles

• Create an outstanding architectural and urban design character that complements the surrounding environment and inspires creativity - p.9
• Restrict “big box” retail uses (stores larger than 40,000 square feet), other than entertainment venues and grocery, clothing and fitness/gym uses - p.12
II. ECDG Criteria

Vision Statement:

- “Functionally, East Campus will contribute to diverse commercial, entertainment, service, business, and residential offerings...It will have strong ties to existing and proposed transportation systems...East Campus must encourage gathering and lingering for intellectual and social discourse...” - p.8

Context:

- “Based on the continuing evolution of the University, East Campus is in a strategic position to be one of the gateway entrances to the campus.” - p.16
II. ECDG Criteria

Architecture:

• “...careful attention shall be given to breaking long blocks into shorter, pedestrian-scaled sections by introducing some variety in color and materials and through the use of special tower elements or bays. Specifically, building corners on major public intersections should incorporate detailed, vertical elements.” - p.26

• “A hotel will occupy a prominent position within East Campus and, as such, will serve as a gateway marker for the Project. The height and massing of the building shall reflect this prominence and mark the beginning of the vibrant, new neighborhood.” * - p.30

• The goal of the structured parking within East Campus Phase I is to be either underground or concealed mid-block with buildings surrounding the decks. In the locations where decks are exposed to public view, special effort shall be made to screen the decks from adjacent streets, businesses, and residences (including the Project’s own upper story residential units).” - p.31

* Final location of the hotel may result in it not serving as a gateway/marker for the project.
II. ECDG Criteria

Architecture:

• “Within East Campus, some stand-alone commercial buildings may be incorporated to house a few major tenants such as a movie theater, bookstore, and similar as well as a few small restaurants or specialty shops. These buildings may vary in massing, but, will typically be limited to one to three stories in height as their programs necessitate.” - p.32

• “With the goal of emulating the best university towns in the United States, East Campus should reflect the urban form found in these precedents. In such places, the streetscape is fairly continuous and breaks between buildings are limited. Building mass predominantly defines the perimeter of each block.” - p.33

• “In an urban downtown environment, buildings not only define the streetscape, but, also define the open space. East Campus shall incorporate a main gathering place in the form of a plaza at the core of the neighborhood with buildings framing the space. In addition, East Campus will form an edge to the University’s Chapel Lawn and athletic fields as well as the Paint Branch Park. Across Paint Branch Parkway, the buildings shall respond in contrast to the Park, highlighting the natural with the built environment.” - p.33
II. ECDG Criteria

Architecture:

• “Buildings shall be a minimum of two stories or thirty feet (30’) measured from the ground plane to the eave.” - p.33

• “Buildings shall be no taller than 8 stories (excluding penthouses) to respect the existing, surrounding neighborhoods and University context.” - p.33

• “Creating building frontage along Route 1/Baltimore Avenue and Paint Branch Parkway is a priority for the redevelopment of East Campus. However, with the building types envisioned, long elevations may result from this goal. Recesses and projections can be used to animate long elevations…” - p.35

• “Along Route 1/Baltimore Avenue at the intersection of Rossborough Lane and the intersection of Paint Branch Parkway, new East Campus buildings will act as gateway markers for the Project. The buildings at these locations shall respond in design with the appropriate corner elements that announce the Project and welcome visitors into the new neighborhood.” - p.36

Credit: www.ci.berkley.ca.us
II. ECDG Criteria

Architecture:

- “Another prominent view of the Project occurs when traveling northwest along Paint Branch Parkway at the intersection of Rossborough Lane. A corner element shall be incorporated in the architecture at this location to highlight the approach.” - p.36
- “Secondary intersections within the Project may have less pronounced or smaller scale corner elements as warranted.” - p.36
- “At prominent locations, tower or other corner elements shall be used to terminate an important view or as a focal element.” - p.36
- “Corner elements shall be vertical in proportion with a minimum 3:1 ratio of height to width.” - p.36
- “Corner elements may be used as transitions to segue between varying building heights or between non-perpendicular building faces.” - p.36
II. ECDG Criteria

Architecture:

• The Material & Component Standards section covers some fine grain urban form/character criteria such as roof pitches, screening mechanical equipment, and similar. - pp.38-41

• Storefront: “Building projections, such as bay windows or entryways, shall be a maximum of four feet (4’) in depth (measured horizontally from the building wall out to the curb) and a maximum of twenty two feet (22’) in width (measured parallel to the building wall). Projecting elements shall be separated from one another a minimum distance equal to twice the projection depth (e.g., two bays which are each four feet (4’) deep shall have a minimum of eight feet (8’) of separation between them).” - p.43

• Storefront: “All elements in the Storefront Zone are limited to twenty two feet (22’) in height (measured vertically from the ground plane).” - p.43

• Storefront: “Building overhangs, projections, and setbacks which obscure or erode the streetscape are not permitted.” - p.43
II. ECDG Criteria

Streetscape:

- “The establishment of a clear hierarchy of streets and blocks is one of the most important components of developing a viable urban plan.” - p.60
Urban Form/Character

III. Priority Considerations:
• Urban Form/Character section in ECDG (based on zones/transect/or similar) to be developed jointly with the developer, addressing:
  1. Connectivity: Visual and Physical
  2. Block Sizes
  3. Street Network and Hierarchy
  4. Bulk and Massing (including building heights, setbacks, and similar)
  5. Character Zones
  6. Uses (Adjacencies)
  7. Open Space Types
• Continuous Street Elevations are required for review
• Sketch-up/3-D Models are required for review [UMCP to facilitate with base model]
III. Priority Considerations:

1. Connectivity

East Campus within a Broad Context:

- **Immediate:** Site Adjacencies; Connections to and across Route 1/Baltimore Ave. and Paint Branch Parkway
- **Local:** University of Maryland campus, M-Square and the City of College Park neighborhoods and Downtown
- **Region:** Baltimore-Washington metro area
III. Priority Considerations:

1. Connectivity

- The East Campus development plan should capitalize on both the visual and physical connections to the surrounding area.
- Connect East Campus to the region via the Purple Line and MARC/Metro transit station; Plan for pedestrian and cyclist movements from the transit station through East Campus to Founder’s Gate.
- Connect East Campus to the region via affiliation with the University.
- Connect East Campus to the region via the greenway system.
III. Priority Considerations:

1. Connectivity

- Consider and plan for the various users and modes of travel:
  - Pedestrians (including people with disabilities)
  - Cyclists
  - Transit (bus, light rail, and Metro) riders
  - Drivers
- Consider Gateways and Thresholds for each mode
- Consider Approaches:
  - Route 1 (from north and south)
  - Paint Branch Parkway (from southeast)
- Consider Views and Perceived vs. Actual Arrivals
III. Priority Considerations:

1. Connectivity

- Connect East Campus to the University across Route 1/Baltimore Avenue at three points:
  1. Founders’ Gate
  2. Campus Mall axis (north of the Armory)
  3. Campus Mall axis (south of the Armory) at Rossborough Lane, an existing signal and crossing

- A pedestrian crossing at the midpoint of the Engineering Fields is discouraged; circulation occurs at the perimeter of the fields, not through the fields

- Connect East Campus to the University via Fraternity Row (multiple connection points possible)
III. Priority Considerations:

1. Connectivity

A. Views from the Memorial Chapel
B. Views from McKeldin Mall
C. Views from M-Circle

Credit: University of Maryland ADSB Work Group and Design Collective
III. Priority Considerations:

1. Connectivity

Credit: University of Maryland ADSB Work Group and Design Collective
III. Priority Considerations:

1. Connectivity
III. Priority Considerations:

1. Connectivity

Credit: University of Maryland ADSB Work Group and Design Collective
III. Priority Considerations:

1. Connectivity

AXIAL NODES:
A. Baltimore Ave & Paint Branch Corner
B. Engineering Fields & Mall Axis
C. Rossborough Lane Entrance & Mall Axis
D. Memorial Chapel Axis & Paint Branch

Credit: University of Maryland ADSB Work Group and Design Collective
III. Priority Considerations:

2. Block Size

Credit: University of Maryland ADSB Work Group
III. Priority Considerations:

2. Block Size

- Smaller blocks = better connectivity
- Smaller blocks improve the street network, walkability, traffic calming, and shared parking efficacy
- Block length shall range between 190’ and 480’
- Block perimeter shall range between 860’ and 1,440’
- This size range allows for pedestrian permeability as well as the accommodation of mid-block parking structures
- While East Campus will be unique, relate the development plan to precedents to understand intended character and scale
III. Priority Considerations:

2. Block Size

Precedents

Princeton University, Princeton, New Jersey
- Irregular block pattern
- Mixed-Use
- 1-6 stories
- Varying block sizes
- Block lengths between 180’ – 740’+
- Larger blocks accommodate structured parking
- Open space - Palmer Square: 165’ x 250’
- Open space - Tiger Park: 60’ x 160’ fronting Nassau Street and the University

Credit: www.flickr.com - smaginnis11565 (top); Princeton Regional Chamber of Commerce (bottom)
III. Priority Considerations:

2. Block Size

- Princeton University – Princeton, NJ: Block lengths range in size from 180’ – 740’+
III. Priority Considerations:  

2. Block Size

• Princeton University – Princeton, NJ: Block lengths range in size from 180’ – 740’+

Princeton University - Princeton, NJ Credit: www.bing.com (aerial); Design Collective (diagram) 1 square mile
III. Priority Considerations:

2. Block Size

Precedents

University of North Carolina - Chapel Hill, North Carolina
- Regular block pattern
- Mixed-use
- 1-4 stories (some 6-story buildings behind)
- Varying block sizes
- Block lengths between 220’ – 880’
- University’s open space fronts the main street, East Franklin Street
III. Priority Considerations: 2. Block Size

- University of North Carolina - Chapel Hill, NC: Block lengths range in size from 220’ – 880’
III. Priority Considerations:

2. Block Size

- University of North Carolina - Chapel Hill, NC: Block lengths range in size from 220’ – 880’
III. Priority Considerations:

2. Block Size

Precedents

Pennsylvania State University - State College, Pennsylvania

- Regular block pattern
- Mixed-Use
- 1-4 stories typically, some 6 (some 12-story buildings behind)
- Typical block sizes are 150’ x 420’ and 300’ x 200’
- University open space fronts the main street, East College Avenue

Credit: www.visithopkins.org (top); State-College penn state (bottom)
III. Priority Considerations:

Pennsylvania State University - State College, PA: Typical block sizes are 150’ x 420’ and 300’ x 200’
III. Priority Considerations:

2. Block Size

• Pennsylvania State University - State College, PA: Typical block sizes are 150’ x 420’ and 300’ x 200’
III. Priority Considerations:

2. Block Size

Precedents

Harvard University – Cambridge, Massachusetts

- Organic block pattern
- Mixed-Use
- Urban
- Varying block sizes
- Block lengths between 150’ - 420’
- Open space 90’ x 140’ along JFK Street
- Plaza space approximately 10,000 sf at intersection of JFK Street & Massachusetts Avenue
III. Priority Considerations:

2. Block Size

- Harvard University - Cambridge, MA: Block lengths range in size from 150’ - 420’
III. Priority Considerations:

- Harvard University - Cambridge, MA: Block lengths range in size from 150’ - 420’

Urban Form/Character

2. Block Size

Harvard University - Cambridge, MA Credit: www.bing.com (aerial); Design Collective (diagram)
III. Priority Considerations:

2. Block Size

Precedents

University of Georgia - Athens, Georgia
• Regular block pattern
• Mixed-Use
• 1-10 stories
• Typical block sizes are 260’ x 260’ and 260’ x 420’
• The University’s open space fronts the main street, East Broad Street

Credit: www.mnn.com/lifestyleeco-tour (top); UGA broad st portrait (bottom)
III. Priority Considerations:

• University of Georgia - Athens, Georgia: Typical block sizes are 260’ x 260’ and 260’ x 420’
III. Priority Considerations:

• University of Georgia - Athens, Georgia: Typical block sizes are 260’ x 260’ and 260’ x 420’
III. Priority Considerations:

2. Block Size

Precedents

University of Maryland - College Park, Maryland
- Regular block pattern
- Residential / Mixed-Use
- 1-8 stories
- Variations occur when grid is interrupted by Route 1/Baltimore Avenue or Paint Branch Park
- Typical block sizes are 190’ x 400’ and 400’ x 400’
- No defined open space within Old Town grid
- University opens space fronts the main street, Route 1/Baltimore Avenue

Credit: Design Collective (top and bottom)
III. Priority Considerations:  2. Block Size

- University of Maryland - College Park, Maryland: Typical block sizes are 190’ x 400’ and 400’ x 400’
III. Priority Considerations:

- University of Maryland - College Park, Maryland: Typical block sizes are 190’ x 400’ and 400’ x 400’
III. Priority Considerations:

• Create a hierarchy relevant to the project: Primary, Secondary, and Tertiary (or A, B, and C) Streets

  A. Primary Streets:
    – Route 1/Baltimore Avenue and Paint Branch Parkway
    – Uses: no service or loading; no entrances to structured parking; retail (excepting convenience retail); office lobbies; limited residential lobbies unless recessed/protected from street; and civic
    – Parking: on-street parking likely to be prohibited
    – Dedicated Bike lanes are encouraged on Primary Streets
III. Priority Considerations:

- Create a hierarchy relevant to the project: Primary, Secondary, and Tertiary (or A, B, and C) Streets

B. Secondary Streets:

- Streets connecting Route 1/Baltimore Avenue to Paint Branch Parkway (e.g., Rossborough Lane is a secondary street) and other major internal streets (including woonerfs or shared pedestrian-vehicular streets)
- Uses: limited service and loading (i.e., front-door loading and entrances to service courts); entrances to structured parking; office and residential lobbies encouraged; and civic
- Parking: on-street parallel parking encouraged; angled parking is discouraged
- Dedicated bike lanes or “sharrows” (travel lane markers alerting motorists to the presence of cyclists) are encouraged on Secondary Streets
III. Priority Considerations:

- Create a hierarchy relevant to the project: Primary, Secondary, and Tertiary (or A,B, and C) Streets

  C. Tertiary Streets:
  - Internal streets mainly providing service and loading functions; alleys
  - Uses: service and loading; entrances to structured parking; limited retail, office, and residential (no main entrances); no civic
  - Parking: Typically in structures off-street or in surface lots as well as some on-street parking
III. Priority Considerations:

- East Campus - College Park, Maryland: Street Network/Block Diagram Concepts, July 2010

Urban Form/Character

3. Street Network & Hierarchy

East Campus Concept Diagrams - College Park, Maryland Credit: University of Maryland ADSB Work Group and Design Collective
III. Priority Considerations: 3. Street Network & Hierarchy

- East Campus - College Park, Maryland: Street Network/Block Diagram Concepts, July 2010
  
  - Street Network connects Route1 to Paint Branch Parkway
  - Along Route 1, between Rossborough Lane and Paint Branch Parkway, one or two street connections were studied; For the development plan, two street connections are preferred; If two street connections are not possible, use pedestrian path(s) as connections
  - Hierarchy of Streets
  - Small block lengths
  - Central Open Space
  - An internal pedestrian and cyclist route for Metro/MARC riders and Old Town residents to meander through the East Campus development from the southeast to the north corner, and the crosswalk at Founders’ Gate
III. Priority Considerations:

4. Bulk and Massing

Credit: University of Maryland ADSB Work Group and Design Collective
III. Priority Considerations:

4. Bulk and Massing

• Height Zones:
  – Minimum height for all buildings is two stories or thirty feet (30’) measured from the ground plane to the eave (Design Guidelines, p. 33)
  – Variation in building heights is desired; study transitioning from low edges to taller center vs. taller corners to lower center

A. Across Rossborough Lane from Ritchie Coliseum and adjoining the College Park Old Town neighborhood:
  – 2 stories (or 30 ft.) to 4 stories

B. Wrapping Fraternity Row and transitioning to the College Park Old Town neighborhood:
  – 2 stories (or 30 ft.) to 4 stories to the eave

C. Route 1/Baltimore Avenue:
  – 5 to 8 stories, except up to 20% of the frontage may be 2 stories (or 30 ft.) to 4 stories

D. Interior:
  – 2 stories (or 30 ft.) to 8 stories; potentially higher towards center

E. Paint Branch Parkway and transitioning from Fraternity Row:
  – 4 to 8 stories; gradual height increase transition shall occur behind Fraternity Row to Paint Branch Parkway
II. Priority Considerations:

- Setbacks:
  - Buildings shall predominantly define the perimeter of the block, built to the front property line (Design Guidelines, p. 33)
  - Along Paint Branch Parkway however, a greenway or dooryard setback may be employed to buffer residential units from Parkway traffic and provide stormwater capture
  - Along Route 1/Baltimore Avenue, setbacks may be employed to mitigate the street curvature and direct views into the development
III. Priority Considerations:

4. Bulk and Massing

Credit: University of Maryland ADSB Work Group and Design Collective
III. Priority Considerations:

5. Character Zones

Credit: University of Maryland ADSB Work Group and Design Collective
Urban Form/Character

5. Character Zones

General Character Criteria

- See the Architecture section of the East Campus Design Guidelines
- Building walls, as they turn the corner from one street to the next, shall be consistent in materials and expression for a minimum of one bay in either direction; Additionally, changes in materials shall occur only at changes in plane (Design Guidelines, p.35)
III. Priority Considerations:

5. Character Zones

General Character Criteria

- Individual buildings shall convey that they were built at one time, rather than have a false, multiple-façade expression
  - M Street in Georgetown (top): built by multiple owners over time on individual plats; cornice lines and floor heights vary; facades vary authentically, designed over time
  - Santana Row in San Jose, CA (bottom): built at one time; cornice lines vary somewhat, however, all floor heights align; facades artificially vary; proper detailing of elements is lacking
Urban Form/Character

5. Character Zones

General Character Criteria

- Internal street elevations within East Campus may employ a multiple-façade read; Architectural details shall be properly executed
  - Southlake Town Square in Southlake, TX (top): built at one time; cornice lines vary somewhat; floor heights align; facades vary through changes in materials (rather than changes in color only) and window types; proper detailing of elements
  - Santana Row in San Jose, CA (bottom): built at one time; cornice lines vary somewhat, however, all floor heights align; facades artificially vary; proper detailing of elements is lacking
Urban Form/Character

5. Character Zones

A. Route 1/Baltimore Ave. Character

- Predominantly a large-scale read across Engineering Fields to minimize perceived distance; Incorporate giant (2- to 3-story) order; Incorporate a tall base (approx. 22’ high)
- Stately and calm architectural expression
- Bearing wall, masonry or frame read
- West-facing arcade should be considered
- Fenestration:
  - Ground Floor: Retail: 60 – 90% glazing; Other uses: 40 – 90%
  - Upper Floors: 15 – 40% glazing (excepting Office use: 40 – 60% glazing)
III. Priority Considerations:

5. Character Zones

B. Fraternity Row Character

- Buildings wrapping Fraternity Row shall provide a backdrop for (rather than overshadow) the smaller-scaled fraternity houses
- Predominantly sloped roofs; similar in slope to Fraternity Row
- If dormers are used, dormers shall be scaled similarly to Fraternity Row
- Pediments shall be limited to 2-story porches and at corners elements only
- Fenestration:
  - Ground Floor: 15–60% glazing
  - Upper Floors: 15–40% glazing
Urban Form/Character

5. Character Zones

C. Paint Branch Parkway Character

• Due to the sweeping curves of Paint Branch Parkway and the changing view angles, the facades along this street may be more consistent; the rhythm, color and/or architectural expression may be more unified

• Bearing wall, masonry or frame read; lighter in color compared to Route 1

• Fenestration:
  – Ground Floor: 15 - 60% glazing
  – Upper Floors: 15 – 40% glazing (excepting Office use: 40 – 60% glazing)
**III. Priority Considerations:**

**D. Interior Character**

- Towards the interior of East Campus, a varied architectural expression is encouraged
- Bearing wall, masonry or frame read
- Fenestration:
  - Ground Floor: Retail: 60 – 90% glazing; Other uses: 40 – 90% glazing (except on tertiary/C streets where there is no limit)
  - Upper Floors: typically 15 – 60% (however, additional glazing is acceptable)
III. Priority Considerations:

6. Uses (Adjacencies)

- Discouraged
- Encouraged

Upper Floors

Grocery store

Convenience Retail

Ground Floor

Birchmere Residential Office

Retail

- Bikes
- Bookstore
- Restaurants

Fitness

ROUTE 1 / BALTIMORE AVE

University of Maryland ADSB Work Group with Design Collective
III. Priority Considerations: 6. Uses (Adjacencies)
III. Priority Considerations:

6. Uses (Adjacencies)

The diagram illustrates the priority considerations for urban form and character, focusing on the adjacencies of various uses in the East Campus - Phase I. The diagram shows a range from discouraged to encouraged uses, with a clear distinction between upper floors, ground floor, and residential areas.

- Discouraged Uses: Fitness, Bowling, Movie Theater, Retail (with large service/storage component), Grocery Store, Parking, Transit Hub.
- Encouraged Uses: Main Gathering Space, Residential, Hotel.
III. Priority Considerations:

6. Uses (Adjacencies)
III. Priority Considerations:

6. Uses (Adjacencies)
Urban Form/Character

7. Open Space Types

- Include a variety of Open Space Types including:
  - Plaza
  - Square
  - Pocket Park
  - Pedestrian Passage/Woonerf

- Include a minimum of 1 main, central gathering space (as either a plaza or square) and a transit hub open space

- Total open space shall be minimum of 1.25 acres and maximum of 3 acres [6 - 14%]; Open space shall be a minimum of 18’ wide to apply to the total requirement

- Open Space shall be distributed throughout the site

Credit: www.gardenvist.com (top); www.bp.blogspot.com (bottom)
III. Priority Considerations:

Plaza

- Size: 1/8 – 1 acre
- Character: Mostly hardscape; activated by both planned and spontaneous activities; attached minimally on one side
- Adjacent Ground Floor Uses: retail (restaurants, cafes, and other); office; hotel; civic
III. Priority Considerations: Plaza

- Corner of Route 1/Baltimore Avenue & Paint Branch Parkway
III. Priority Considerations:

7. Open Space Types

Plaza
- Transit Hub at the Corner of Route 1/Baltimore Avenue and Rossborough Lane
III. Priority Considerations:

Plaza: Rockville Town Center Plaza: Size: .63 acres

7. Open Space Types

Urban Form/Character
III. Priority Considerations:

Plaza: Rockville Town Center Plaza:

• Character: Mostly hardscape; activated by both planned and spontaneous activities; attached on two sides

7. Open Space Types

Credit: Rockville Town Center - Rockville, MD Credit: justupthepike.com (left); www.rockvilletownsquare (right)
III. Priority Considerations:

Square

- Size: 1/4 – 2 acre; minimally 100’ width
- Character: Mix of landscape (> 50%) and hardscape (< 50%); activated by both planned and spontaneous activities; may be fully detached (surrounded by streets) or attached on one side
- Adjacent Ground Floor Uses: retail (restaurants, cafes, and other); office; residential lobby; hotel; civic

Urban Form/Character

7. Open Space Types
III. Priority Considerations:

Square: Market Square - Lake Forest, IL: Size: .36 acres

7. Open Space Types

Urban Form/Character
III. Priority Considerations:

Square: Market Square - Lake Forest, IL

- Character: Mix of landscape (> 50%) and hardscape (< 50%); activated by both planned and spontaneous activities; fully detached (surrounded by streets on all sides)

7. Open Space Types

Market Square Lake Forest, IL Credit: calendar-unknown (left); Lake Forest, Illinois: A Preservation Foundation Guide to National Register Properties (right)
III. Priority Considerations:

**Square:** Palmer Square – Princeton, NJ  
**Size:** Palmer Square: .95 acres (165’ x 250’)

7. Open Space Types

Market Square - Riverside, IL  
Credit: www.bing.com (aerial); Design Collective (diagram)
III. Priority Considerations:

Square: Palmer Square – Princeton, NJ:

• Character: Mix of landscape (> 50%) and hardscape (< 50%); activated by both planned and spontaneous activities; attached on one side

Urban Form/Character

7. Open Space Types
III. Priority Considerations:

Pocket Park:

- Size: 1/16 – 1/8 acre; minimally 22’ width
- Character: Mix of landscape and hardscape; passive activities; attached on two to three sides; one side should be open to street; may have blank walls lining park
- Adjacent Ground Floor Uses: retail (restaurants, cafes, and other) at street edge/corner; residential

7. Open Space Types

Paley Park - New York City Credit: www.michaeljamesarmstrong.com (right); www.mediabistro.com (right)
III. Priority Considerations:

Pocket Park: Paley Park – New York City: Size: .10 acres (42’ x 100’)

7. Open Space Types

Paley Park - New York City  Credit: www.bing.com (aerial); Design Collective (diagram); www.flickr.com (photo)
III. Priority Considerations:

Pocket Park: Paley Park – New York City

- Character: predominantly hardscape with honey locust trees in pits; passive activities; attached on three sides; two walls are blank and covered with ivy, the rear wall has a cascading water wall.
III. Priority Considerations:

Pedestrian Passage/Woonerf

- Size: minimally 18’ wide (allows for fire lane access)
- Pedestrian Passage Character: Minimum 6’ minimum hardscape for Pedestrian Zone (see Design Guidelines, p. 67)
- Adjacent Ground Floor Uses: retail (restaurants, cafes, and other); professional offices, residential lobbies

Urban Form/Character

7. Open Space Types

Woonerf - Copenhagen Credit: www.dustbury.com (left); Pedestrian Passage - Madrid, Spain Credit: www.pps.org (right)
III. Priority Considerations:

Pedestrian Passage/Woonerf, cont.

- Woonerf Character: According to Donald Appleyard, in his book *Livable Streets*, the five criteria for a proper woonerf include: Gateways announcing the entrance to the woonerf; Curves to slow vehicle traffic; Amenities such as trees and play equipment, forcing vehicles to slow down; No curbs or other delineation between buildings and roadway; and Intermittent parking, so that cars do not form a wall of steel.

- Adjacent Ground Floor Uses: retail (restaurants, cafes, and other); professional offices, residential lobbies
IV. Critical Past Knowledge

- Foulger Pratt-Argo (FP-A) DSP and the last ADSB reviewed FP-A designs (buildings and landscape plans)
- Alternative planning scenarios and design critiques to the FP-A designs
IV. Critical Past Knowledge

- Alternative site plan placed in the current developer RFP
IV. Critical Past Knowledge

- Improvement Studies for the west side of Route 1 (shown to left)
- Update to the Route 1 Sector Plan
- Anacostia Watershed Restoration Plan
  Paint Branch Sub-watershed Restoration Plan
- City of College Park Master Plan
- University of Maryland 2001-2020 Facility Master Plan
- University of Maryland Aesthetic Guidelines for Campus Development