**Introduction**

This district section is one of ten portions of the Aesthetic Guidelines for Campus Development of the University of Maryland and focuses on issues particular to the district. Descriptions of the overall Campus, University-wide issue and solution discussions, and Urban Design, Landscape Architecture and Architecture principles are included in the first section, entitled Campus; it is intended to be used in concert with this volume. Where topics are shared by adjacent districts, such as at district edges, those district sections should be referenced for supplemental information.

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**Aesthetic Guidelines for Campus Development**

In 10 volumes:
- Campus
- East District
- Golf Course District
- Historic Core District
- North District
- Northeast District
- Northwest District
- Outlying Properties
- Southwest District
- West District

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aesthetic guidelines for campus development
PROLOGUE

The East District is slated to be completely modified with new construction for commercial and residential uses surrounding the Steam Plant. Fraternity Row will be retained and the quadrangle enhanced. The Leonardtown apartment complexes will be replaced; the laboratories, greenhouses, service buildings, and ancillary parking will be relocated.

DISTRICT DEFINITION

DESCRIPTION

The triangular wedge of UMCP property east of Baltimore Avenue / US Route 1 was the home of Byrd Stadium prior to relocation to its current site (see: Appendices: Campus Construction Periods); the property was reconfigured into Fraternity Row in the 1950’s. The only remnant of recreational use to remain in the District is Ritchie Coliseum. Service facilities and ancillary parking and storage grew up around the Steam Plant, currently under expansion. Temporary housing, formerly barracks structures from WWII that filled the remainder of the District, were replaced by the Leonardtown apartment complexes during the 1970’s and 80’s.

BOUNDARIES (fig. w-4e)

- Paint Branch Parkway on the North and East;
- Rhode Island Avenue on the East;
- The City of College Park (Norwich Road from Rhode Island to Princeton Ave, Princeton Avenue to St Andrew’s Church property on College Avenue to Yale Avenue to Baltimore Avenue / US Route 1 on the South);
- The Historic Core District (Baltimore Avenue / US Route 1) on the West.

SUB-DISTRICTS

FRATERNITY ROW

Extended exedra of Neo-Colonial Revival residences surrounding a lawn, with mature tree groupings and curvilinear drive with parallel and perpendicular parking, developed in the 1950’s following the removal of Byrd Stadium to its current location.

LEONARDTOWN

Residential community built on the site of WWII-era barracks housing in two contemporary styles: red brick and gray wood. These styles are segregated into two areas, and the scattered arrangement of buildings creates landscape conditions unlike no other on campus. Leonardtown is scheduled to be replaced with more urban type structures.

DISTRICT BUILDING TYPES

Structures within the East District include four major types: dormitory houses of Fraternity Row, residential apartments in the Leonardtown complexes, laboratories and greenhouses, and service buildings, including the Steam Plant (001).

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EXISTING AERIAL VIEW
Rendering of Proposed District
DISTRICT DEFINITION

- Residential structures of College Park along the Southern Border
- Fraternity / Sorority Houses located throughout the neighborhoods of College Park
- St Andrew’s Episcopal Church (1930) and ancillary structures at Princeton & College Avenues
- Memorial Chapel (009) and steeple
- Turner Hall / the Dairy (079), and the Rossborough Inn (080) along Baltimore Avenue
- Mathematics Building (084) and dome
- The Engineering Intramural Fields
- Paint Branch Creek Natural Area
URBAN DESIGN

GENERAL DESCRIPTION

The current area is divided into three zones: Fraternity Row (Individual Cosmic type), Leonardtown residential apartment complexes with articulated bar- and "V"-shaped buildings forming sinuous residual landscaped spaces (Individual Practical), and service buildings surrounded by parking lots (Individual Practical). Fraternity Row is spatially interconnected with the Memorial Chapel Field across Baltimore Avenue. Leonardtown adjoins Fraternity Row to the East, but is not connected with it; the Residential Facilities office building is separated from Leonardtown by parking lots and fences, even though it bears the Leonardtown name.

The FACILITIES MASTER PLAN (FMP) transforms this District into a business and post-graduate residential area, with two community centers connected by a main commercial-residential thoroughfare on a barbell model. The northern center is focused upon a trapezoidal park connecting the Paint Branch Natural Area with the Engineering Intramural Fields and is surrounded by a convention hotel and parking garage facility opposite a commercial complex with housing / office functions above. The southern center-park is bounded by residence-above-commercial structures. The landscape-building environment is massed according to Concentrated Cosmic principles, and fulfills proposals indicated in the Route 1 Sector Plan.
Proposed buildings facing Paint Branch Parkway should present an organized, clear edge defining the Campus boundaries. The southern and eastern edges should be designed as seams with the City of College Park. Regularity of building shape and material will help distinguish boundaries without the need for fences. The southern park should encourage interaction with the City on its southern side. The axial connections between the parks and their public buildings and between the proposed northern park and the Engineering Intramural Fields should be enhanced. Buildings lining the parks and main thoroughfares should allow the integration of the street and the building for use as cafés, outdoor dining and shopping, and similar functions. The current roadway and service functions of Fraternity Row should be reconfigured to create separate backyards and service areas for existing and proposed structures.

In addition to public spaces, careful attention should be paid to front-, back-, and service-yard relationships. Residential facilities require semi-private space (backyards) separate from service functions. Entrances to shops, offices and residences should have individual expression and be accessible from main thoroughfares; front yards may have one type of appearance for cafés, etc. and an entirely different one for residences. Signage and graphics should be regulated to prevent the blighted conditions visible on Baltimore Avenue / US Route 1. Lighting, street furnishings, and construction materials should complement UMCOP standards. Parks are appropriate locations for civic art and memorials relating to the business and residential community.
CONTRIBUTING FEATURES

- Fraternity Row

NON-CONTRIBUTING FEATURES

NEUTRAL

- The Old and New Leonardtown apartment complexes

UNSYMPATHETIC

- Parking lots & service yards

UNDER-DEVELOPED

- Baltimore Avenue / US Route 1 corridor
- Paint Branch Parkway edge
- The City of College Park edges
LANDSCAPE ARCHITECTURE

GENERAL DESCRIPTION

The three zones are relative to their functions: parking lots K1, K2, 4a surround the service buildings and labs / greenhouses, non-descript Contemporary Landscape areas with kiosks and limited seating surrounding the apartment complexes, and a landscaped exedra formed by a row of repetitive fraternity / sorority housing raised upon a continuous terrace and a tree-lined circulation road with parking which encloses a grass field according to the Classical Landscape type.

The FMP proposes a major transformation of the service and Leonardtown areas into a commercial-residential zone focusing on two parks. New streets and interior court / rear yards are intended to be tree-lined. The southern park is planned to be more residential in character and use, whereas the northern one is more public or commercial and should relate to the Engineering Intramural Fields across Baltimore Avenue.
CONTRIBUTING FEATURES

• Fraternity Row and exedra
  [Classical]

NON-CONTRIBUTING FEATURES

NEUTRAL

• The William H Horsey Memorial
  (1984) adjacent to Service
  Building (003) along Baltimore
  Ave is a contemporary picnic
  area, well landscaped and
  planted to protect users from
  the traffic, in short, an oasis in
  an otherwise bleak portion of
  the Campus [Contemporary]

• Various small-scale student
  memorials located sporadically
  throughout Leonardtown.

UNSYPATHETIC

• Parking lots & service yards
  • The Leonardtown complexes'
    common areas (1972, 1982)
    [Contemporary]
LANDSCAPE ARCHITECTURE

fig. e-10a HVAC unit behind fraternity row

fig. e-10b service parking lot behind building 201

fig. e-10c horsey memorial garden

fig. e-10d ritchie coliseum marquee

fig. e-10e landscape interventions

fig. e-10f parking lot 4e

fig. e-10g fraternity row roadway

fig. e-10h bridge across paint branch creek

LANDSCAPE INTERVENTIONS

- campus boundary
- district boundary
- proposed construction
- tree planting
- tree retention
- fields
aesthetic guidelines for campus development

LANDSCAPE ARCHITECTURE

Fig. a-11a: fraternity row basketball court
Fig. a-11b: backyard at fraternity row
Fig. a-11c: parking area behind service building
Fig. a-11d: tennis wall at old Leonardtown
Fig. a-11e: fraternity row basketball court
Fig. a-11f: parking area behind service building
Fig. a-11g: paintbranch parkway
Fig. a-11h: paintbranch stream
Fig. a-11i: yard
The service area surrounds the Steam Plant, and is comprised of older greenhouses and service facilities in a sea of parking lots. The Steam Plant is currently being renovated and expanded, but exposed rooftop equipment should be concealed as it is easily visible throughout the District and from the Historic Core. The Leonardtown residential area contains two styles of three-story apartment buildings constructed in contemporary styles during the 1970’s and ’80’s: red brick with expressed concrete slabs and brown shingled gable roofs in the older section, and gray with white trim painted wood with shingled gable roofs in the newer section. Fraternity Row is composed of roughly identical Neo-Colonial Revival-style individual two-story-with-attic residences: red brick with white painted trim, simple block masses with pedimented porticoes supported by white painted columns, gray gable roofs with five individual dormers on the front and one continuous dormer on the rear.

The new commercial-residential area is proposed by the FMP to be composed of three- to five-story red brick with white trim and gray pitched-roof structures lining streets / parks and enclosing parking garages and service areas. Ground levels should have easy access to streetscapes; upper-levels will contain residential and office uses which should be interchangeable per varying market conditions. Each commercial or residential unit should have an individual entrance along main streets and secondary entries to back- and service-yards. Public functions (such as community centers) will be accommodated in the two multi-story structures centered in the parks.
CONTRIBUTING BUILDINGS

SIGNIFICANT
• None

IMPORTANT
• THE STEAM PLANT (001 – 1933; expanded 1950, 2002) [Industrial]
• LEONARDTOWN COMMUNITY BUILDING (250 – 1982) [Contemporary]
• RITCHIE COLISEUM (004 – 1932; renovated 1996-7) [Neo-Classical]
• POCONOKE BUILDING (007 – 1946; addition 1963) formerly Fire Services Building [Colonial Revival - Greek]

NON-CONTRIBUTING BUILDINGS

ARCHITECTURE

fig. e-13a 127 sigma alpha mu fraternity
fig. e-13b 128 delta tau delta fraternity
fig. e-13c 129 sigma alpha epsilon fraternity
fig. e-13d 130 phi kappa tau fraternity
fig. e-13e 131 beta theta pi fraternity
fig. e-13f 132 phi sigma kappa fraternity
fig. e-13g 133 pi kappa phi sorority
fig. e-13h 134 gamma phi beta sorority
fig. e-13i 135 sigma kappa sorority
fig. e-13j 136 alpha epsilon phi sorority
fig. e-13k 137 zeta tau alpha
fig. e-13l 138 sigma phi epsilon
fig. e-13m 139 zeta beta tau
fig. e-13n 380 iota phi theta fraternity
fig. e-13o 380 xiota beta theta fraternity
fig. e-13p 136 alpha epsilon phi sorority
fig. e-13q 132 phi sigma kappa fraternity
fig. e-13r 137 zeta tau alpha
fig. e-13s 133 pi kappa phi sorority
fig. e-13t 138 sigma phi epsilon
fig. e-13u 134 gamma phi beta sorority
NEUTRAL
- OLD LEONARDTOWN APARTMENT BUILDINGS (238-43 – 1972) [Contemporary Folk]
- IFT (IOTA PHI THETA) FRATERNITY / 7512 Princeton Avenue (380 – 1955; renovated 1991) [Neo-Colonial]

UNSYMPATHETIC
- ROOFTOP-EQUIPMENT ADDITIONS TO
Aesthetic Guidelines for Campus Development

Steam Plant (001 – 2003)
- Harrison Labs and Greenhouses (002 – 1952) [Neo-Colonial + Traditional Greenhouse]
- Service Building (003 – 1940) & Service Building Annex (005 – 1954) [Neo-Colonial]
- Police Substation / Environmental Safety Office / 7501/5 Yale Avenue (018 – 1968) [Contemporary]
- Leonardtown Office Building (201 – 1961) [Minimal Contemporary]
- New Leonardtown Apartment Buildings (244-49 – 1982) [Contemporary Folk]
- Campus Mail Facility (343 – 1986) [Contemporary]
- Oil Storage Tanks (19xx) [Industrial]
ARCHITECTURE

buildings to be demolished
**ISSUES : URBAN DESIGN & LANDSCAPE ARCHITECTURE**

**ISSUES**

**FACILITIES MASTER PLAN MODIFICATIONS TO THE DISTRICT**

- Modifications to this District in the 2001-2020 period include the replacement of Leonardtown residences and the University's service facilities with new commercial/residential structures in conjunction with the Route 1 Sector Plan.

**PROPOSALS & REMEDIES: URBAN DESIGN & LANDSCAPE ARCHITECTURE**

- The Campus edge along Paint Branch Drive will be established by a row of structures opposite a protected wooded area straddling Paint Branch Creek. Similarity of building materials, shapes, and details would reinforce the campus presence. The edges adjacent to the City of College Park should be less rigorous, encouraging interaction with residential properties (many occupied by students in fraternities and sororities). The diffuse nature of this edge would also allow the sororities of the "Graham Cracker" to blend into the campus environment instead of being separate from it.
The axial connections between various portions of the district and adjacent open spaces and landmarks should be enhanced. Fraternity Row relates directly with Memorial Chapel Field, effectively bridging the boundaries implied by Baltimore Avenue / US Route 1: at least one distinct opening should be created along the axis from the Chapel steeple to the center of the residential semicircle. The proposed northern park should be developed with a centralized prominent feature (fountain, monument, garden, etc) at the intersection of axes connecting with the Kim Engineering Building, the Glen Martin Institute, and Symons Hall-HU Patterson cupola. This garden has the potential to connect the Engineering Playing Fields with the Paint Branch Creek nature area. The northern and southern parks are connected by a major District thoroughfare along the axis between the two community buildings: besides the obvious physical link, this axis expresses a psychological union between the City and the University.

The recreational aspects of Fraternity Row should be re-established or the space should be re-landscaped to strengthen the community.

A conference-hotel complex is proposed to be located at the highly-visible intersection of Baltimore Avenue and Paint Branch Drive, with pedestrian and vehicular entrances onto the northern park. A parking garage, interior courtyards, and roof terraces are included as part of this complex. Signage should be co-ordinated with District standards, and not contribute to the visual pollution along US Route 1.
The Steam Plant is proposed to be retained and surrounded with non-residential functions, in keeping with noise, safety and security criteria: commercial occupancies located at street level, and offices above. A more-extensive service yard is maintained, in contrast with smaller service areas elsewhere in the District, due to maintenance functions of the Plant. The oil tanks are indicated to remain where currently situated, as well, but their prominent corner location pleads for their relocation.

The development of housing for graduate students and younger professors and staff contributes to the quality of community life: 24-hour activity and presence helps ensure personal safety; cafés, restaurants and shops provide opportunities for regular interaction and the growth of community spirit; and residing close to the University obviates the need for single-occupancy vehicle trips to the campus, reducing campus parking requirements.

Residential complexes not located along the main thoroughfare or the two parks can be configured without street-level business space. Provision for adaptive use of street level space in later decades due to market fluctuations should be considered: potential street access and visibility, limited front yard barriers, and separation from internal horizontal and vertical connections.
Pedestrian and bicycle connections with the campus supplement the proposed shuttle routes. These tie into both North-South and East-West processional routes, enabling residents and visitors to maneuver around the campus easily (fig. X).

Proposed buildings have the opportunity to assist in strengthening or creating exterior spaces which contribute to the daily life and personal experience of the Campus community. Multi-story mid-rise (4-7 stories) structures are clustered along main thoroughfares and form the edges of parks.

The front and back yards of each building should be improved. In general, almost every building has a plaza in front of the primary entrance with seating restricted to low walls; few buildings have semi-private space – a Backyard – for informal gatherings of students and/or faculty. The courtyard of Woods Hall (fig. X) should be taken as a model for these backyard spaces. Service / loading functions should be gathered and screened; in any case, they should be removed from locations adjacent to the primary entrance to a building or along...
primary pedestrian routes.

- The surface parking lots and service areas, which currently occupy half of the District area, will be replaced with parking structures and discrete limited service yards. On-street parking and deliveries should be provided in accordance with City and regional standards. Parking in the alley behind Fraternity Row will be relocated into the garages, whereas street parking along Fraternity Drive will remain. The surface lots behind the "Graham Cracker" sororities should be reconfigured with shade trees and plantings to ameliorate the negative features of this required function; individual backyards for each house should be installed and quality front yards should be maintained. Parking garages are indicated to be incorporated with proposed residential or office structures, improving the streetscape; limited access to upper levels from the garages should be investigated.

- The botanical garden approach has included a diversity of landscape materials: this should be expanded through careful development of border, knee- and waist-height plantings; to demark personally-scaled spaces, of which the Campus is deficient. The tree canopy should be high enough to allow better appreciation of the linear street space and adjacent buildings, especially shop-fronts. The parks should provide for shade and casual exterior recreation space, as formal recreational fields are located elsewhere on campus.
**Issues: Architecture**

**Proposals & Remedies: Architecture**

- Proposed multi-story structures in this District offer needed office, commercial, and residential space adjacent to the Campus and strengthen ties to the College Park community. Flexibility of design enables structures to accommodate a variety of uses over their lifetime, in response to market conditions and in the best urban tradition. Individualized entrances allow passers-by to access commercial or residential facilities independently. Mid-rise building heights permit access to upper units by means of stairs, lessening the dependence on elevators. Accessibility by persons who have mobility challenges, either temporary or permanent, should be accomplished throughout the District. Daylighting and natural ventilation supplement mechanical heating, ventilation and air conditioning systems, allowing occupants to partake of the regions’ beautiful Spring and Autumn seasons.

- Iconic or landmark structures are proposed for the community facilities located in the parks. None of the other proposed buildings or additions should draw undue attention to themselves, but rather, contribute to the overall feeling of the district.

- Fraternity Row residences and Ritchie Coliseum follow traditional Colonial Revival principles of design. Matching materials (simple tri-partite massing; red brick with masonry banding; white or stone trim; punched openings; concealed flat or gray, sloped exposed roofs) obviates the requirement that new structures mimic previous styles, while retaining a sense of continuity with the Campus (fig. x).

- As buildings successfully complete 50 years of use they become candidates for Historic Preservation activities. Ritchie Coliseum, Fraternity Row, and the Steam Plant fall into this category: repairs and improvements should be evaluated for conformance with state and national principles and recommendations.

- The majority of the building stock in this District is scheduled to be replaced.

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**Legend**

- Sector Plan Boundary
- Subarea Boundary
- Residential
- Office
- Service Commercial
- Multi-family
- Single-Family Detached
- Multi-Unit (i.e., Retail/Office/Multi-family)
- Open Space
- Steep-Slopes (10% or greater)

**Figures**

- fig. e-21a: intersection of paint branch and baltimore ave.
- fig. e-21b: baltimore avenue through campus
- fig. e-21c: city of college park near campus
- fig. e-21d: service yard at parking
- fig. e-21e: route 1 sector plan
SUMMARY

The FMP proposes major changes to the East District, perhaps more than any other save the West District. Service yards, parking lots and the Leonardtown Community are slated to be replaced with a more-urban style business and residential complex. Housing for graduate students and younger faculty / staff or empty-nesters would fill a oft-mentioned need. Commercial functions ranging from restaurants, shops supplying neighborhood and regional needs, and offices for businesses interacting regularly with University departments and schools or for non-administration campus business entities (such as marketing, operations, etc) would complement City of College Park interests and assist in connecting the two parts of the City along US Route 1 currently divided by the University. Careful arrangement of this complex would provide a textbook example for creating community through place creation, mixed-use occupancies, flexibility of spatial design to encourage adaptive use due to changing market forces, interconnection with already-existing campus and city facilities, repair of frayed community fabric, and amelioration of urban blight expressed by current Route 1 development.

Two parks linked by tree-line streets extend the campus landscape traditions into the community and provide needed casual recreation space for residents, workers, and visitors. Buildings and artwork define campus edges while encouraging town-gown integration. Fraternities / sororities, multi-apartment buildings, and group residences housing a large student population are located immediately adjacent to this District; although not University-owned, they should be considered as part of the greater-University community and encouraged to adopt Campus standards for exterior furnishings, landscape and streetscape maintenance, and other amenities. The University can work with the City to co-ordinate projects which enable enhancement of local conditions and improvement of co-operative interaction.