



UPTON COMMUNITY COMMERCIAL CORRIDOR DEVELOPER DESIGN GUIDELINES

Development can have a substantial impact on the character of the community in which it is located. Harmful effects of land use can be prevented through zoning, housing and building codes, and community input. Other aspects of development are subtler and less amenable to exacting rules of thumb declared without specific development proposals. Among these are the general form of the land/structures before and after development, the spacial relationships of the structures and open spaces to proximate land uses, and the appearance of buildings and open spaces as they contribute to an area as it is being developed. Such matters require the timely exercise of judgement in the public interest.

A Design Review Process has been implemented in the Upton Community to coordinate individual buildings or projects, which were often constructed at different times, into a harmonious whole. The Upton Community stands at the threshold of increased development pressures which will either act cohesively to enhance the physical environment or create incongruent development.

Communities that have adopted design review have direct benefits in the form of pleasant environments for living and working, preservation and maintenance of land, and ultimately increased property values and tax revenues to the city from improved property conditions, and prevention of blighted areas.

It is the purpose of the Upton Community Design Review Process to prevent poor quality of design in the interior and exterior appearance of buildings erected and/or rehabilitated in the community. The goal is to promote and protect the health, safety, comfort, and general welfare of the community, to promote public convenience and prosperity, to conserve the value of buildings, to promote the community's heritage, and to encourage optimal use of community resources.

Design Review is the means by which a community can assure itself of development which is in harmony with the character and quality of the environment that the community finds desirable to foster. The method is to guide what is constructed in the Upton Community in ways not covered by building codes and zoning ordinances.

While the guidelines are discretionary projects which follow these guidelines is assured of a favorable review by the community. Projects that do not follow the guidelines will be subject to higher levels of scrutiny and may not receive community support.

Commercial Corridor Design Goals:

- ❖ To maintain architectural integrity of the Upton Community within an overall sense of context for mass, scale, and material with existing quality development types.
- ❖ To improve the commercial corridor within the Upton Community and encourage well designed retail and service uses which would attract local patrons.
- ❖ To create a community environment with high levels of amenity for workers, shoppers, and visitors with attention to pedestrian circulation.
- ❖ To encourage and provide for traffic movement without compromising the environment.
- ❖ To encourage accessible design guidelines be fostered in all development.

- ❖ To take advantage of the best available energy technology by maximizing the energy efficiency of all buildings and structures.

Upton Design Objectives:

Compatibility: The organization and placement of buildings, access, parking areas, open space and the like, should be based upon an analysis of a sites characteristics and influences. Buildings should be located to take best advantage of the site’s natural features whenever possible and in consideration of adjoining sites needs and context.

Infill Development: The compatibility of proposed “infill” (new development situated between older, existing structures) development should relate to the site’s existing surroundings with regard to proportion, mass, scale, texture, material, and color.

Circulation: Site design should minimize automobile and pedestrian conflicts and create parking areas that are as unobtrusive as possible.

Commercial Development: Promote new development along the commercial corridor which provides quality business environments with adequate provisions for privacy, landscaping, signs, and compatible architectural solutions. The development should not detract from the historic character of the community in which it is located.

Promote quality neighborhood commercial developments which address local critical design issues such as signs, architecture, parking and landscaping consistent with the recently adopted commercial corridor guidelines.

Commercial Development Guidelines Overview:

A business storefront gives the store's first impression to its customers. When executed well, the storefront can serve as an invitation to the shopper, increasing business for merchants and improving the overall shopping experience. Well-designed storefronts can create an environment where people will want to linger, shop, and return again.

The general principal of excellent storefront design is to keep it simple, and to let the natural architectural elements of your building and storefront speak clearly. As Pennsylvania Avenue is part of the West Baltimore Historic area. Often an interesting and attractive facade can be an asset and enhance your sales. It is important to preserve the historical facade, enhance the corridors identify, and emphasize the uniqueness of each business.

- 1. SIGNAGE:** Signs are one of the most cost-effective and eye-catching ways to draw more attention to your business. Effective signs are attentive to the scale of the building and the point of view of the pedestrian. For this key proposal we are suggesting not only type but visual information placed on the sign. Less is often times more and having a bigger sign with a laundry list of cluttered information is not always better.

Signage Design Guidelines

- 1. SIZE, SHAPE, LETTER STYLE(S), COLORS, AND METHODS OF INSTALLATION OF ALL SIGNS MUST BE COMPATIBLE WITH THE ARCHITECTURE OF THE BUILDING AND THE NEIGHBORING STRUCTURES.**

2. SIGNS MUST BE AFFIXED FLAT AGAINST THE BUILDING WALL AND MUST NOT PROJECT MORE THAN 12 INCHES FROM THE BUILDING.
3. SIGNAGE SHOULD ONLY INCLUDE BUSINESS NAME AND ADDRESS.
4. BUSINESS OWNERS ARE DISCOURAGED IN USING FABRIC SIGNS AS THEY REQUIRE MORE FREQUENT REPLACEMENT AND UPKEEP.

2. **LIGHTING:** The lighting on the Pennsylvania Ave Main street serves to illuminate signage through dispersed lighting fixtures across the storefront facade. The intention of this proposal is to provide visibility to signage throughout the night with shielded fixtures that limit light spillage to the night sky. Cool white (a color temperature between 4000 - 5000 kelvin) will be used to illuminate signage which is intended to provide a "true color" value to signage and clarity in the areas CCTV cameras capture which are present along the avenue. Lighting within open spaces such as Triangle Park and the former site of the Royal Theater will implement string lighting.

Since the string lights proposed dispersed in an open area, sensitivity to the environment is acknowledge and will use a color temperature of no more than 3000 Kelvins which is recommended by the IDA.

Lighting Design Guidelines

1. STOREFRONTS ALONG THE PENNSYLVANIA AVE WHO WISH TO ILLUMINATE THEIR STORE FONT SIGNAGE MAY DO SO BY USING A FULLY SHIELDED FIXTURE.
 2. FIXTURES SHOULD BE DIRECTED TOWARDS STOREFRONT SIGNAGE AND LIMIT THE AMOUNT OF LIGHT POINTED TOWARDS THE OPEN AIR.
 3. FIXTURES SHOULD BE EQUALLY SPACED APART ALONG THE ILLUMINATED FEATURE.
 4. FIXTURES SHALL USE A LIGHT BULB TEMPERATURE BETWEEN 4000 - 5000 KELVIN
 5. HALOGEN LIGHT BULBS ARE THE PREFERRED WITH AN 50-WATT, 1,350-LUMENS MINIMUM BULB. LED LIGHTS MAY BE FORMATTED TO DISPERSE LIGHT RATHER THAN DIRECTIONAL
 6. PREFERRED PRODUCT: BARN LIGHT OUTDOOR WALL LIGHT BLACK WITH GOOSE-NECK ARM 12" SCOOP SHADE PHILIPS 72-WATT PAR38 DIMMABLE INDOOR/OUTDOOR HALOGEN FLOOD LIGHT BULB (2-PACK)
3. **MURALS:** Baltimore's subconscious is painted on its walls. Drive through the city and see visions of the past, present and possible future in murals and graffiti tags. Hundreds of them are legal works sponsored by city-affiliated organizations and nonprofits. Others, under the umbrella "street art," are unsanctioned, often unsigned pieces many making a political statement. Beginning in 1975, the Beautiful Walls for Baltimore program used federal funds to put 10 artists and their apprentices to work painting murals throughout the city.

Today, the Baltimore Office of Promotion and the Arts uses a mix of public and private funds to sponsor murals, and in some cases, to restore existing work. To prevent the appearance of blank

walls, a key proposal is to implement some sort of mural that signifies the arrival of Pennsylvania Ave or its history.

Mural Design Guidelines

1. PLACE MURAL ON BLANK SIDE FACADE USING MATERIALS THAT WILL WITHSTAND OUTDOOR WEATHER CONDITIONS.
 2. OPPORTUNITY TO SHOWCASE UPLIFTING, MEMORABLE MURAL THAT WILL ACT AS A WAY-FINDING POINT FOR PEDESTRIANS
 3. MURALS SHOULD EMPHASIZE THE UNIQUE MUSICAL HERITAGE OF THE AREA, AS WELL AS EXPRESS PENNSYLVANIA AVE'S NEIGHBORHOOD IDENTITY.
 4. IN SOME CASES, MURAL CAN ALSO SERVE TO DETER GRAFFITI. CONSIDER IMPLEMENTING MURALS WHERE GRAFFITI IS AN ISSUE.
- 4. SECURITY GATE:** Physical security elements are important to any storefront business. This proposal offers two options. Through the Art@Work Program, spearheaded by the Baltimore Office for the Promotion of the Arts (BOPA) and Jubilee Arts, the Maryland Business Recovery Storefront Improvement Program provided funds to help spruce up approximately 13 businesses along Pennsylvania Avenue, a historic Main Street in the city's Upton neighborhood. This proposal looks continue the work of the art@ work program on the 1800 block of Pennsylvania Ave to other bushiness by scraping cleaning and priming security gates surfaces for a mural connecting and adding another dynamic to the storefront bushiness at night. Option 2 uses an open -grid security grate that creates a "24-hour business by allowing potential customers to view window displays after hours and offers a greater visual access for security.

Security Gate Design Guidelines

1. USE OF AFFIXED SECURITY GATE IS PROHIBITED.
 2. IN NEW CONSTRUCTION OR RENOVATION, GATEBOXES SHOULD BE CONCEALED (BEHIND SIGNAGE, DIRECTLY WITHIN THE STORE, OR COVERED BY AWNING).
- 5. FACADE WINDOWS:** In keeping with the character of the facade, this design preserves the existing detailing without the presence of security grills, signage, or elements that block the original window openings. Signage and security features should be restricted to the band between historic 1st and 2nd floor windows. Currently there are pockets where these elements creep up towards the 2nd story windows of business storefronts which distracts from the character of the facade. Adhering to this proposal adds to the visual aesthetic found in pockets of the Pennsylvania Avenue corridor and adds appreciation to some of the historic buildings found on this site.

Façade Windows Design Guidelines

1. ENCLOSURES AND COVERINGS FOR SECURITY SCREENS AND GRILLES MUST BE AS INCONSPICUOUS AS POSSIBLE AND DESIGNED TO BLEND IN WITH REST OF THE BUILDING.
2. DO NOT FILL OR BLOCK ORIGINAL WINDOWS OF BUILDING.
3. WINDOWS SHOULD BE CONSTRUCTED OF CLEAR OR LIGHTLY TINTED GLASS. AVOID TINTING ABOVE 20%.
4. SIGNAGE ON WINDOWS ABOVE THE 1ST FLOOR IS PROHIBITED.

6. DISPLAY WINDOWS: To add to the pedestrian experience walking along Pennsylvania Ave this proposal seeks to add more visibility to storefront windows by allowing at least 60% of continuous visibility. Implementation of this proposal will add a layer of openness, light, and connectivity between pedestrian/ potential guest and business owner through a much clearer visual connection from the outside.

Display Windows Design Guidelines

1. STOREFRONT GLAZING - MUST REMAIN AT LEAST 60% FREE FROM ADVERTISING OR SIGNAGE.
 2. INTERIOR SHELVING/ DISPLAY CASES, IF IMPLEMENTED MUST REMAIN 4 FEET FROM THE DISPLAY WINDOW.
 3. DISPLAY CASES SHOULD BE ADEQUATELY LIT. MERCHANDISE SHOULD BE ORGANIZED.
 4. WINDOWS MUST BEGIN WITHIN 3'-0" OF GRADE.
 5. WINDOWS MUST BE CONSTRUCTED OF CLEAR OR LIGHTLY TINTED GLASS.
 6. TINTING ABOVE 20% & OR REFLECTIVE GLASS IS PROHIBITED.
- 7. AWNING:** Awnings are primarily used for shade and sheltering for merchandise and pedestrians from the elements. However, awnings also define storefronts and embellish the commercial street. They add an attractive 3-dimensional quality to typically flat facades. The city of Baltimore requires a minor privilege permit for elements that project into the public right-of-way.

Awning Design Guidelines

1. AWNINGS SHOULD ONLY DISPLAY THE BUSINESS NAME AND ADDRESS. AVOID CROWDING INFORMATION DISPLAYED.
 2. AWNINGS SHOULD FIT INTO THE ARCHITECTURAL ELEMENTS OF THE BUILDING.
 3. AWNINGS REQUIRE A MINOR PRIVILEGE PERMIT FROM THE CITY OF BALTIMORE.
- 8. ALLEY GATES:** Baltimore has approximately 600 miles of alleys; some private, most public. Public alleys are used for pedestrian and vehicular traffic, recycling and trash collection, utility connections, drainage, car washing and game playing. "Alley" shall mean a passageway connecting to a street usually located in the rear of properties that are fronting on said streets. Alleys do not have street addresses assigned to them. As a method to deter loitering and crime this proposal looks to add alley gates to be placed across residential alleyways.

Alley Gates Design Guidelines

1. CONSENT IS REQUIRED FROM THE OWNERS OF THE AFFECTED PROPERTIES AS WELL AS THE PENNSYLVANIA MAIN STREET ASSOCIATION.
2. ALLEY GATE MUST BE SEE-THROUGH AND SHOULD NOT BE SOLID.
3. ALLEYWAY SHOULD BE MAINTAINED TO REMOVE TRASH AND DEBRIS ACCUMULATION.

Community-Centric Design Metrics:

Increased Jobs: The Upton Community strongly encourages job creation on the commercial corridor. Development projects that target local residents for hiring will be viewed favorably.

Local Employment: The Upton Community strongly encourages developers to hire local skilled trade workers on community development projects. The community supports the Dun & Bradstreet payment scale for skilled construction workers.

MBE/WBE Inclusion: The Upton Community strongly encourages developers to include MBE/WBE enterprises in their development projects. Projects with a 25% MBE/WBE inclusion rate will be viewed favorably.

Trade Skill Building Supports: The Upton Community strongly encourages developers to provide trade internship opportunities for community members in local trade programs.

Community Supports: The Upton Community strongly encourages developers to provide tangible supports and resources to the community investment fund, (i.e. scale of development should equate to scale of giveback), to help existing homeowners and support community development projects.

Community Design Review Process:

All commercial development within the Upton Community of West Baltimore are subject to the community design guidelines contained herein.

Developers seeking to work in the Upton Community should submit their proposed projects to the Upton Planning Committee Development Committee at 828 N. Carrollton Avenue, Baltimore, MD 21217. Within 30-days developers will be provided an opportunity to share their plans at a community meeting for feedback and review.

All projects submitted for review will receive a letter indicating community support or rejection, which will be shared with Baltimore City Department of Housing and Community Development and all relevant planning, zoning, and preservation agencies.