Pennsylvania Avenue Main Street

NDC Project #3188
500-2700 Pennsylvania Avenue, Baltimore, MD

3/22/2018

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PROJECT OVERVIEW

This corridor holds historical and cultural significance to everyone, ranging from public interest due to the 2015 protests to the most important constituents - the residents and property owners. Dating back to the early 1800's Baltimore's African American Community was the largest in the nation, and by time the civil war started in 1861 there were 28,000 free blacks and approximately 2,00 slaves living in Baltimore. Regardless of being a slave state, Maryland accounted for one of every five free blacks in America. Soon Pennsylvania Avenue emerged as the geographical center and commercial backbone of Baltimore’s black community, which offered opportunity for African Americans on the economic ladder.

The ULI Technical Assistance Panel (TAP) identifies five key items to improve the community: basic services, public safety, public transportation, neighborhood retail, and youth opportunities. We are unable to directly address all of those concerns; however, our deliverables will provide criteria in which development can be assessed and evaluated. As the Urban Land Institute (ULI) and others have already provided significant studies and designated goals of the corridor, we will be building upon the recommendations set forth by those planning committees.

Our work will be recommending methods to address the economic development priorities under an architectural and planning lens. We chose to focus our planning efforts on this group as they were the most impacted, and deserve the empowerment and entitlement that comes from our design initiatives. Up until the Great Recession, the community was beginning to thrive. The ULI Technical Assistant Panel titled their report of suggestions “Restoring the Glory” as a reminder of the prominent Pennsylvania Avenue that was in multiple points of history.
EXISTING CONDITION

Pennsylvania Avenue corridor, today, is a shadow of its former glory. Community members spoke of lack of viable businesses and lifestyle venues. Nonetheless, residents speak fondly of the communal spaces such as the Upton Triangle Park, the Shake and Bake Center, and the Avenue Market. In support with the Urban Land Use (ULU) Technical Assistance Panel (TAP) report, we believe that focus can be put into these key nodes within the corridor as the starting points to reinvigorate the neighborhood.

The Historic Upton Master Plan Framework documents that Upton has below average tree canopy coverage in comparison to the rest of the city. We also documented a lack of maintained crosswalks. These existing issues marked key design opportunities for our team to incorporate into the streetscape design to promote resident well-being.

Image taken from the Historic Upton Master Plan Framework Report, showing canopy coverage in comparison to the city of Baltimore.

Image taken from the Historic Upton Master Plan Framework Report, breaking down types of businesses along the corridor.
MISSION STATEMENT

"Design standards, when done correctly, can maintain the historic character of the area, attract visitors, and encourage new investment."

We adhere strongly to this statement as it holds true to our values as optimistic designers. This document provides prescriptive and performance guidelines to better define the existing character of the communities. Our purpose has been to translate the communal character to the design of the urbanscape.

COMMUNITY VISIONING

"I would like to see a better living place for our community. There is a need to change the norm along Penn-Ave."

Our work started with a series of community meetings (Upton, Penn North, Druid Heights, & Western District) to profile and understand the local issues and desires. Through many iterations of simplifying graphic prompts, we asked questions of "where are your issues / how can architecture help solve your issues?".

We found common themes of historical "resurrection" with bringing back jazz and entertainment motifs, as well as promoting health and safety along the corridor. With all the galvanized community feedback, conducted weekly lunchtime charrettes to refine our storefront and streetscape proposals.

SURVEY & DISCUSSIONS

Team members participated in visioning exercises with the attendants, discussing their aspirations for the main street streetscape and the community. We showed posters with aspirational images and asked the participants to vote on the images that they feel most positive.

In addition to discussions, we conducted survey studies asking residents to indicate their engagement to the main street shops and their opinions on existing street conditions. The survey results help identify correlations and prioritize issues the residents deem most critical.
**Survey Insight**

52% are local residents.  
29% are other community members.  
15% are business owners.

- Visits nearly **twice** as often as others respondents, 
- Live within a **15 mins** walking radius,  
- And stay more than **2 hrs** during each visit.

**Demographic**

Of those who attended, the majority were local residents (52%) in the neighborhood community meetings. This statistic speaks to the active involvement and pride that property owners have in this region. The other half of the attendees were comprised of community activists (29%) and business owners (15%). Their attendance demonstrates a healthy involvement in community stakeholders actively learning and taking part in their neighborhoods.

**Access**

As shown in the existing conditions section, Pennsylvania Avenue can be identified as a transit thoroughfare with sparse places of interest to attract tourists outside the nearby neighborhoods. However, the survey shows that those who do attend, namely residents and community stakeholders, generally stay at least two hours for each visit. There are a number of bus stops along the avenue, but most choose to walk from their nearby homes. This presents insight in that the area's business clientele are most likely to be local residents and to aid in defining a neighborhood character.

**Art & Vegetation**

A major element of Pennsylvania Avenue involves the theatrical and artistic history of the corridor. Most agree (85%) that street art impacts their community. The local murals and art pieces scattered across this region express lasting political and social ties with Baltimore. Many survey respondents also acknowledge the importance of greenery and landscape elements. Both sides of the green space debate brought valid arguments regarding maintenance and security of both public and private green spaces. Those points were taken into consideration in the design of the guidelines.

**Storefront**

The majority of survey participants responded positively (80%) when asked about storefront design. Most found that the urban character of the Pennsylvania Avenue corridor relies heavily on the appearance of both residential and retail buildings. Mixed results came about when posing questions of architectural and street elements, but resolutions were found as each recommendation was more deeply explored. Community conversations revolved around common themes of security, regulation, and fiscal planning.
DESIGN PRIORITIES

KEY ASPIRATIONS
- CLEANLINESS
- SECURITY
- GREENSPACE
- BUSINESS ACTIVITY
- SUPPORT BUSINESSES
- ENTERTAINMENT

KEY LIMITATIONS
- UNCLEANLINESS
- SUBSTANCES
- UNLAWFUL CONDUCT
- LOITERING
- GATHERED CROWDS

DESIGN OPPORTUNITIES
- HISTORICAL CONTEXT
- COLOR PALLETTE
- SIGNAGE & DISPLAY
- TAILORED AMENITIES
- VEGETATION
- IDENTITY

These common themes tie together the desires from all the communities. The question that these guidelines are charged with answering remains: “how can architecture and planning address these goals?” This ties back to our mission, and in turn, we hope can help the communities lead to further growth and prosperity.

Specifically in the Pennsylvania Avenue corridor, the harsh social and economic conditions over the decades have led to growing crime and tensions within communities. Since the 2016 protests, a growing police presence and municipal investment initiatives have begun to address the concerns outlined. There are active groups and organizations seeking to improve the neighborhood livelihoods.

The design guidelines revolve around the defining of Pennsylvania Avenue’s urban character. The survey and community conversations found that along with the region’s reputable history in the arts and entertainment, property owners need the ability and incentive to invest in their properties. Public spaces must follow as well to promote activity and habitation.

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As we learned the challenges and opportunities in reestablishing Pennsylvania Avenue into a vibrant district, we also understand that some of these issues require coordination and patience. Hoping to address these design opportunities while maintaining an foreseeable near-future, we created short-term/long-term recommendations that are phased so that immediately Penn Ave can visible change that will expand over time as investment grows.

PHASING

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DESIGN PROCESS

Together, our team analyzed the survey data and community meeting input to determine key proposals and designs that best suit the community. Within our bi-weekly meetings we formed design groups where designers researched key-topics. Our work meetings included individual research as well as discussions with senior staff for recommendations and mentorship. With the help of the Neighborhood Design Center, we also presented our intermediate designs to a panel of experienced architect/designers during an internal design meeting. The final step will be to share he proposals back to the neighborhoods.
STOREFRONT

“The avenue must be protected with specific guidelines that protect historic buildings from demolition, and clear design guidelines that make sure new construction and renovation enhances the character of the district.”

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 corridor’s identity, and emphasize the uniqueness of each business.
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**STOREFRONT OVERVIEW**

**CORNER**
Important unifying element of the facade. Preserve historical elements and do not cover with signage.

**FAÇADE WINDOWS**
Avoid boarded windows or tinted glass. Security screens and grills should be as inconspicuous as possible to avoid distraction.
See page 90.

**COLOR**
Coordinate façade colors to create consistency along Pennsylvania Avenue.

**SIGNAGE**
Business signage along the corridor should be consistent. See page 22.

**DISPLAY WINDOWS**
Openness, light, and visual connection to the street enhances the pedestrian experience and promotes your products. Maintain at least 60% openness.
See page 32.

**ALLEY GATES**
Alley gates placed across residential alleyways help deter littering and illegal activities.
See page 96.

**MURALS**
Murals bring color to the neighborhood. They also signify the arrival to Pennsylvania Avenue and celebrate the street's heritage.
See page 26.

**AWNING/GATEBOX**
Awning provides weather protection as well promotes your business. However, remember that less is more, and avoid overcrowding with text.
See page 34.

**LIGHTING**
Adequate lighting brings attention to your store, and provides illumination as well as security to the street.
See page 24.

**GRILLS**
Business signage along the corridor should be consistent.
See page 22.

**DISPLAY WINDOWS**
Openness, light, and visual connection to the street enhances the pedestrian experience and promotes your products. Maintain at least 60% openness.
See page 32.
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.

LEVEL 01
100' - 0"

LEVEL 02
111' - 0"

LEVEL 03
122' - 0"

BASEMENT
89' - 0"

OBSTRUCTION
4'-0" TO NEAREST MAX
2'-0"
1'-6"

MAX
5'-0"
2'-0"
1'-6"

TO UNDERSIDE OF BUSINESS SIGNAGE
9'-2" TO 10'-6" - ABOVE SIDEWALK
4'-0"
2'-0"
1'-6"

HEIGHT VARIES
PARAPET
OPENING DIMENSIONS
6'-4" - TYPICAL
2'-4"

MAX
2'-0"
1'-6"

BUSINESS SIGNAGE - INTERIOR ILLUMINATED
SIGNAGE IS NOT PERMITTED

RECOMMENDATION

Variety of signage types found creates an appealing band that runs across the corridor. In keeping with the concept the Avenue conveys, this proposal looks to heighten the presence of this visual line by proposing consistent signage types used. Under the new proposal the middle image would be prohibited as it includes more than just the business name and address.

“It will be critical to encourage facade improvements, high quality signs (including bright lights and neon), well-lit marquees, and other elements of a bold and inviting historic district.”

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.

DOLLAR GENERAL

Pennsylvania Avenue Main Street

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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.

RECOMMENDED LIGHTING TEMPERATURE
FOR SIGNAGE LIGHTING (4000-5000 K)


design guidelines

1. STOREFRONTS ALONG THE PENNSYLVANIA Ave WHO WISH TO ILLUMINATE THEIR STORE FRONT 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" SCOOPE SHADE PHILIPS 72-WATT PAR38 DIMMABLE INDOOR/OUTDOOR HALOGEN FLOOD LIGHT BULB (2-PACK)

The Hopkins Beauty supply facade is a good example of a well designed and well-lit storefront. This key proposal looks to continue this with a specifical lighting aesthetic.
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. 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.

SIDE FACADE
ART INSTALLATION

EXISTING/RECOMMENDATION

An example of a blank facade at the corner of 1648 Pennsylvania Ave and Wilson St. shows the opportunity of implementing a mural that will be visible along the corridor promenade.

When asked about their impression of street art and murals in general, many residents expressed indifference. However, residents respond overwhelmingly positive to murals that depict the history or heritage of Pennsylvania Avenue.

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.
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 to continue the work of the art@work program on the 1800 block of Pennsylvania Avenue to other businesses by sampling cleaning and priming security gates surfaces for a mural connecting and adding another dynamic to the storefront businesses 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.

Above image: the work completed by BOPA in the Upton neighborhood showcasing a continuous mural. Image left: Storefront facade on the Pennsylvania Avenue that has a security grill affixed to the facade which limits the visibility to the interior. Image right: displays an open grill security gate.

EXISTING/RECOMMENDATION

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).

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Pennsylvania Avenue Storefront & Streetscape Guidelines

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**Facade Windows**

In keeping with the character of the facade, this design preserves the existing detailing without the presence of security grilles, 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 distract 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.

**Second Floor Window Security Grille**

Security grille mounted inside window.

**Existing/Recommendation**

- Enclosures and coverings for security screens and grilles must be as inconspicuous as possible and designed to blend in with the rest of the building.
- Do not fill or block original windows of building.
- Windows should be constructed of clear or lightly tinted glass. Avoid tinting above 20%.
- Signage on windows above the 1st floor is prohibited.

**Pennsylvania Avenue Main Street Storefront & Streetscape Guidelines**

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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 pedestrians, potential guest, and business owner through a much clearer visual connection from the outside.

EXISTING/RECOMMENDATION

A pawn shop located at 1701 Pennsylvania Ave showcases products as well as additional signage blocking views to outside, creating a disconnect to what is going on inside.

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.
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**

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.

**EXISTING/RECOMMENDATION**

A simple yet colorful awning that announces the business can be very effective in attracting the attention of customers. In contrast, exposed security gate box is a distraction to the storefront.

**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.

**EXISTING/RECOMMENDATION**

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.

Alleyway gates like the one pictured next to Sweet Sixteen shoe store (image right) are secured via lock and key preventing pedestrians from wandering through.
STREETSCAPE

"[The city] must invest in streetscaping that reflects local history and brand, so that visitors feel they have entered a special and distinctive location."

Streetscape encompasses all of the physical and visual elements within the public realm, including the street, sidewalk, furnishings, and vegetation to create a unique environment. The organization of these elements should create a vibrant and exciting neighborhood that the local population can enjoy in new ways and is attractive to visitors desire to.

A well-designed streetscape has the ability to foster a variety of community activities as well as engagement with local businesses. Through streetscape improvements, Pennsylvania Avenue has the opportunity to harness its unique history and culture to revitalize the neighborhood identity as a distinctive and special place.
STREETSCAPE STRATEGIES

Our approach to the streetscape of Penn Avenue is to enhance the existing features to create an environment that is supportive of pedestrians, encourages visitation to local businesses, and promotes a unique and unified neighborhood identity. At each block we propose adding curb extensions to enhance pedestrian visibility, calm traffic, and create a more walkable streetscape. Light poles interspaced throughout the streetscape offer opportunity to hang space banners that promote neighborhood events or hang lights during holiday seasons. Each light post will include space for more permanent signage that will reinforce an identity for the neighborhood. Low-maintenance indigenous vegetation introduces nature into the built environment, while creating a relief in paved areas to mitigate storm water.
INTERSECTION OF PENNSYLVANIA AVE & W. NORTH AVE

During the 1960’s, Pennsylvania Avenue was the epicenter of African American culture and jazz. The streets glimmered with the flickering lights of jazz bars and restaurants and the vibrant area pulsed with an electric energy that was unique only to this area of Baltimore.

The intersection of Pennsylvania Avenue and West North Avenue will serve as a gateway, where the rest of the city connects to a major hub of historic culture and activity. The oversized crosswalks shorten the width of the street for crossing pedestrians that are accessing the numerous Metro and bus stops. Hardscape artwork provides space for impromptu performances with its adjacency to the Arch Social Club, while generous curb extensions in front of the library introduce opportunities for the expansion of its ground floor into the streetscape.

VISIBILITY  COMMUNITY ENGAGEMENT  PEDESTRIAN FRIENDLY

STORMWATER MANAGEMENT  EVENTS  POTENTIAL REVENUE

Existing Conditions

[Diagram showing existing conditions at the intersection, including lack of street vegetation, deteriorated & nonexistent crosswalk markings, acute angle creating dark, hidden spaces, and inadequate sidewalk area.]
PENNSYLVANIA TRIANGLE PARK

Located at the intersection of Pennsylvania Avenue, North Fremont Avenue, and Presstman Street, the expansive hardscape of the Triangle Park invites people to gather for various community events. A space for performances at the top of the hill offers the opportunity to gather. A revitalization of the plantings around the existing fountain provides visual access to the focal point of the park while reinforcing the water management infrastructure. Large, visible crosswalks connect the park with the adjacent church and pocket park.
AVENUE MARKET

A main hub on Pennsylvania Avenue, Avenue Market represents the geographic and cultural center of the neighborhood. Streetscape improvements focus on a physical extension of the Market into the public realm through street furniture, shade trees, and openness between interior and exterior. With a Metro stop and high density of businesses, curb extensions are key in this area to protect pedestrians while slowing down motor vehicles.

EXISTING CONDITIONS

- Lack of Street Vegetation
- Deteriorated & Nonexistent Crosswalk Markings
- Lack of Seating for Market and Surrounding Carry-out Restaurants

VISIBILITY
COMMUNITY ENGAGEMENT
PEDESTRIAN FRIENDLY
STORMWATER MANAGEMENT
EVENTS
POTENTIAL REVENUE
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PHASE 1
- Graphic Curb Extension
- Planter Bollards
- Flexible Seating
- Change in Pavement Color
- Frequent Vegetation

PHASE 2
- Curb Extension
- Indigenous Plants
- Integrated Seating & Plants
- Change in Pavement Material and Color
- Additional Seating
COMMUNITY SPACE

Located at the corner of Pennsylvania Avenue and West Lafayette Avenue, stands the Royal Theatre Marquee Monument, marking the site of the historic Royal Theatre. The theatre opened in 1922 and was the most popular theatre along Penn Ave. Being a well known black entertainment theatre, some of the biggest stars in black entertainment history performed here. The Royal Theatre was demolished in the 1970s, but its legacy remains with the Marques Monument erected in 2004.

The rich musical and entertainment history of Penn Ave is essential to preserve and celebrate. In the proposed phases of the development of this site, the openness of the landscape will provide a flexible space to hold a variety of events and activities. Well integrated seating and vegetation, along with curb extensions for safety and visibility, will encourage the community to gather. A floor plan of the Royal Theatre is to be painted on the pavement, helping to connect the community back to the history of the original site. The new development will bring back the live and vivacious atmosphere the Royal Theatre associated with Pennsylvania Avenue.

EXISTING CONDITIONS

- Lack of Street Vegetation
- Small Footprint to Hold Events
- Deteriorated Crosswalk Markings
- Vacant Land
- Small footprint to hold events
- Detrimental Crosswalk Markings
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GATEWAY ARCH

At the corner of Pennsylvania Avenue and Martin Luther King Jr. Blvd marks the entrance to this Historic Avenue. As it stands there is no pronounced feature welcoming people to the rich history the avenue has to offer other than a historical marker. What this gateway looks to achieve is act as a way finding marker, a monument, and a platform to teach individuals the talented figures who shared their legacy along the Avenue. The gate way looks to pay homage to Baltimore's musical figures with a mosaic motif at each base. The use of cast iron lamp post connects to Baltimore's prominence in the cast iron industry. The use of vintage light bulb shell fixtures seeks to connect to the vibrant signage found along the avenue like the time of the Royal Theatre and Sphinx Club. Finally, with its text imprinted on the center of the arch - Pennsylvania Avenue is our main street - the gateway sends a message to its visitors that Penn Ave is built and maintained by its residents is welcoming to all.

EXISTING CONDITIONS

- Historic marker lacks emphasis to arrival to historic avenue
- Unpronounced arrival to avenue

VISIBILITY  COMMUNITY ENGAGEMENT  PEDESTRIAN FRIENDLY

STORMWATER MANAGEMENT  EVENTS  POTENTIAL REVENUE
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### PROJECT REFERENCES

- **Historic Upton Neighborhood Master Plan Framework 2026**
  - N. Lamar Wilson Associates & Interface Studio, LLC
  - August 2017

- **Baltimore City Design Review Manual**
  - Department of Planning City of Baltimore
  - June 2017

- **Leveraging Investments in Neighborhood Corridors**
  - UNCA
  - City of Baltimore
  - February 2016

- **Pennsylvania Avenue Technical Assistance Panel**
  - Urban Land Institute Baltimore
  - October 2016

- **West North Avenue Streetscape Conceptual Master Plan**
  - The Neighborhood Design Center
  - June 2016

- **Penn North Area Master Plan**
  - Department of Planning City of Baltimore
  - December 2006

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**Pennsylvania Avenue Storefront & Streetscape Guidelines**

[Note: The guidelines are available for download at [PENNSYLVANIA AVENUE STOREFRONT & STREETSCAPE GUIDELINES](#).]