

BURTONSVILLE

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Streetface Analysis and Recommendations Burtonsville, Maryland

Montgomery County
Department of Housing and Community Affairs
June 30, 2010

CONTEXT PLAN



PROJECT STUDY AREA



BURTONSVILLE COMMUNITY LEGACY PLAN (October 2008)



KATZ PROPERTY CONCEPT PLAN (2009)



BURTONSVILLE TOWN SQUARE PLAN (2008)



The new proposal conforms exactly to the existing C-2 (Commercial) zone, exempting it from development review and a public hearing.

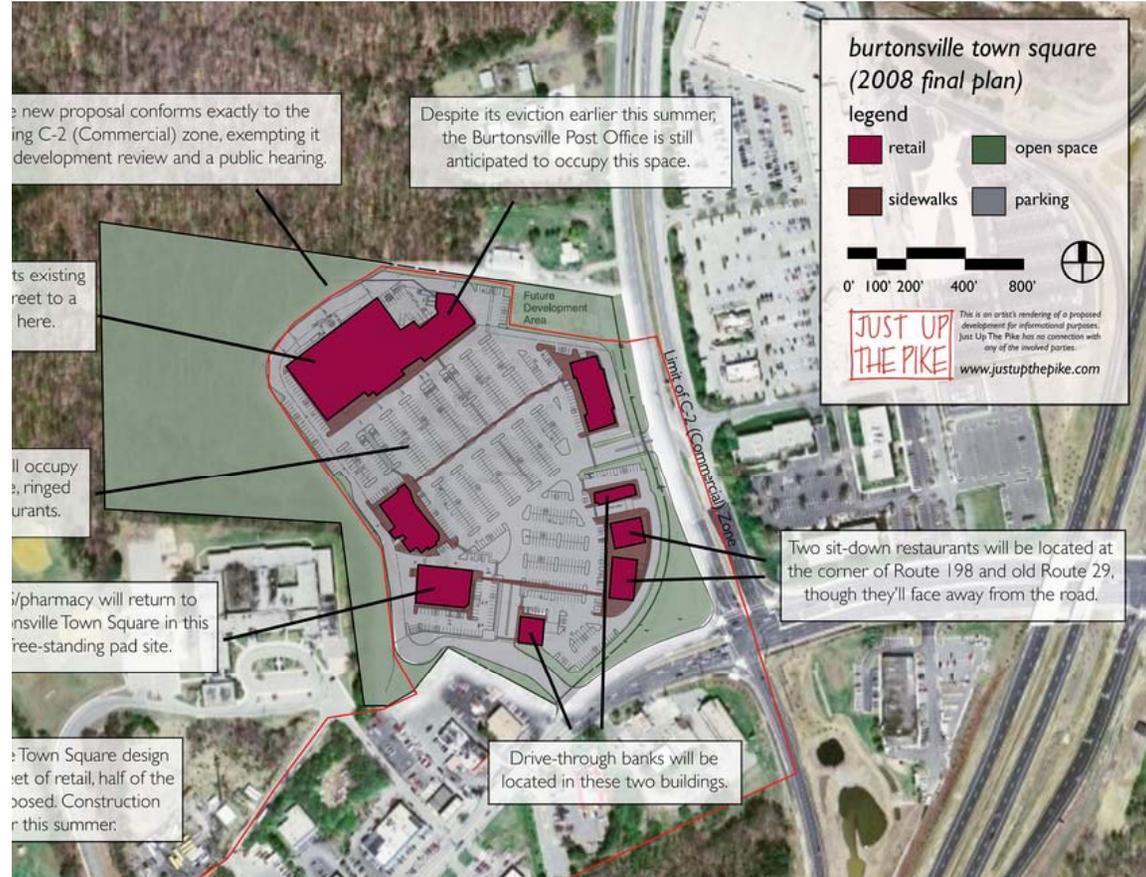
Despite its eviction earlier this summer, the Burtonsville Post Office is still anticipated to occupy this space.

Its existing footprint to a new building here.

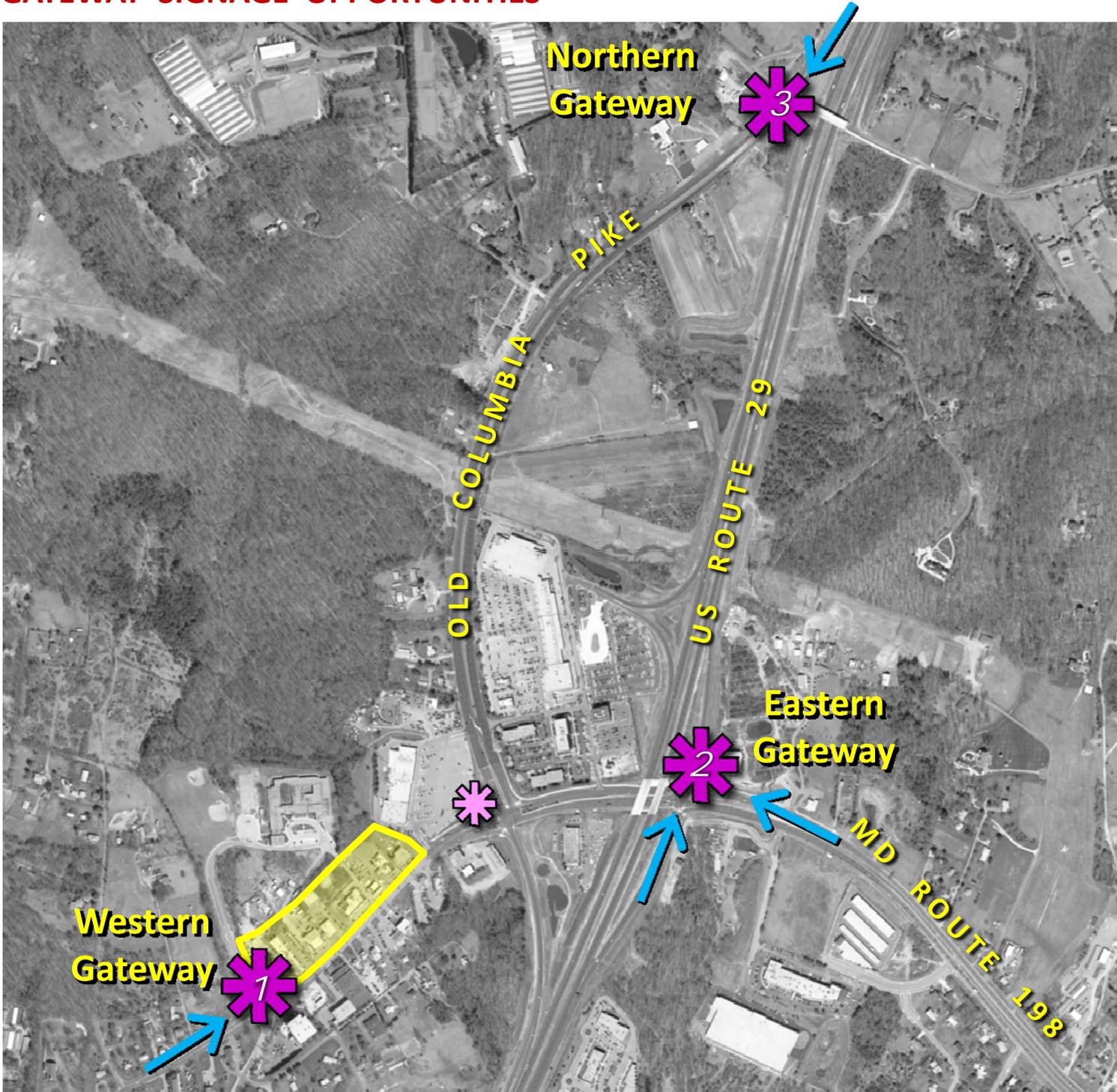
It will occupy the existing drive-through bank locations.

The CVS/pharmacy will return to its original location in this free-standing pad site.

The Town Square design consists of a mix of retail, half of the proposed. Construction is planned for this summer.

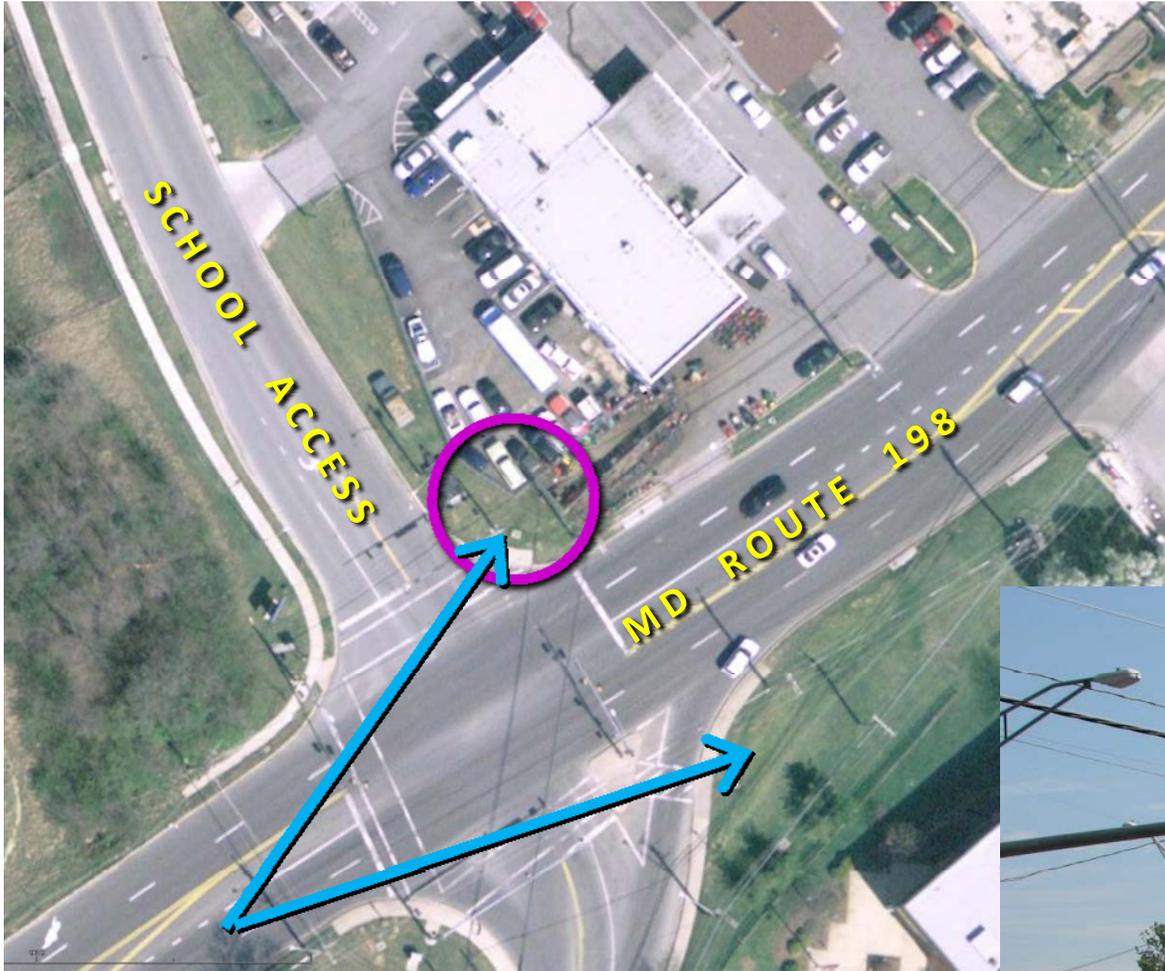


GATEWAY SIGNAGE OPPORTUNITIES



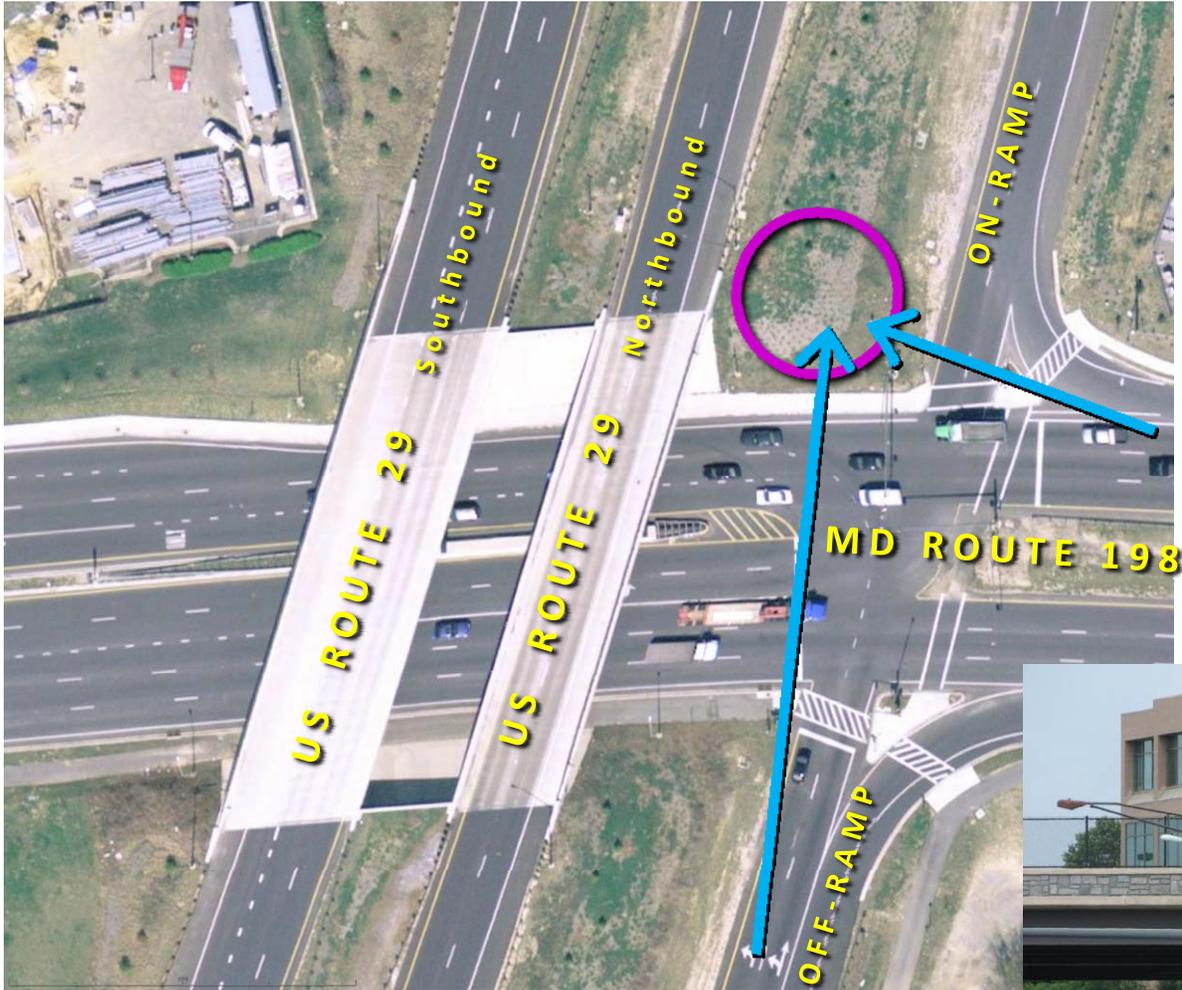
GATEWAY SIGNAGE OPPORTUNITY SITES

Western Gateway

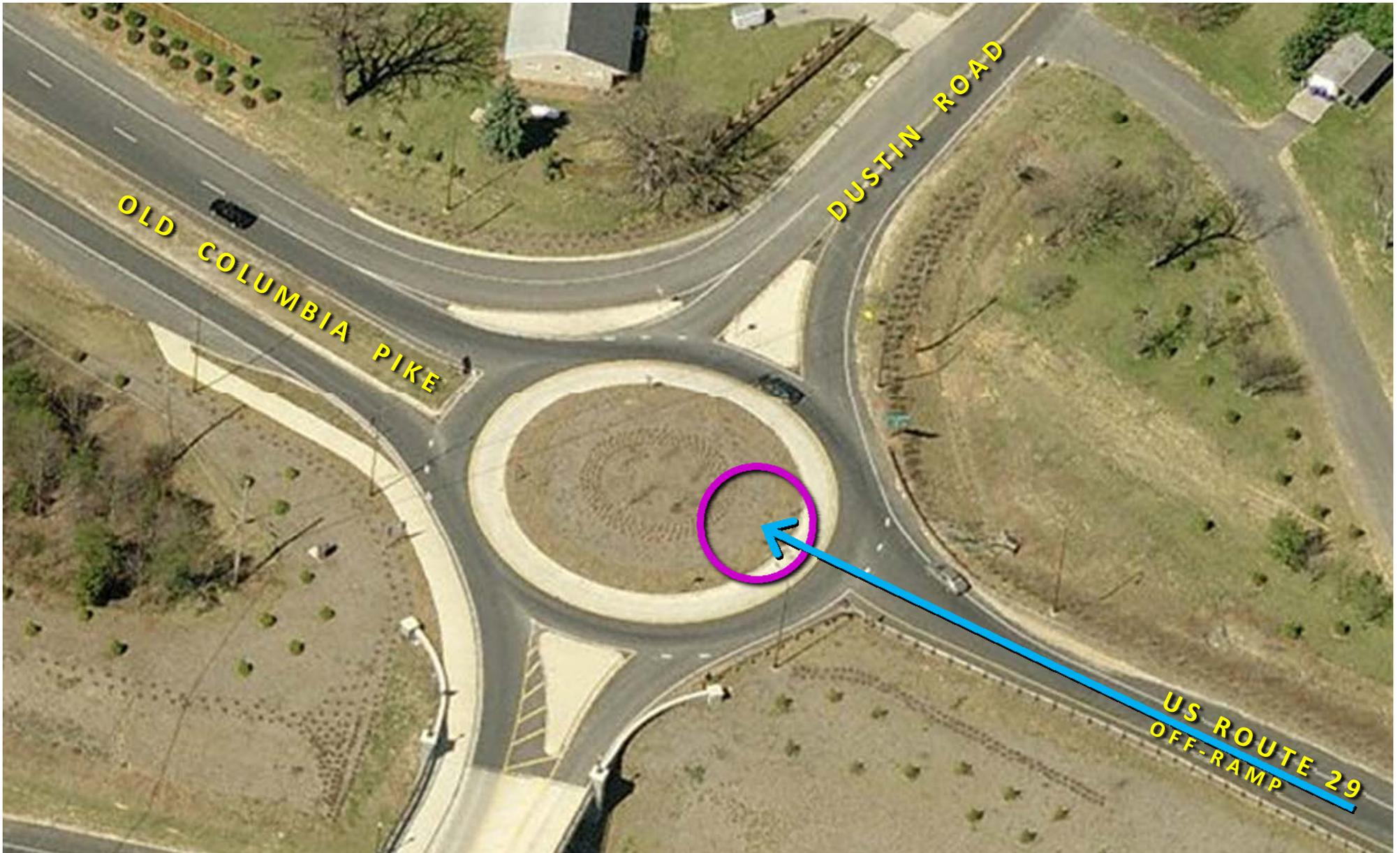


GATEWAY SIGNAGE OPPORTUNITY SITES

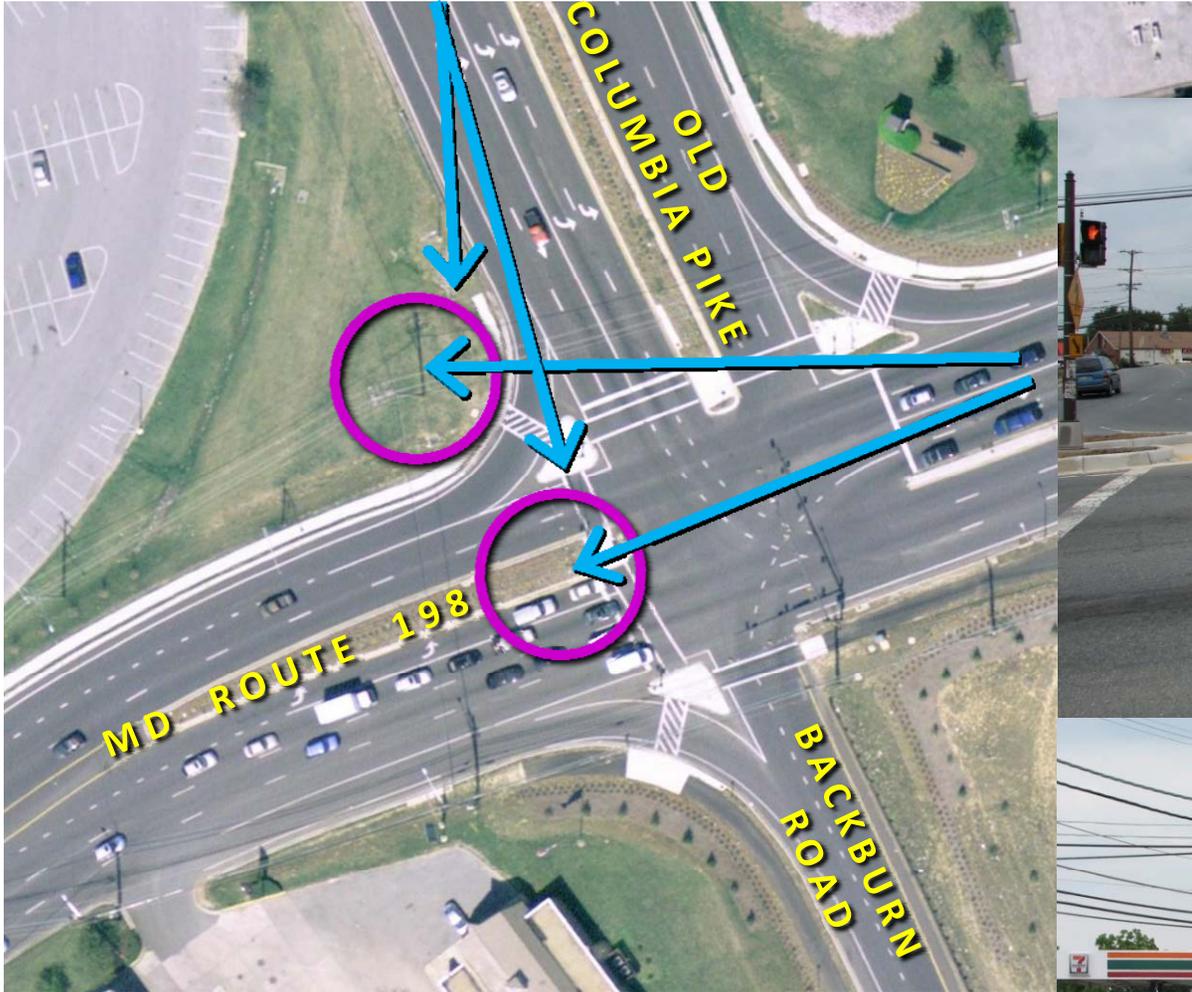
Eastern Gateway



Northern Gateway



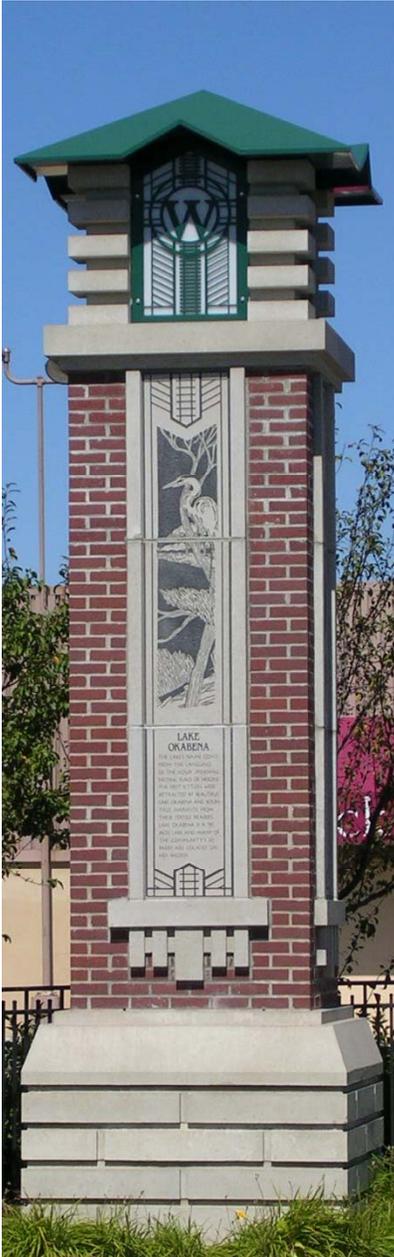
GATEWAY SIGNAGE OPPORTUNITY SITES



Internal



GATEWAY SIGNAGE PRECEDENTS



SITE CIRCULATION AND PARKING



Storage / Service Areas
Grade change between properties

No curb along MD 198
One-way vehicular movement into site

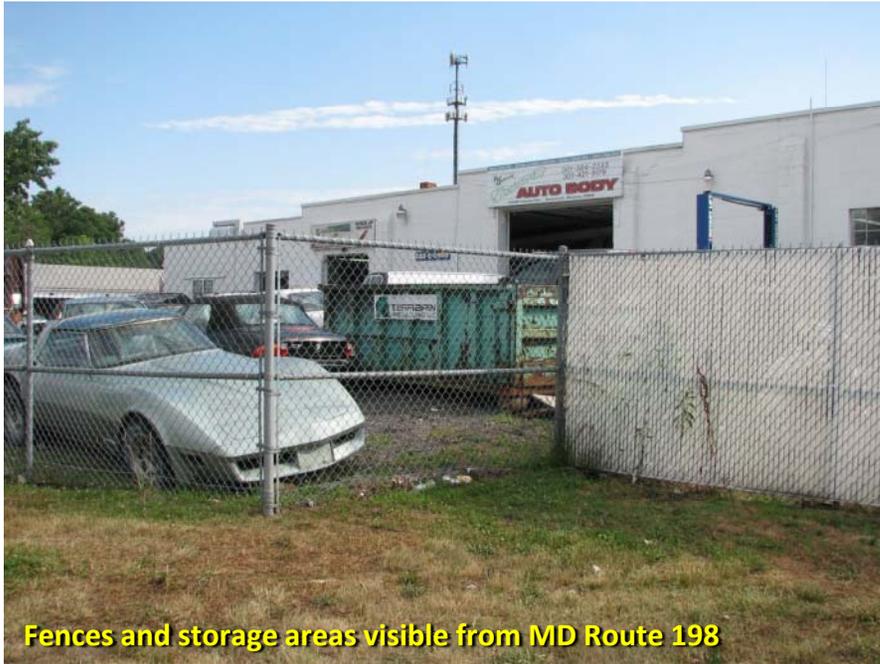
Access Easement

Parallel service lanes separated by steel guardrail
Vehicular storage area

ISSUES:

- Lack of organization between properties
- Frequent curb cuts
- No pedestrian connectivity

SITE CIRCULATION AND PARKING



Fences and storage areas visible from MD Route 198



Scattered dumpsters around buildings



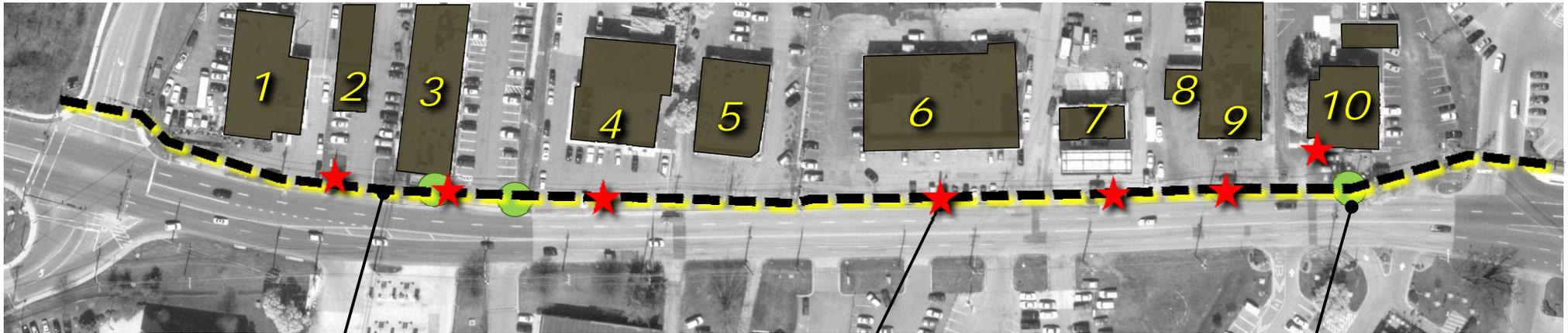
No defined edge between MD Route 198 and surface parking



No pedestrian connectivity or amenities



STREETFACE ELEMENTS ALONG MD ROUTE 198



Overhead Power Lines

Free-Standing Commercial Signs

Landscaped Areas



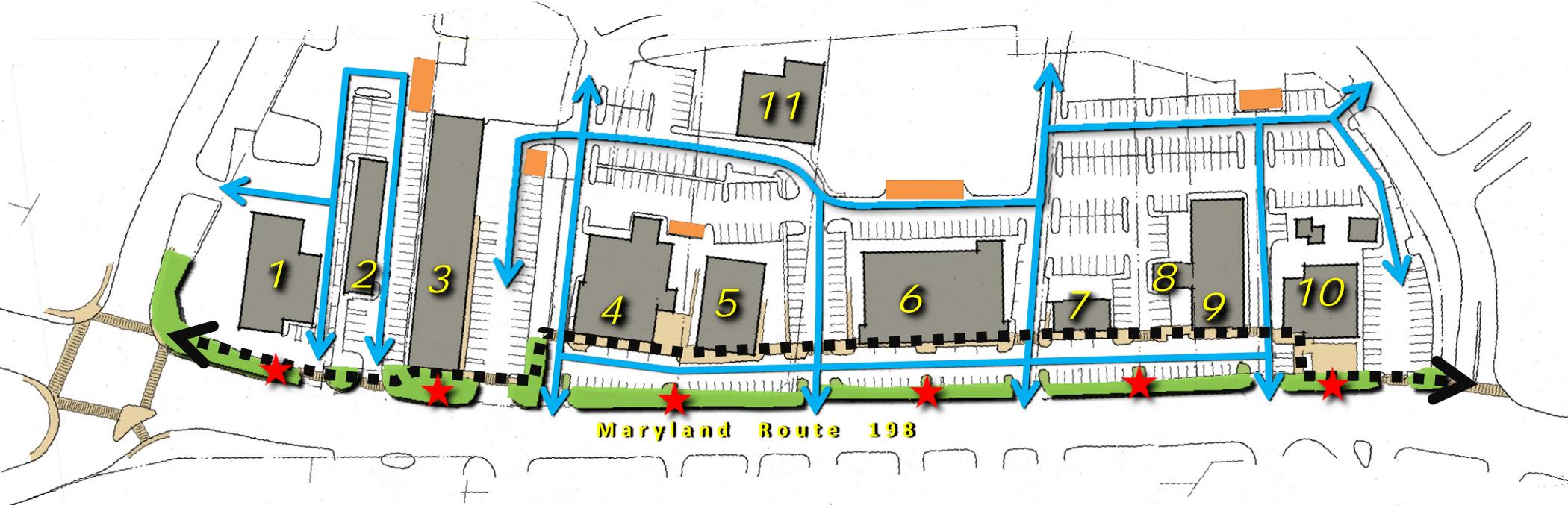
Overhead power lines and posts and free-standing commercial signs



Street trees along MD Route 198



SITE ENHANCEMENTS- "FIVE-YEAR HORIZON"



Maryland Route 198

Existing Parking: 389+ Spaces
Proposed Parking: 465 Spaces

STRATEGIES:

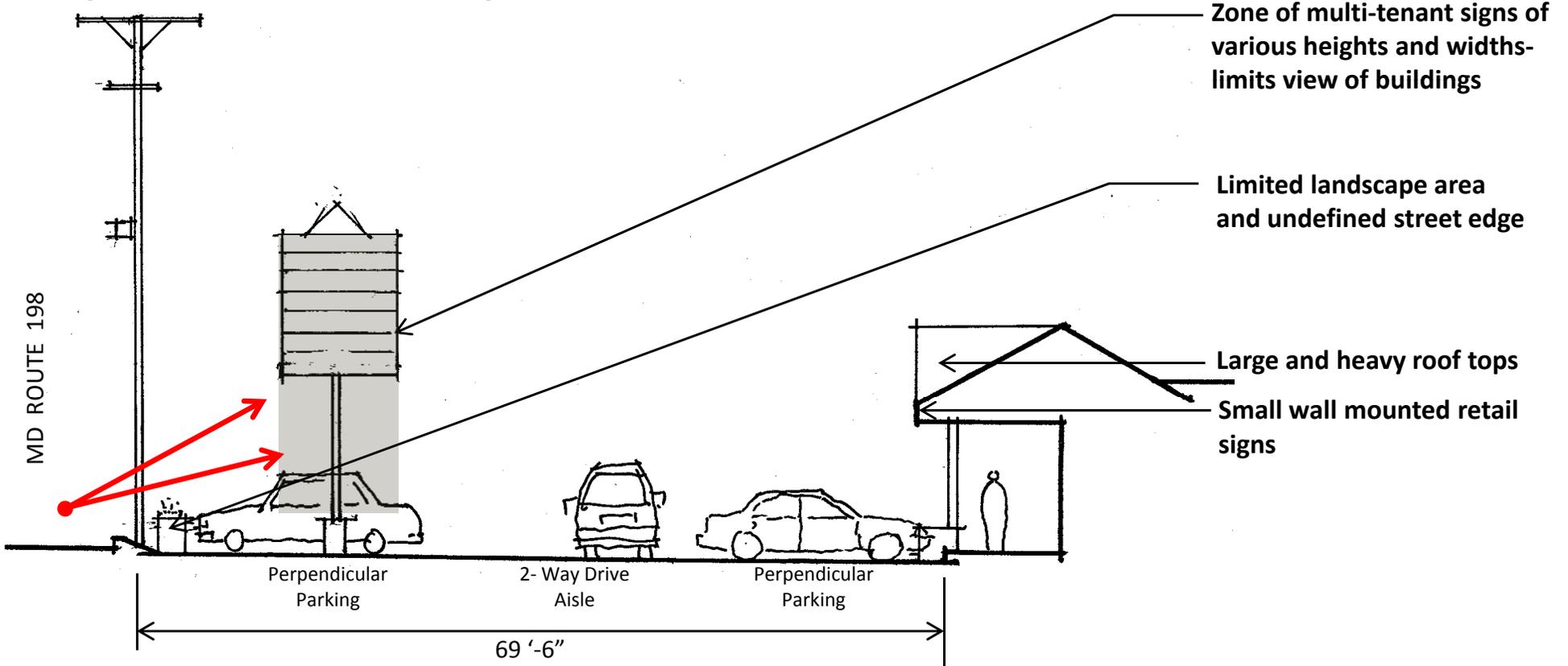
- Improve pedestrian connection
- Improve vehicular circulation between properties
- Reduce curb cuts and create landscape buffer
- Consolidate and enclose dumpsters
- Strategically locate multi-tenant commercial signs



SIGNAGE PLACEMENT AND TYPE

Existing Section

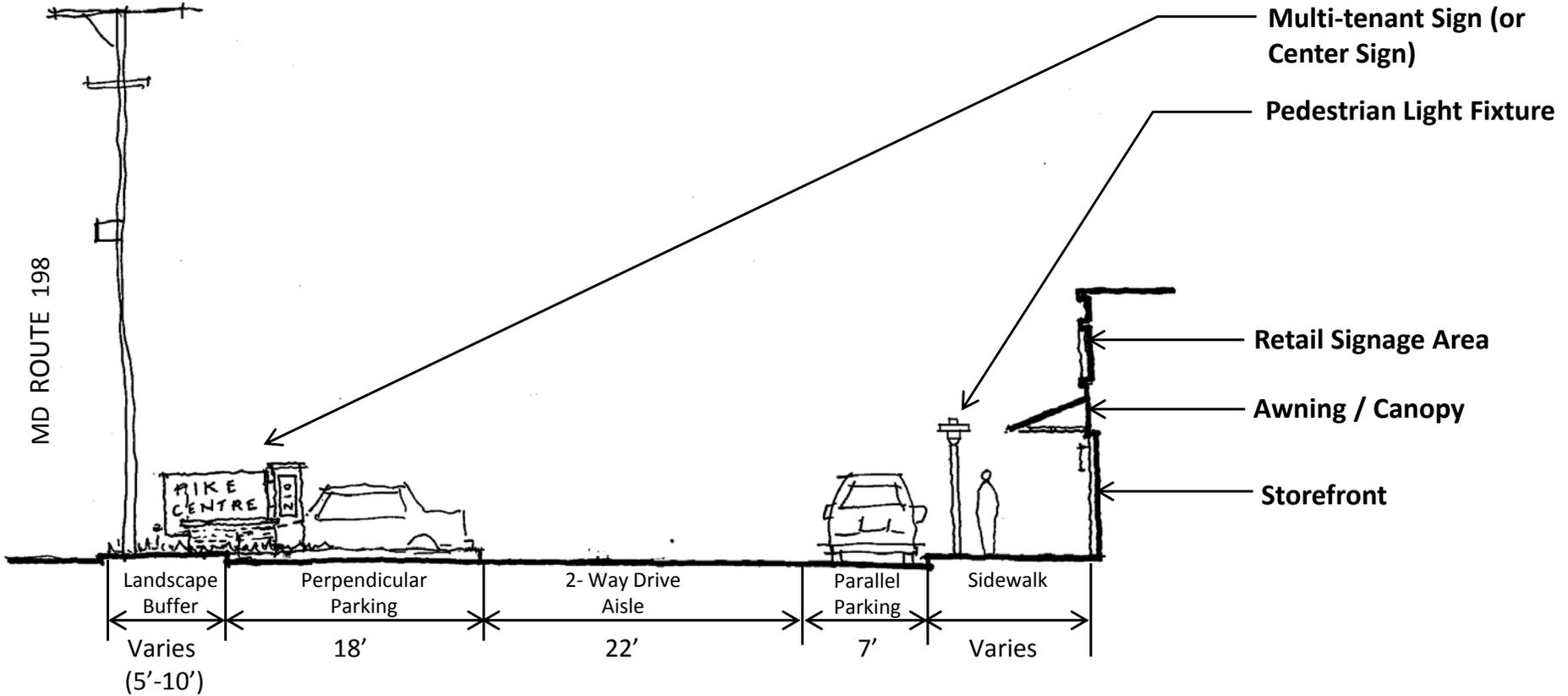
(Building #6)



SIGNAGE PLACEMENT AND TYPE

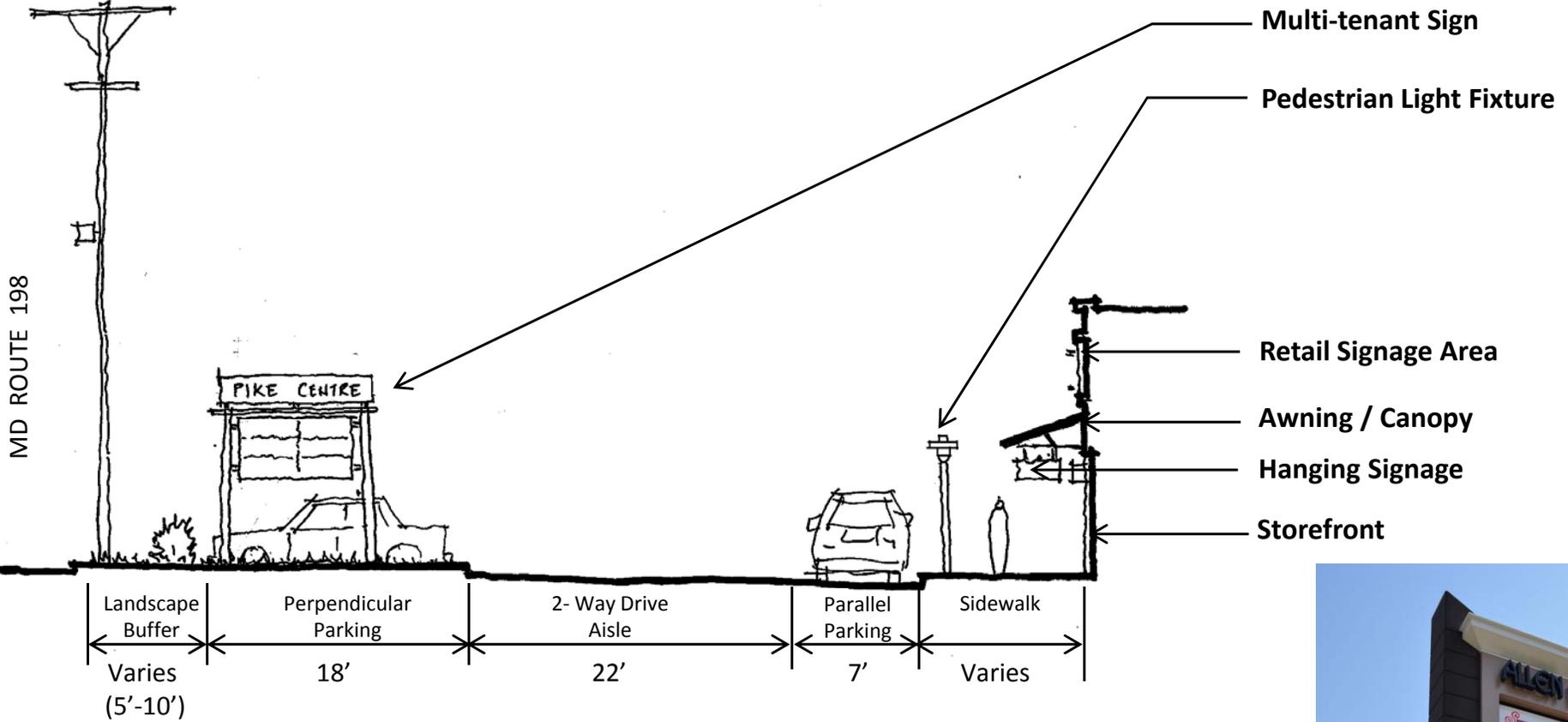
Proposed Section

(Low Multi-tenant)



SIGNAGE PLACEMENT AND TYPE

Proposed Section (Mid-level Multi-tenant)



FAÇADE PRECEDENTS



FAÇADE STUDY

Building #1



- Approximate Building Height: 18'-0" and 10'-6"
- CMU block building
- Red brick veneer on front façade
- Bricked-in façade
- Utilities are visible from street
- Too much information on signs



Existing Façade



FAÇADE STUDY

Building #1



- Painted masonry
- Glazed garage doors and store-fronts
- Canopies over entries
- Tenant signage mounted over storefront bays
- Address signage mounted on canopies
- Pedestrian-oriented hanging signs located below canopy

Proposed Façade



FAÇADE STUDY

Building #2



- Approximate Building Height: 15'-0" (eave), 20"-0" (peak)
- Blond brick veneer (front and east facades)
- Tinted dark windows
- Visible satellite dish
- Meters not screened along west façade
- HVAC equipment sits on ground along front façade



Existing Façade



FAÇADE STUDY

Building #2



- Painted masonry
- Brightly painted spandrel panels
- Canopies over entry and storefront
- Wall-mounted tenant signage aligned with storefront window structure
- Address signage mounted on canopies
- Pedestrian-oriented hanging signs located below canopy
- Enclosure to conceal HVAC equipment

Proposed Façade



FAÇADE STUDY

Building #3



- Approximate Building Height: 14'-0"
- White stucco material over wall and columns
- Tall, dark metal-cornice treatment
- Visible roof-top HVAC equipment
- Washed-out wall-mounted signs



Existing Façade



FAÇADE STUDY

Building #3



- Painted stucco
- Contrasting color, thin cornice line
- Canopies over entries
- Wall-mounted tenant signage aligns with canopy
- Wall-mounted light fixtures to illuminate signage and sidewalks



Proposed Façade



FAÇADE STUDY

Building #4



- Approximate Building Height: 19'-6"
- White / Painted EIFS front facade
- White painted brick in back of building
- Wood-framed covered patio on east side of building

Existing Façade



FAÇADE STUDY

Building #4



- Painted stucco
- Contrasting color, thin cornice line
- Canopies over entries
- Wall-mounted tenant signage over canopy
- Wall-mounted light fixtures to illuminate signage and sidewalks



Proposed Façade



FAÇADE STUDY

Building #5



- **Approximate Building Height: 10'-8" (eave), 19'-8" (peak)**
- **Random colored brick front façade**
- **Few windows on the façade**
- **Cantilevered pediment awing over entrance**
- **Visible roof and wall vents**
- **Wooden deck in front of building**
- **Foundation plantings**



Existing Façade



FAÇADE STUDY

Building #5



- Relocate satellite dish
- Paint eave line to dark color
- Paint brick
- Canopies over entries
- Move free-standing sign to the landscape strip
- Wall-mounted light to illuminate façade and sidewalks
- Canopy connects entrances



Proposed Façade



QUESTIONS

