



Colesville *Design Study*

Community Meeting
September 17, 2013



Montgomery County
Department of Housing and
Community Affairs

hord | coplan | macht

INTRODUCTION



- **Montgomery County
Department of Housing and Community
Affairs**

- Cathy Mahmud, Senior Planning Specialist

- **Hord Coplan Macht, Inc.**

Architects, Landscape Architects and Planners

- Miguel Iraola, ASLA
- Monica Robertson, AIA
- Matthew Fitzsimmons, AIA, AICP
- Matt Chiampi, ASLA

EVENING AGENDA

7:00-7:45 PM Presentation

- Purpose of the Study
- Process and Schedule
- Site and Building Analysis

7:45- 8:30 PM Comment Session

8:30-8:45 PM Next Steps



PURPOSE OF STUDY



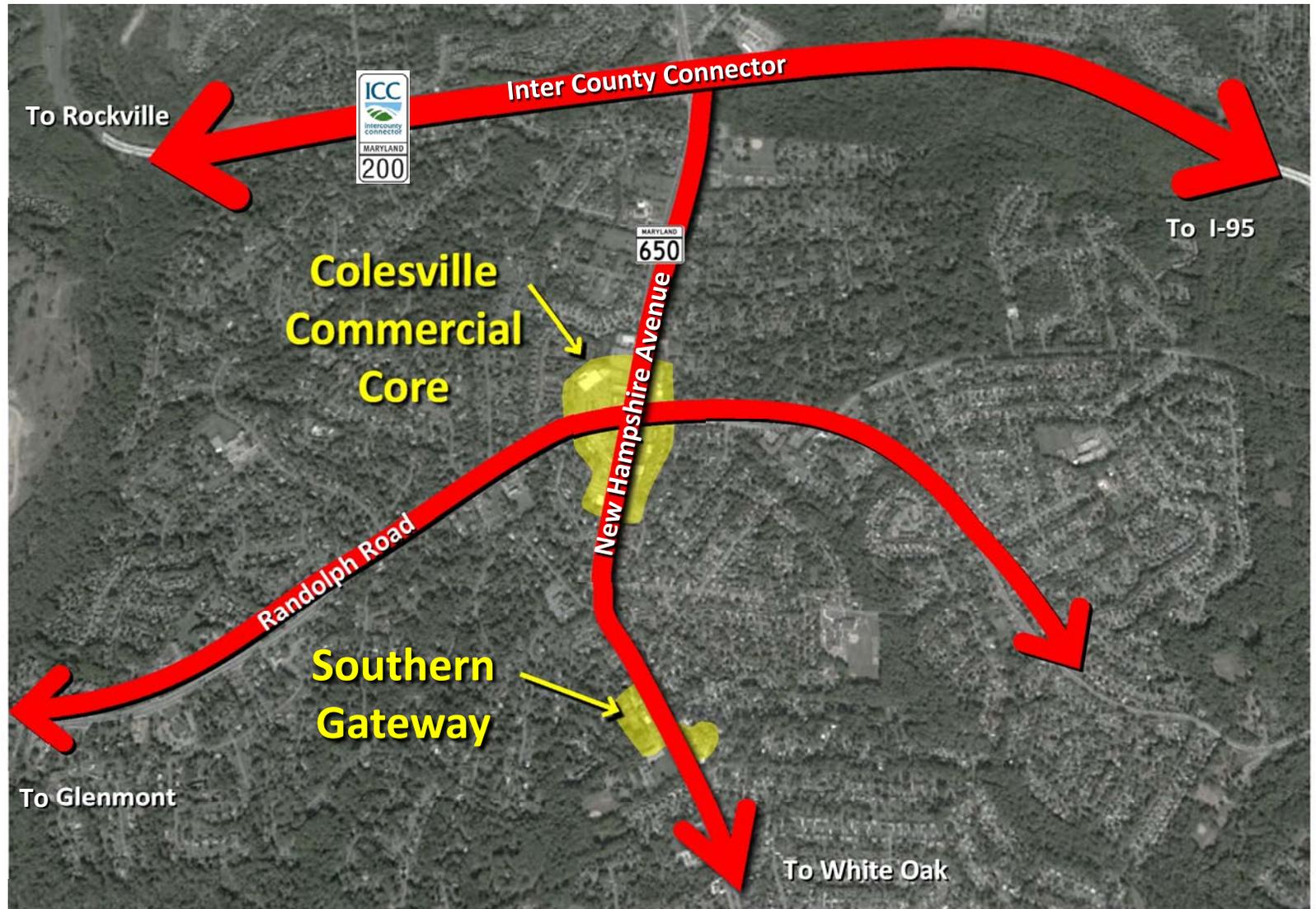
▪ Purpose:

- The purpose of the study is to recommend an urban design strategy for physical improvements to building facades and related site conditions.

▪ Items to Study:

- Façade Improvements
- Streetscape Improvements
- Pedestrian Circulation & Safety
- Vehicular Circulation & Parking
- Infill or Redevelopment Opportunities
- Lighting and Landscaping

PROJECT CONTEXT



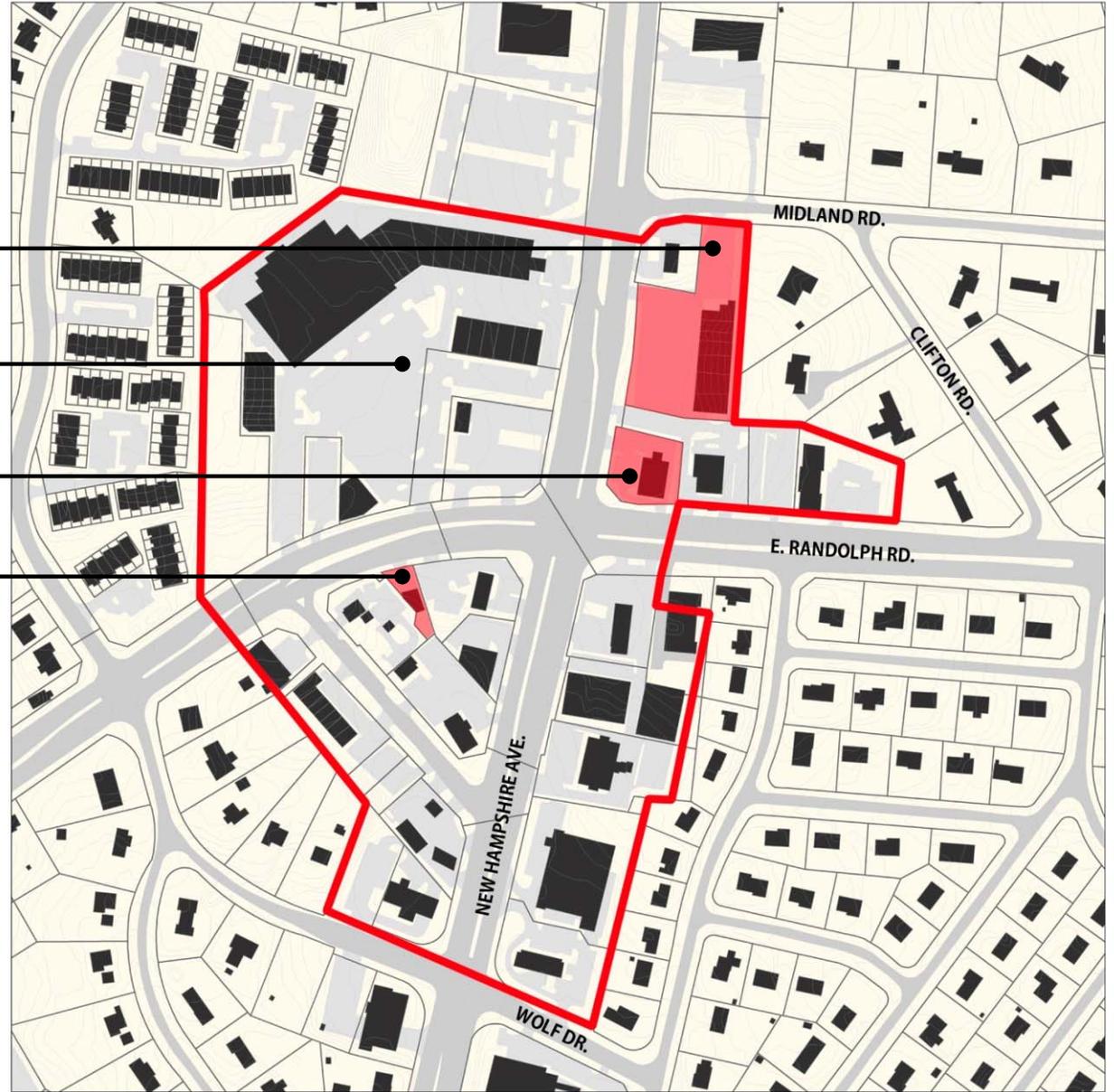
PROJECT LIMITS [Colesville Commercial Core]

Monterey Center

Colesville Center

7-Eleven

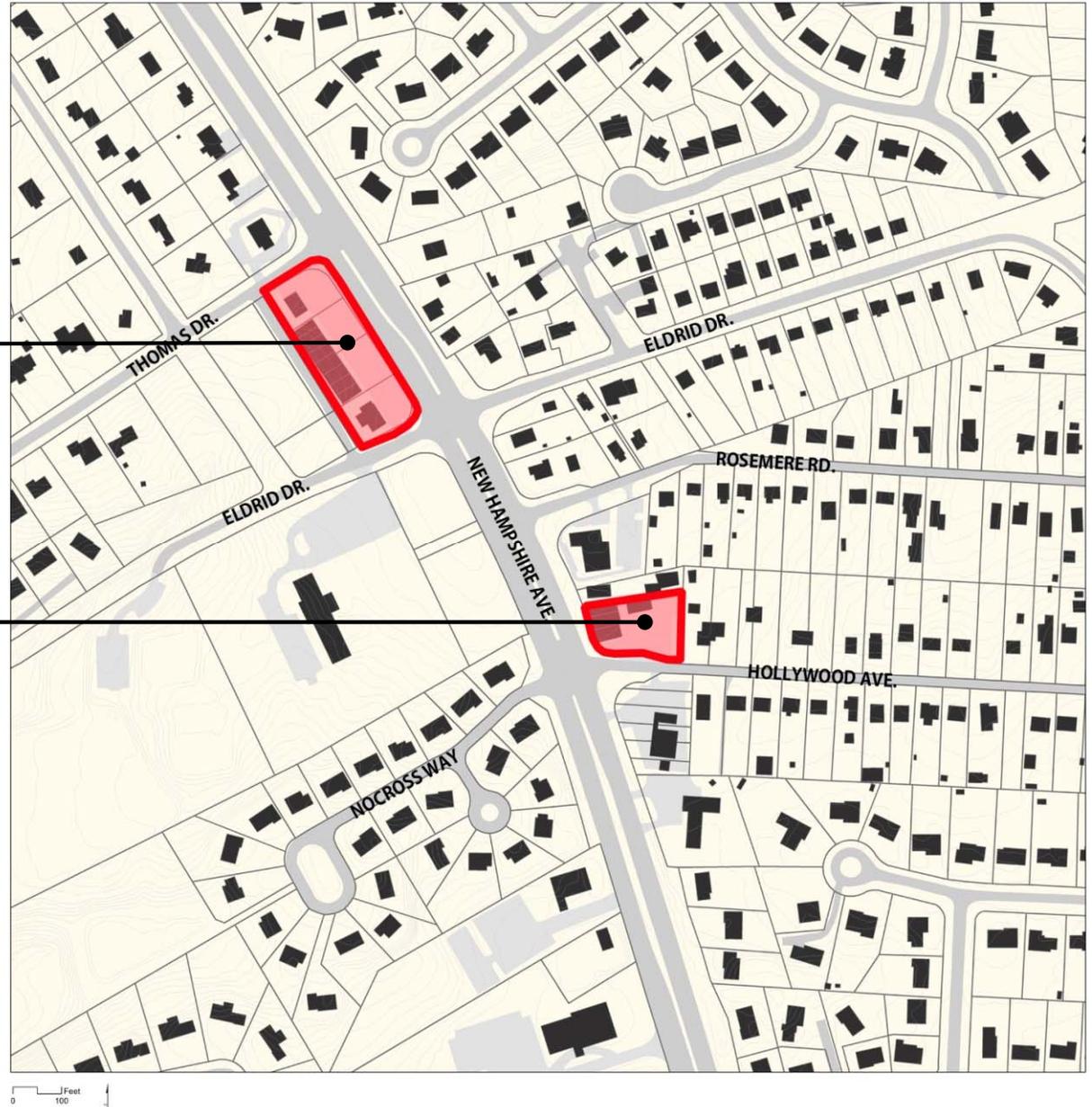
Ethio's Corner



PROJECT LIMITS [Southern Gateway]

Meadowood Center

Hollywood Park



GENERAL OBSERVATIONS

- Proximity to Transportation Corridor
- Identifiable and Compact Colesville Commercial Core
- Stable and Diverse Neighborhoods
- Few Vacant Properties
- Larger Multi-Tenant Center Under Single Ownership



GENERAL OBSERVATIONS



- Limited Vehicular Access
- Lack of Pedestrian Comforts and Connections
- Some Aging Commercial Centers
- Visual Clutter
- Lack of a Cohesive “Colesville” Character

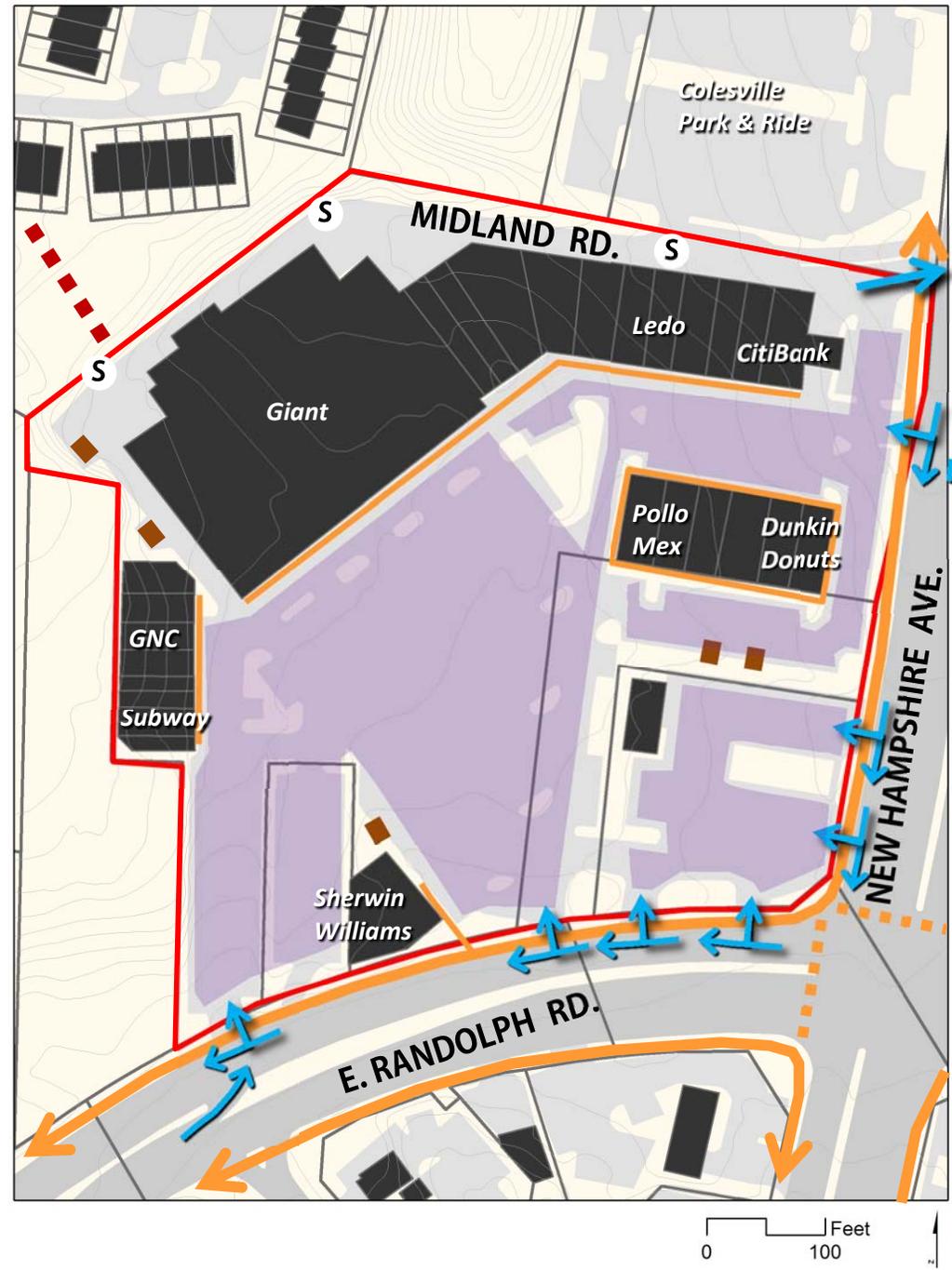
CORRIDOR CHARACTER



- High Vehicular Volume and Traffic
- Limited Vehicular Access to Parcels and Local Streets
- Sidewalks Adjacent to the Curb
- Lack of Pedestrian Comfort
- Limited Pedestrian Crossings
- Overhead Utilities

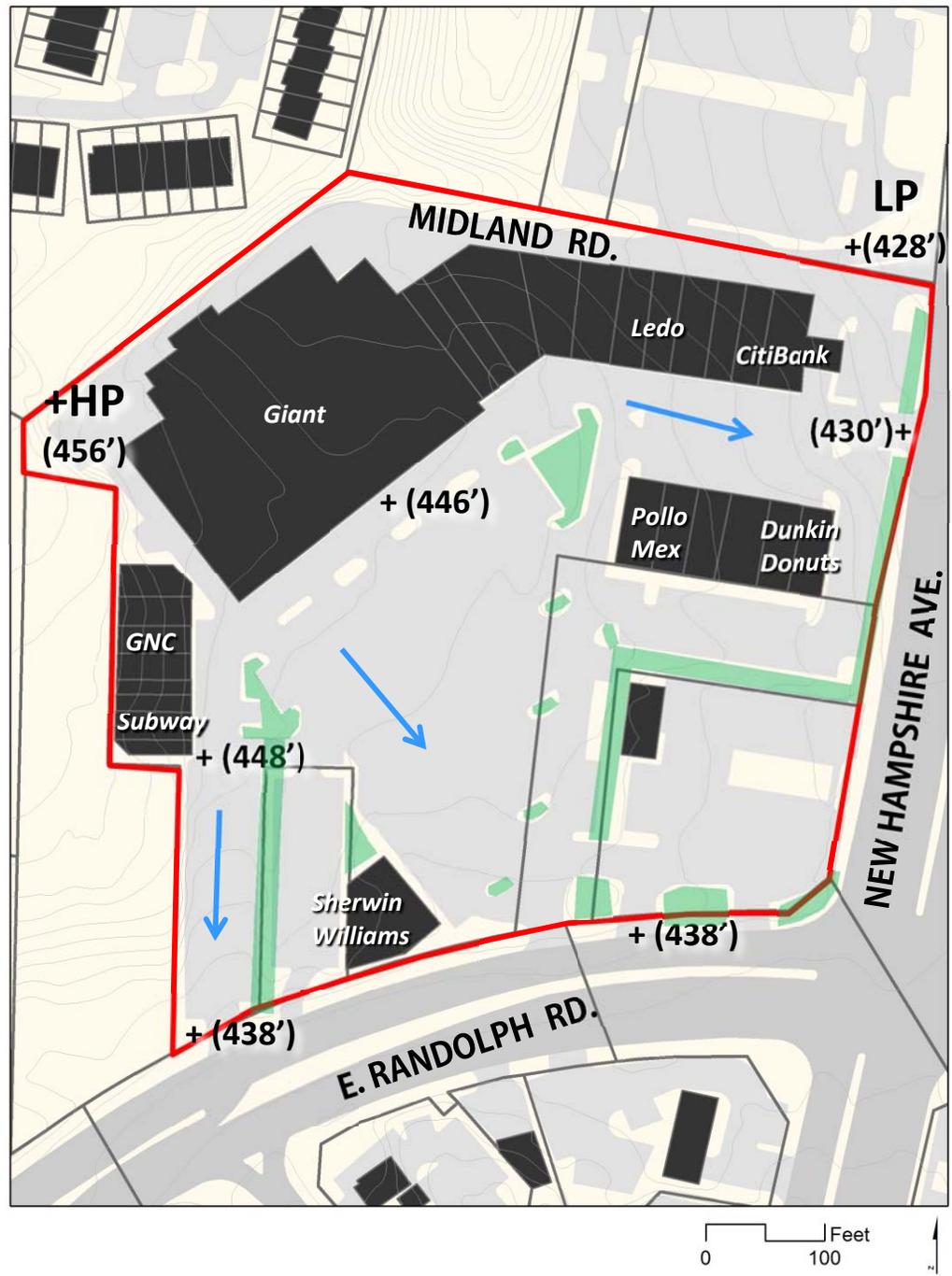
COLESVILLE CENTER [CIRCULATION]

- Multiple Access Points
- Perimeter Sidewalks/Aprons
- Adequate Parking Distribution
- Pathway to Adjacent Neighborhood
- Rear Service



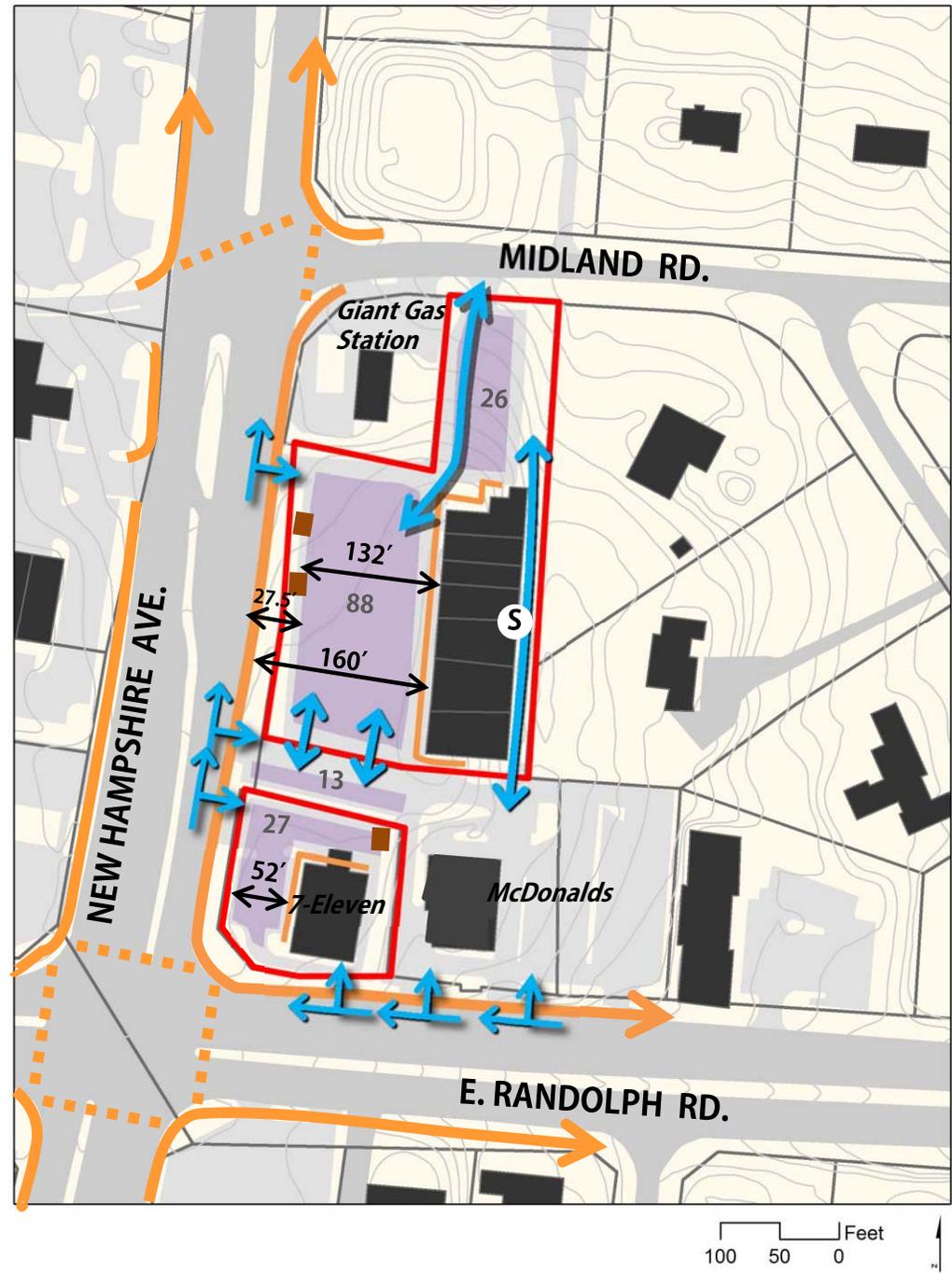
COLESVILLE CENTER [TOPOGRAPHY + DRAINAGE]

- Healthy Tenant Mix
- Outdoor Seating
- Tree Canopy



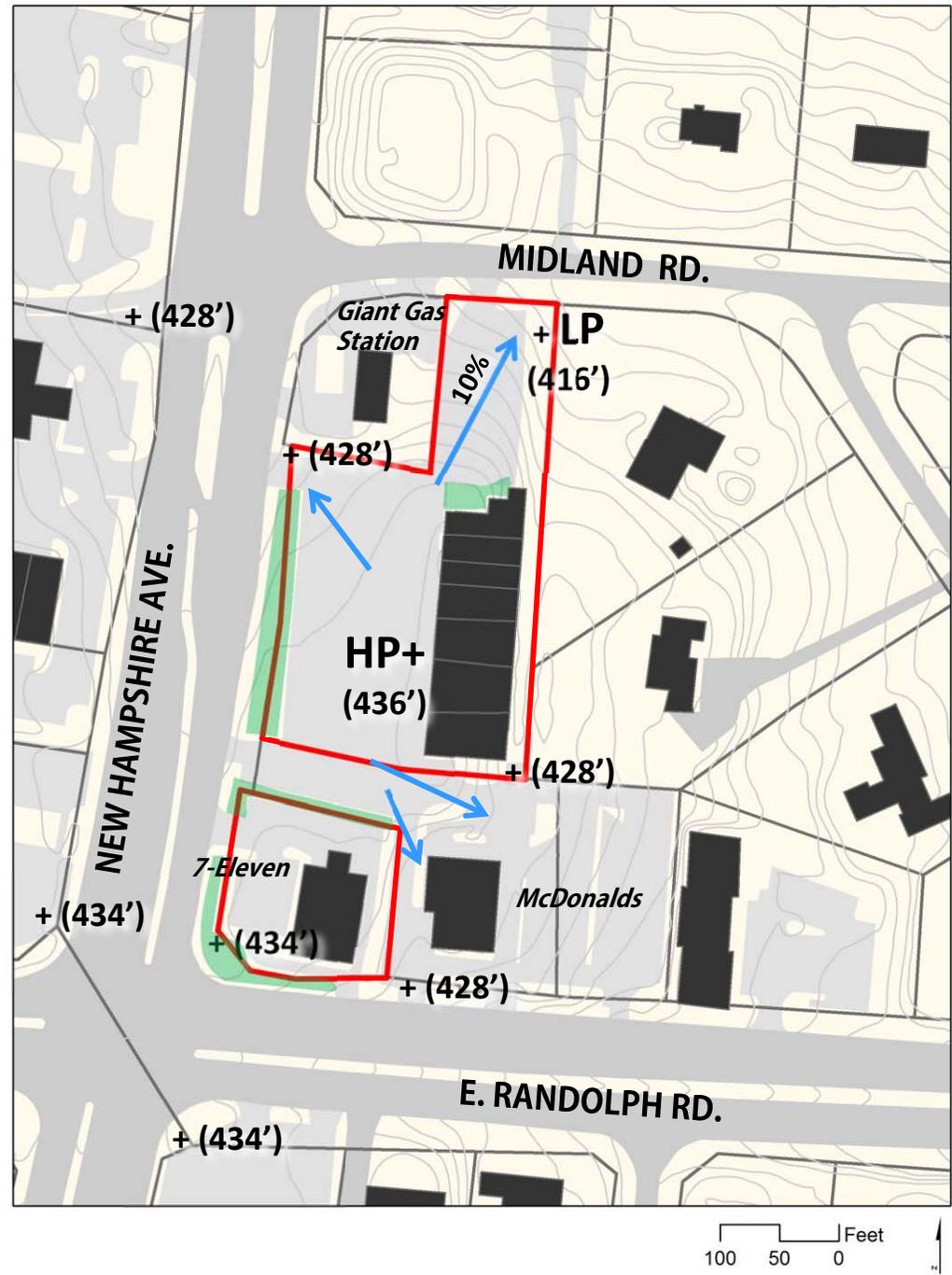
MONTEREY CENTER / 7-Eleven

[CIRCULATION]



MONTEREY CENTER / 7-Eleven

[TOPOGRAPHY + DRAINAGE]



MONTEREY CENTER

[BUILDING CHARACTER]



Architecture Style

- Circa 1970 Eclectic Strip Retail

Building Characteristics

- Variety of façade materials,
 - predominately masonry, stone and some siding
- Variety of fenestration patterns:
 - fixed metal windows,
 - storefront glazing,
 - various glazed commercial doors
- Decorative shingle and metal mansard
 - roof low over flat roof with downspouts to the rear
- Concealed mechanical systems

Signage

- Variety of Sign types:
 - plastic/vinyl illuminated box signs
 - surface mounted painted plywood,
 - window signs,
 - movable sandwich boards,
 - vinyl lettering

Lighting

- Surface mounted lighting under canopy

7-ELEVEN

[BUILDING CHARACTER]



Architecture Style

- Circa 1985 Mid-Century Commercial

Building Characteristics

- Flush masonry walls
- Fenestration patterns:
 - Storefront glazing,
 - Ribbon windows,
 - Glazed commercial doors
- Flat roof with metal-capped parapet with downspouts to the rear.
- Standing seam awning
- Concealed mechanical systems

Signage

- Sign types:
 - Plastic/vinyl illuminated box signs
 - Window mounted signs and vinyl lettering

Lighting

- Recessed can lighting under canopy



MONTEREY CENTER

[OPPORTUNITIES]

- Sufficient parking spaces
- Space for redevelopment and/or expansion
- Space for landscape and stormwater management
- Variety of businesses- retail and services



MONTEREY CENTER

[CONSTRAINTS]

- Poor visibility
 - Dense tree canopies along New Hampshire Avenue
 - Imposing mansard canopy roofs project shade on storefronts
 - Storefronts are located far from New Hampshire Avenue
- Limited vehicular access
- Steep access from Midland Road
- Various levels of building maintenance



7-ELEVEN [OPPORTUNITIES]



- Highly visible location
- Landscape / gateway opportunity
- Central location to other services and businesses



7-ELEVEN

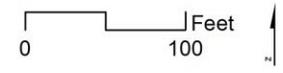
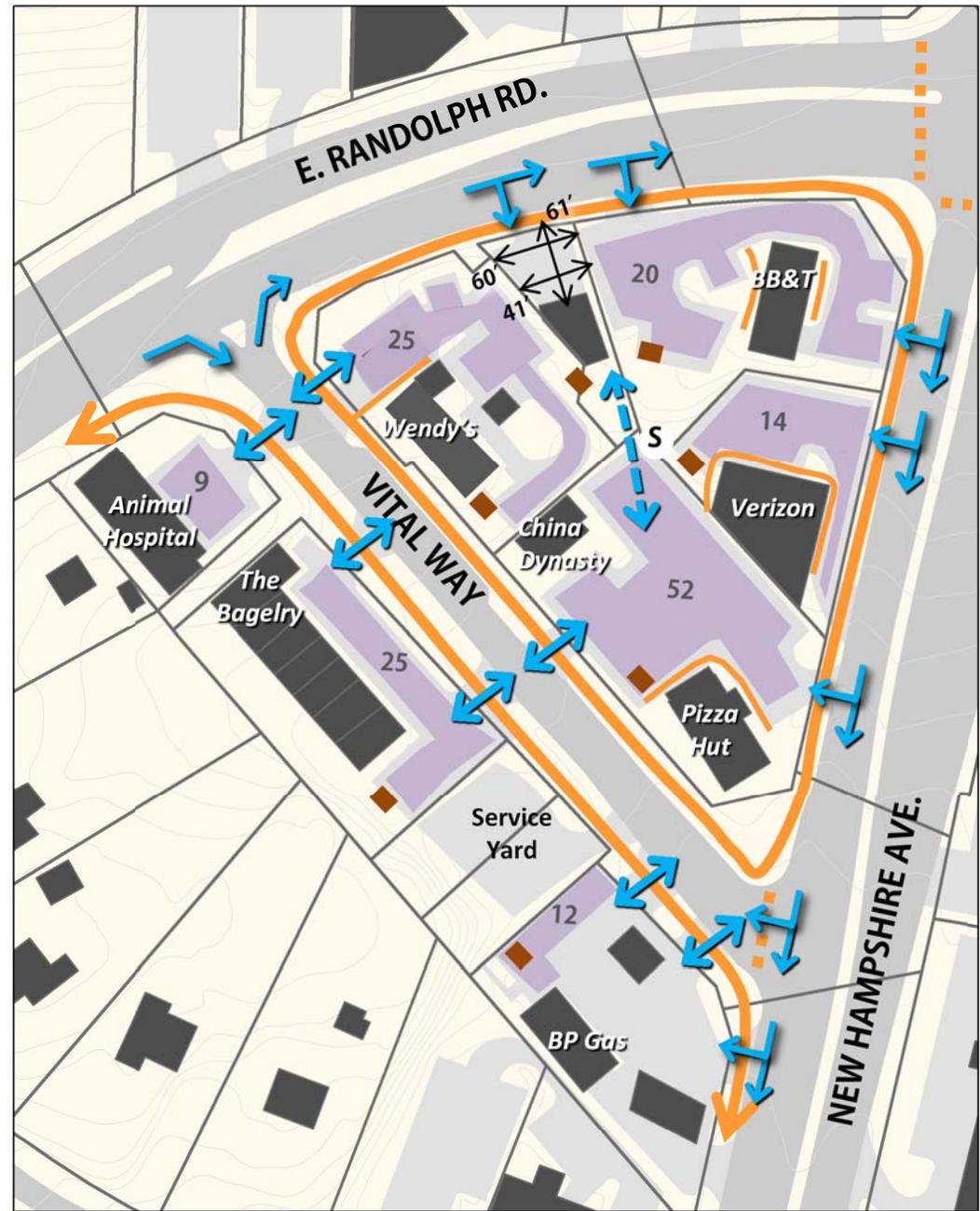
[CONSTRAINTS]



- Limited expansion potential
- Limited vehicular access
- Dense tree canopies along New Hampshire Avenue
- Blank facades on three sides

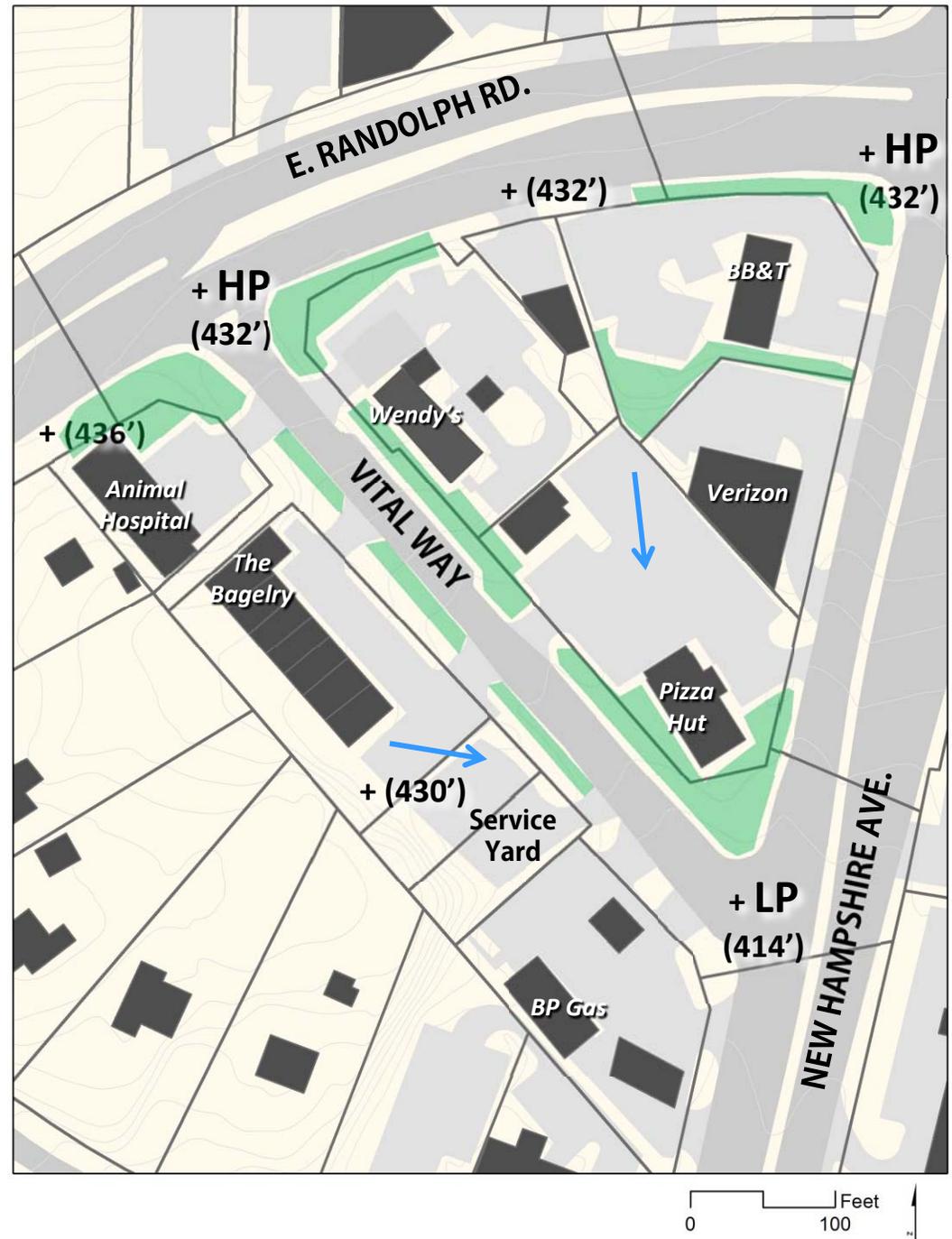


ETHIOS CORNER [CIRCULATION]



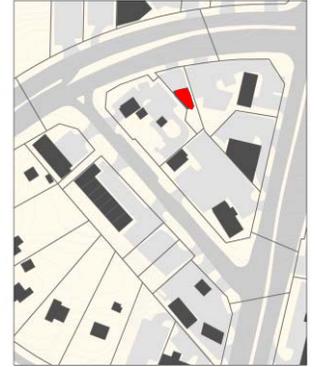
ETHIOS CORNER

[TOPOGRAPHY + DRAINAGE]



ETHIOS CORNER

[BUILDING CHARACTER]



Architecture Style

- Circa 1970 Strip-Retail

Building Characteristics

- Flush painted masonry walls
- Fenestration patterns:
 - Storefront glazing,
 - Glassblock,
 - Glazed commercial doors with roll-up security fencing
- Flat roof with small metal-capped parapet with downspouts to the rear.
- Exposed roof-top mechanical systems

Signage

- Sign types:
 - Plastic/vinyl illuminated box sign
 - Vinyl banners
 - Window mounted signs and vinyl lettering

Lighting

- Wall mounted exterior flood lights



ETHIOS CORNER

[OPPORTUNITIES]

- Good diversity of uses, national and local businesses
- Private and public investment
- Vital Way is an appropriately scaled retail street
- Infill opportunity
- Landscape / gateway opportunities



ETHIOS CORNER

[CONSTRAINTS]



- Ethio's Site is a narrow parcel
- Rear service through adjacent parcel
- Limited access and parking space
- Ethio façade is cluttered around entry – ice machine and signage not well maintained.
- Landscape and parking is not well maintained.



ETHIOS CORNER

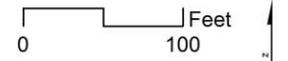
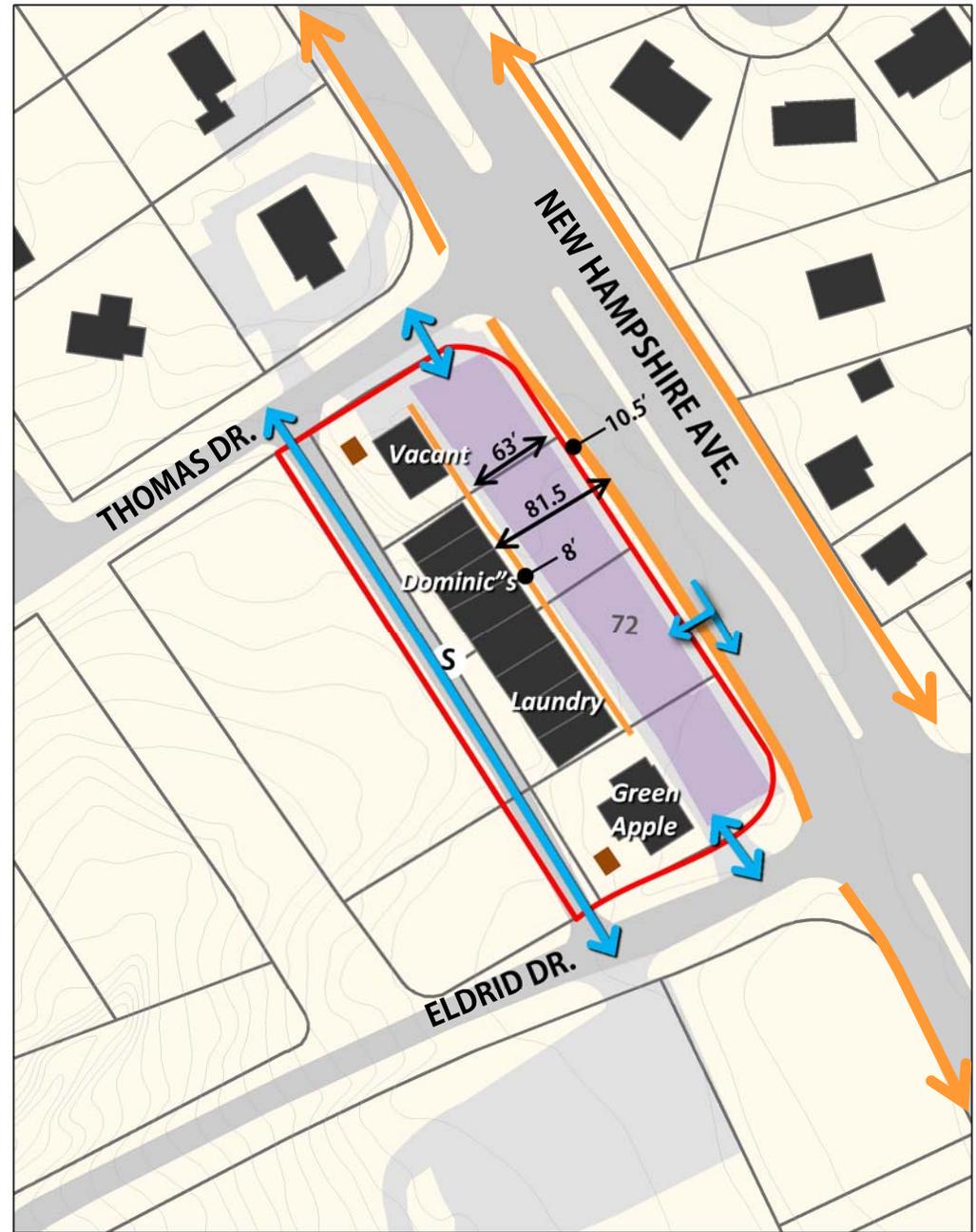
[CONSTRAINTS]



- Right-in and right-out to Vital Way
- Abrupt grade changes between parcels
- Blank walls facing public spaces
- Dumpsters are highly visible

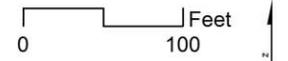
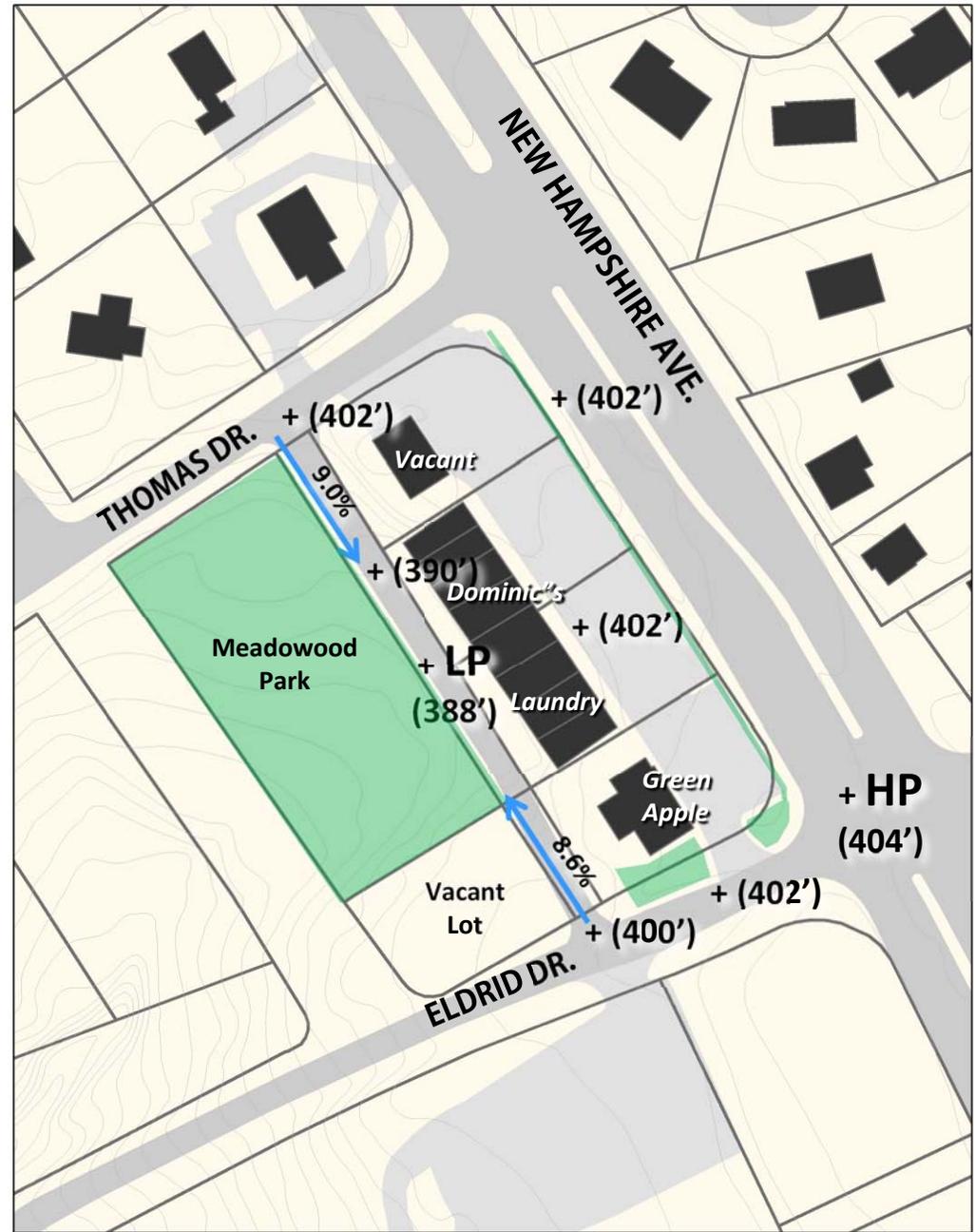


MEADOWOOD CENTER [CIRCULATION]



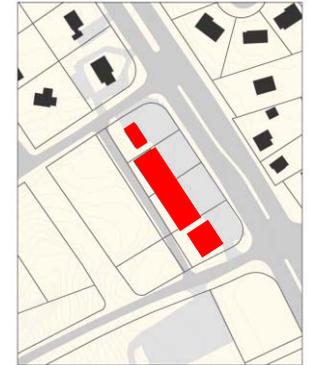
MEADOWOOD CENTER

[TOPOGRAPHY + DRAINAGE]



MEADOWOOD CENTER

[BUILDING CHARACTER]



Architecture Style

- Circa 1950 Strip-Retail

Building Characteristics

- Flush painted masonry walls
- Fenestration patterns:
 - Large storefront glazing
 - glazed commercial doors
 - garage door bays
- Flat roof with downspouts to the rear
- Vinyl awning with business signage
- Window unit Air conditioners along front façade.

Signage

- Sign types:
 - Awning signs
 - window mounted signs
 - Neon signs
 - vinyl lettering

Lighting

- Wall mounted fluorescent tube lights under canopy
- No site lighting

MEADOWOOD CENTER

[OPPORTUNITIES]

- Southern gateway opportunity
- Easy access from New Hampshire Avenue
- Proximity to public park
- Space for pedestrian amenities



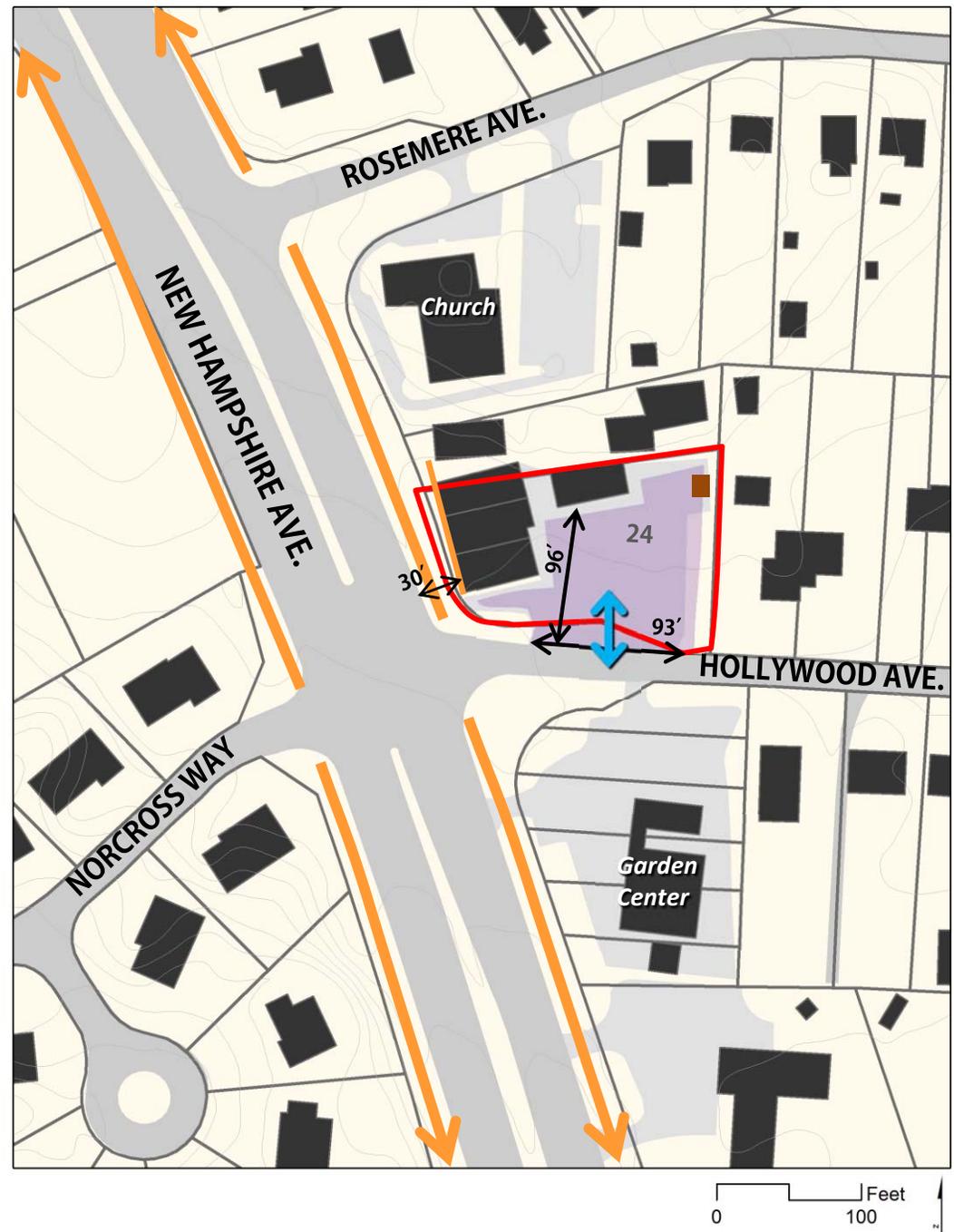
MEADOWOOD CENTER

[CONSTRAINTS]

- Lots of asphalt
- Flush retail sidewalk with parking lot
- Pedestrian desire lines across New Hampshire Avenue
- Limited sidewalk width along New Hampshire Avenue
- Horizontal and monotonous building elevation

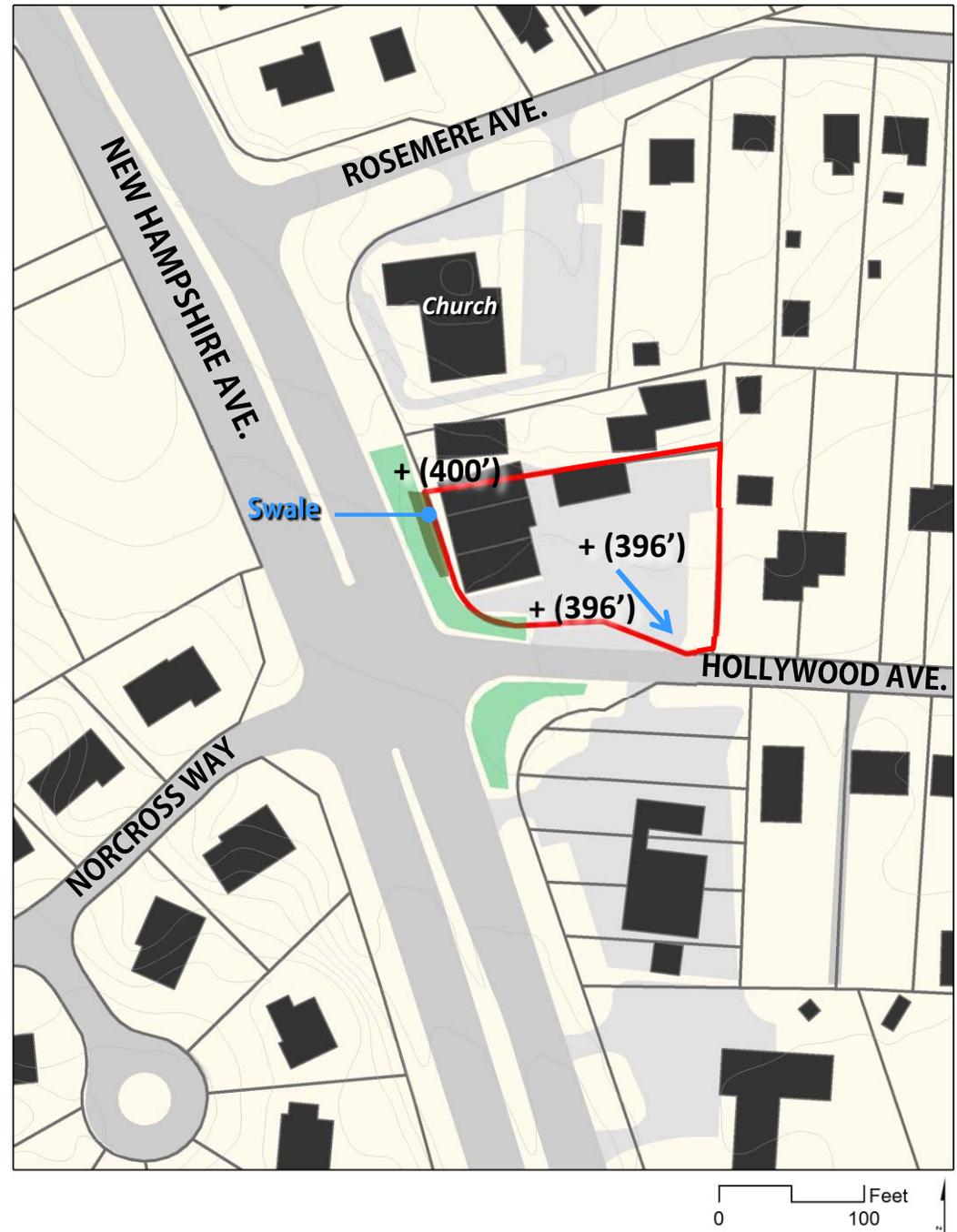


HOLLYWOOD PARK [CIRCULATION]



HOLLYWOOD PARK

[TOPOGRAPHY + DRAINAGE]



HOLLYWOOD PARK

[BUILDING CHARACTER]

Architecture Style

- Circa 1950 Strip-Retail

Building Characteristics

- Variety of painted masonry, aluminum siding
- Fenestration patterns:
 - fixed metal windows,
 - sash vinyl windows
 - glazed commercial doors
- Flat roof with downspouts to the rear.
- Exposed roof-top mechanical systems



Signage

- Variety of sign types:
 - plastic/vinyl illuminated box sign
 - vinyl banners
 - window mounted signs and vinyl lettering
 - Neon

Lighting

- Wall mounted exterior flood lights



HOLLYWOOD PARK

[OPPORTUNITIES]



- Easy access from New Hampshire Avenue
- Parking and services behind businesses
- Outdoor / pedestrian spaces
- Redevelopment

HOLLYWOOD PARK

[CONSTRAINTS]

- Building sits lower than New Hampshire Avenue
- No edge between parking lot and Hollywood Avenue
- Blank walls facing New Hampshire Avenue
- Building appears to have been expanded and/or renovated multiple times without maintaining a consistent look
- Front retailers are not accessible from parking lot



COMMENT SESSION

We Need Your Input on:

- Areas to Focus Attention
- Problem Areas
- Areas for Opportunity
- Areas doing OK

