

MEMORANDUM

April 23, 2014

TO: Planning, Housing, and Economic Development Committee

FROM: Linda McMillan, Senior Legislative Analyst 

SUBJECT: **Worksession: FY15-20 Capital Improvements Program**
Department of Housing and Community Affairs
Colesville/New Hampshire Avenue Community Revitalization

Those expected for this worksession:

Richard Nelson, Director, Housing and Community Affairs
LuAnn Korona, Chief, Community Development
Tim Goetzinger, DHCA Budget Office
Jennifer Bryant, Office of Management and Budget

As a part of his March CIP Amendments, the Executive recommended the addition of a new CIP project, Colesville/New Hampshire Avenue Community Revitalization. A copy of the PDF is attached at ©1. The total estimated cost of the project is \$3.250 million with \$200,000 requested for FY15. The source of funds is Current Revenue. The summary says the project will fund pedestrian lighting, streetscaping, gateway signage, and acquisition of long-term façade and signage easements for four commercial intersections along New Hampshire Avenue. The FY15 funding will be used for staff (\$50,000 for about 0.5FTEs) and contractual services and potentially some façade work (\$150,000). While it is not reflected in the PDF, DHCA does work with businesses and generally has a 50% business contribution to these types of improvements.

The DHCA website introduces this project by saying, “At the request of local residents and business owners, the Department of Housing and Community Affairs (DHCA) commissioned an analysis and recommendations report covering the

commercial areas in the Montgomery County neighborhood of Colesville. The project examined the physical conditions at business centers near the main intersection of New Hampshire Avenue and Randolph Road as well as further south on New Hampshire Avenue at the intersections with Eldrid Drive and Hollywood Avenue. The study process during the fall of 2013 included two community meetings, each with the intent to relay information about the analysis (Colesville Design Study Community Meeting, September 17, 2013) and to gather input from interested members of the community for the recommendations (Colesville Commercial Area Design Study, November 2013). The recommendations include site enhancements such as façade, signage and lighting improvements as well as efforts to aid pedestrians and improve traffic circulation. Any potential implementation would include the participation of private property owners.

A copy of the study is attached at ©2-54. The study makes the following observations (©8-10):

Regional Crossroads – The Colesville Commercial Core area is situated along two major transportation corridors...the intersections of these roads make the core highly desirable for business and retail.

High Vehicular Volumes with Limited Access – The corridors contain a high volume of traffic with limited vehicular access to commercial properties and local streets. Limited vehicular access and median-separated travel landscaping reinforce the primary nature of these corridors to move vehicles through Colesville to other regional destinations, rather than channeling local traffic to the local businesses.

Identifiable and Compact Colesville Commercial Core – The core is surrounded predominately by residential neighborhoods. The contrast between residential and commercial is distinctive, reinforcing the junction of Randolph Road and New Hampshire Avenue as the identifiable center of Colesville.

Stable and Diverse Residential Neighborhoods – the residential neighborhoods surrounding the commercial nodes have a variety of housing that support local business. Visually the neighborhoods appear stable and well-maintained.

Pedestrian Network – Sidewalks exist along most of the corridor but lack elements like shade trees and planting strips between travel lanes and sidewalks...most retail centers do not have a visible pedestrian route from the public right-of-way to the storefronts.

Multi-Tenant Centers have Single Ownership – this enables process and decision making efficiency that otherwise would be more time consuming.

Few Vacant Stores – The retail centers appear to have few vacant properties...the businesses tend to be local businesses with a few regional/national retailers.

Aging Commercial Centers – Most are over 30 years old, show signs of aging, have not been significantly modified and are prime candidates for building renovations and upgrades.

Visual Clutter – Throughout the commercial area and corridors there exists a lot of visual clutter...unifying streetscape strategies could be applied to the commercial area to unify the many different buildings and businesses.

Lack of a Cohesive “Colesville” Character – Although eclectic, the lack of similarly built structures diminishes the visual cohesion that are apparent in other commercial centers...additional focal features or landmarks at the center or at the periphery would help reinforce the identity of the Colesville commercial area.

The plan already has specific strategies and recommendations for the different commercial areas and Council staff believes this should allow the project to progress quickly. That said; there is a substantial amount of funding recommended across the six years. **Council staff recommends approval of the project and the FY15 requested appropriation of \$200,000 but actual spending should be reviewed in future years so as not to allocate Current Revenue that might not be spent.**

Colesville/New Hampshire Avenue Community Revitalization (P761501)

Category	Community Development and Housing	Date Last Modified	3/6/14
Sub Category	Community Development	Required Adequate Public Facility	No
Administering Agency	Housing & Community Affairs (AAGE11)	Relocation Impact	None
Planning Area	Colesville-White Oak	Status	Preliminary Design Stage

	Total	Thru FY13	Est FY14	Total 6 Years	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	Beyond 6 Yrs
EXPENDITURE SCHEDULE (\$000s)											
Planning, Design and Supervision	950	0	0	950	200	200	200	200	100	50	0
Land	0	0	0	0	0	0	0	0	0	0	0
Site Improvements and Utilities	0	0	0	0	0	0	0	0	0	0	0
Construction	2,300	0	0	2,300	0	300	350	400	550	700	0
Other	0	0	0	0	0	0	0	0	0	0	0
Total	3,250	0	0	3,250	200	500	550	600	650	750	0

FUNDING SCHEDULE (\$000s)											
Current Revenue: General	3,250	0	0	3,250	200	500	550	600	650	750	0
Total	3,250	0	0	3,250	200	500	550	600	650	750	0

APPROPRIATION AND EXPENDITURE DATA (000s)

Appropriation Request	FY 15	200
Appropriation Request Est.	FY 16	500
Supplemental Appropriation Request		0
Transfer		0
Cumulative Appropriation		0
Expenditure / Encumbrances		0
Unencumbered Balance		0

Date First Appropriation	
First Cost Estimate	
Current Scope	FY 15 3,250
Last FY's Cost Estimate	
0	

Description

This project provides for commercial revitalization in the Colesville Community focused on the four commercial intersections along New Hampshire Avenue (MD Route 650).

The objective is to support the existing small businesses and create new opportunities for private investment, as well as improving the visual appearance of the area. Project elements include gateway signage, pedestrian lighting, connectivity, streetscape elements, landscaping/screening, acquisition of long term façade and center signage easements, and other amenities.

Location

The focus areas are: the four quadrants at the intersection of New Hampshire Avenue and Randolph Road; the commercial area at New Hampshire Avenue and Vital Way; the commercial area between Thomas Drive and Eldrid Drive on the west side of New Hampshire Avenue; and the commercial node east of New Hampshire Avenue at Hollywood Avenue

Justification

The Colesville Commercial area is primarily older local, neighborhood retail centers with some office space. The White Oak Master Plan (1997) recommended providing a more unified "Main Street" form of development, integrating the commercial development with neighboring residential communities while providing buffers between the adjacent residential neighborhoods. The Colesville Community is interested in enhancing the viability of the commercial centers along New Hampshire Avenue.

Other

Plans and Studies: M-NCPPC White Oak Master Plan (1997), Colesville Commercial Area and Design Study (2013).

Fiscal Note

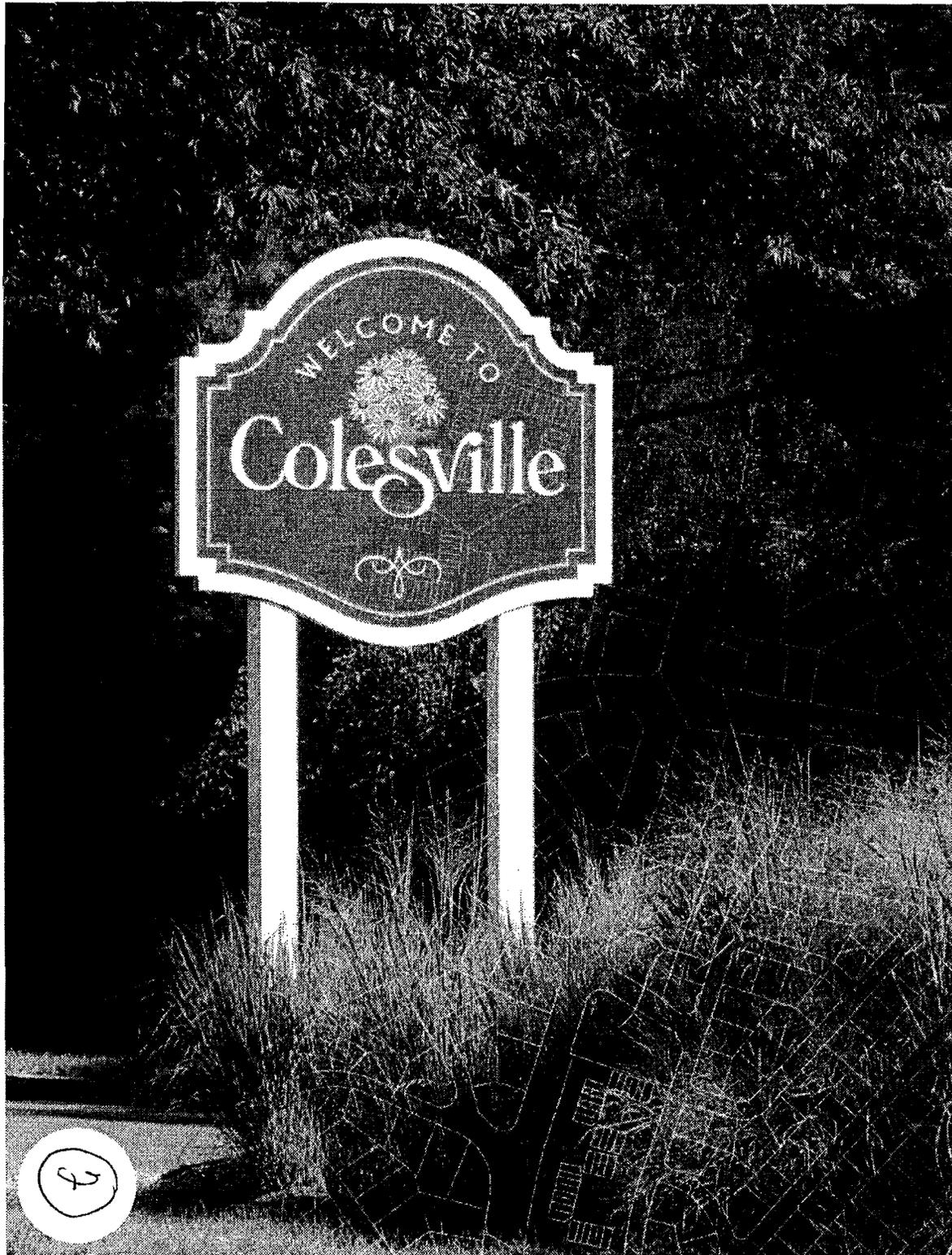
This area is not eligible for CDBG funding.

Disclosures

A pedestrian impact analysis will be performed during design or is in progress.

Coordination

Department of Transportation, Maryland State Highway Administration, M-NCPPC, Maryland Department of the Environment, Department of Permitting Services.



COLESVILLE COMMERCIAL AREA
DESIGN STUDY
November 2013

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Montgomery County Department
of Housing and Community Affairs

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The Colesville Commercial Area is an active and diverse business community located in Colesville, Maryland. It is composed of a mix of neighborhood serving businesses including a grocery store, variety of local and national restaurants, convenience stores, liquor stores, laundry and dry-cleaning services, gas stations, auto repair, and health and fitness services. These businesses are highly visible and centrally located along the New Hampshire Avenue (MD Route 650) corridor. These businesses play an important part in the local and regional economy as well as support the daily needs of the many residents in Colesville. Although it is an active commercial area, the area consists of aging strip retail centers and has areas of unattractiveness. Improvements to these existing buildings, streetscapes and sites offer an opportunity to strengthen the vitality of businesses along New Hampshire and strengthen the identity of Greater Colesville.

The purpose of the study was to recommend an urban design strategy for physical improvements to building facades and related site conditions. In particular, this study will address typical architectural façade improvements to the existing buildings, streetscape improvements, and parking and service recommendations.

The heart of the commercial area is located at the crossroads of New Hampshire Avenue and East Randolph Road. Two smaller retail centers form a small commercial node further

south on New Hampshire Avenue, located approximately at the southern edge of Colesville proper as demarcated by a neighborhood identification sign. These businesses are surrounded by predominantly stable and diverse residential neighborhoods. The retail centers are auto-oriented centers with large surface parking lots placed between the public street and the buildings. Pedestrian comforts are generally limited to narrow aprons along building fronts with minimal connectivity to public streets, surrounding neighborhoods, trails and parks. The commercial buildings are typically single-story strip-retail facilities and pad site buildings. The structures included in the design study are aging with cosmetic and minor structural deterioration. Often, trash dumpsters and service areas are placed in highly visible areas. Retail signs, building-mounted or free-standing, are mixed without a sense of order or hierarchy.

New Hampshire Avenue and East Randolph Road are key transportation corridors that are highly desirable for business and retail. However, the high-volume of traffic with limited vehicular access to commercial properties are an obstruction for local traffic to access these businesses. Sidewalks along these corridors lack elements that enhance the pedestrian experience, such as shade trees and landscape planting strips to separate moving vehicles from pedestrians. Improving pedestrian safety at intersections and connectivity to retail centers will enhance the walkability of Colesville.

Further analysis and coordination with other agencies, such as the State Highway Administration (SHA), the Montgomery County Department of Transportation (MCDOT) and Pepco/BGE are required to advance these recommendations to improve vehicular access, calm traffic, improve pedestrian safety at crosswalks and intersections, as well as implement streetscape improvements along the corridor and within the medians.

The recommendations provided by this study are limited to addressing site and façade improvements to help maintain the commercial areas as a distinct and focal place at the heart of Greater Colesville. Although these recommendations are site and building specific, the intentions of these recommendations are applicable to other commercial properties. Site recommendations include strategies to: create opportunities for open space amenities; balance parking, service and vehicular circulation with pedestrian comforts and safety; and enhance streetscape experience and sense of arrival to retail destinations. Façade recommendations not only refresh the look of buildings, but also address strategies to improve the organization of retail frontages, harmoniously integrate façade elements, and enhance the visibility of store fronts and retail signs.

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INTRODUCTION

OVERVIEW

The Montgomery County Department of Housing and Community Affairs (DHCA) has undertaken this urban design study for a series of commercial nodes along New Hampshire Avenue (MD Route 650) in the Colesville neighborhood of Montgomery County. These include the following intersections: Randolph Road, Eldrid Drive and Hollywood Avenue

The design study area is comprised of a mix of neighborhood serving businesses including a grocery store, a variety of local and national restaurants, convenience stores, liquor stores, laundry and dry-cleaning services, gas stations, auto repair, and health and fitness services. Although it is an active commercial area, the area consists of aging strip retail centers and has areas of unattractiveness. DHCA commissioned Hord Coplan Macht to recommend an urban design strategy for physical improvements to building facades and related site conditions. This study will address typical architectural façade improvements to the existing buildings, streetscape improvements, and parking and service recommendations.

PROCESS

This urban design study was prepared utilizing an open and inclusive process. The first phase included information gathering followed by a detailed site and building analysis of the three primary commercial nodes. The results of the analysis were presented for comment and feedback at a public forum held on September 17, 2013. The consultant team incorporated the initial feedback and prepared draft recommendations. The draft recommendations were then presented back to the community at a public forum held on October 30, 2013 for additional feedback. Final recommendations were prepared and are represented in this final report.



NEIGHBORHOOD CONTEXT

The commercial study area consists of multiple commercial properties located along the New Hampshire Avenue corridor (MD Route 650) in the Colesville neighborhood. The retailers and businesses serve the surrounding residential neighborhoods of approximately 9 square miles. Nearly 20,000 people live in greater Colesville. (US Census Bureau). The residential neighborhood consists primarily of single family homes with townhouse and multifamily communities generally clustered near the intersection of New Hampshire Avenue and Randolph Road.

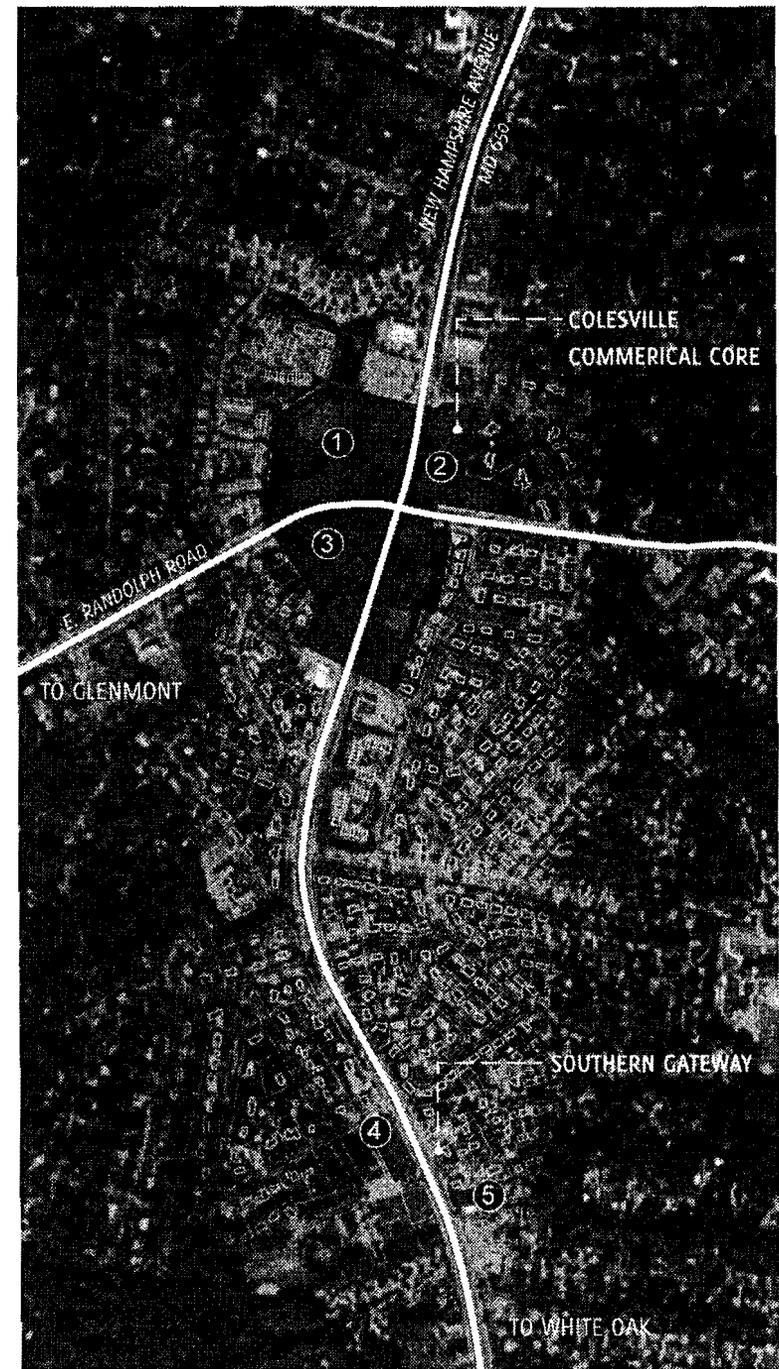
The core of Colesville is bisected by two major corridors- New Hampshire Avenue and East Randolph Road. New Hampshire Avenue is a major north-south corridor linking eastern Montgomery County with downtown Silver Spring and Washington, DC. Randolph Road is an east-west corridor that links Calverton in Prince George's County with Glenmont and Bethesda. Both corridors carry heavy volumes of vehicular traffic. Metrobus/MTA Commuter and Montgomery County Ride-On provide bus service along these corridors.

At the crossroad of these two corridors is a concentration of businesses. The Colesville Commercial Core portion of the design study analyzed the four quadrants of the intersection of New Hampshire Avenue and East Randolph Road. Specific design recommendations were provided for the following commercial areas within the Colesville Commercial Core:

1. **COLESVILLE CENTER**, located at the northwest quadrant at the intersection of New Hampshire Avenue and Randolph Road.
2. **COLESVILLE MALL AND 7-ELEVEN SITE**, located at the northeast quadrant at the intersection of New Hampshire Avenue and Randolph Road.
3. **VITAL WAY AND ETHIOS CORNER**, located at the commercial area at New Hampshire Avenue and Vital Way.

The Southern Gateway area of the design study includes two smaller commercial centers south of the of the Commercial Core area. These centers are located near the southern edge of Colesville proper as demarcated by a neighborhood identification sign. The following commercial centers were included in the study:

4. **MEADOWOOD CENTER**, located between Thomas Drive and Eldrid Drive on the west side of New Hampshire Avenue.
5. **HOLLYWOOD PARK**, located on the east side of New Hampshire north of Hollywood Avenue.



GENERAL ANALYSIS + OBSERVATIONS

REGULATORY + PLANNING

WHITE OAK MASTER PLAN

The White Oak Master Plan, approved and adopted in 1997, is the most recent plan for the Colesville commercial area. The master plan envisions commercial centers as multi-purpose centers that provide daily service as well as entertainment and cultural events for residents of all ages. It is envisioned that these centers will be pedestrian friendly and accessible by different modes of transportation. The redevelopment of Vital Way as a unified "Main Street" was implemented from this master plan. Another implemented recommendation included the rezoning of the Hutchison Property, a vacant property immediately adjacent east of Colesville Shopping Center along Randolph Road. This rezoning enlarged the area of contiguously zoned commercially zoned land at the heart of Colesville.

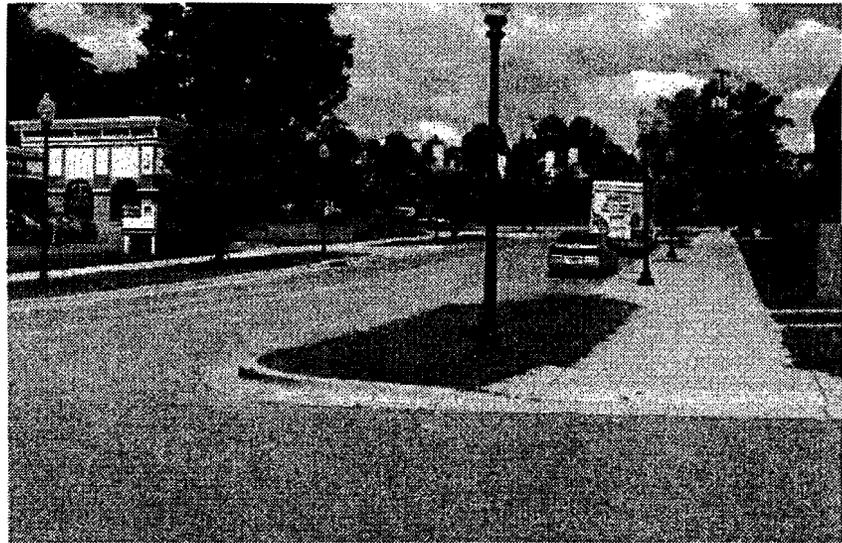
Some of the other master plan recommendations that have not come to fruition are still valid strategies to help transform the commercial core of Colesville into a neighborhood-oriented "Livable Community." A few of these recommendations include, but are not limited to:

1. Provide full vehicular movement at the intersection of Vital Way and Randolph Road, thereby linking the businesses of Vital Way with Colesville Shopping Center.
2. Support a transit center at or next to existing Park-and-Ride and provide pedestrian connection between the shopping centers and the transit center.
3. Allow lower speed limits in commercial areas that are compatible with the need for local access and pedestrian-friendly design standards.
4. Within commercial centers, improve streetscapes through the use of street trees, sidewalks and attractive street lighting. Where feasible overhead utility lines should be screened or placed underground.

ZONING

All the properties are zoned C-1. The properties meet the intent of this zoning district by providing convenience necessity shopping with a neighborhood orientation. Despite being located within proximity of residential neighborhoods, the centers are auto-oriented with limited pedestrian connectivity.

Montgomery County is going through a comprehensive zoning code rewrite. These commercial properties may be subject to zoning changes.



COMMERCIAL CORRIDOR OBSERVATIONS

REGIONAL CROSSROADS

The Colesville Commercial Core area is situated along two major transportation corridors- New Hampshire Avenue (Maryland Route 650) radiating north-south from Washington, DC and Randolph Road, an east-west corridor. The intersections of these roads make the core highly desirable for business and retail. Additionally, the two smaller commercial nodes on New Hampshire Avenue at Eldrid Drive and Hollywood Avenue are visible and accessible to corridor traffic and local residents.

HIGH VEHICULAR VOLUMES WITH LIMITED ACCESS

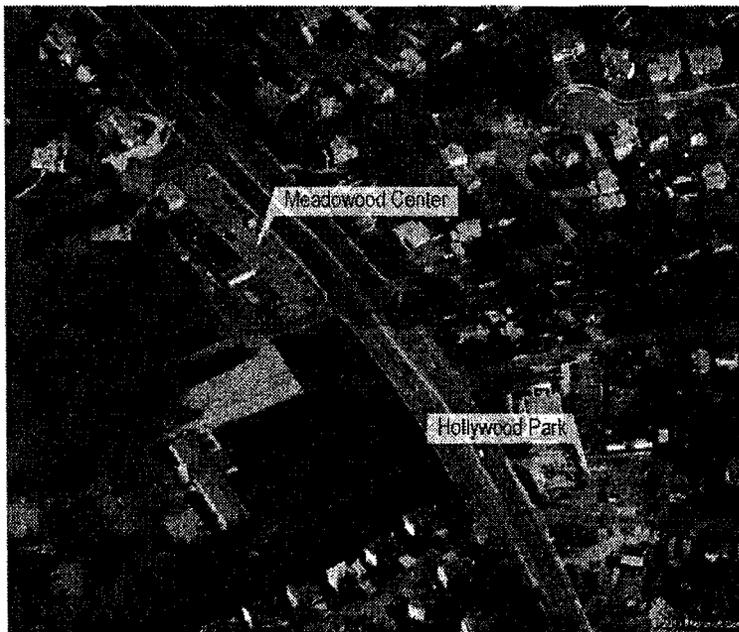
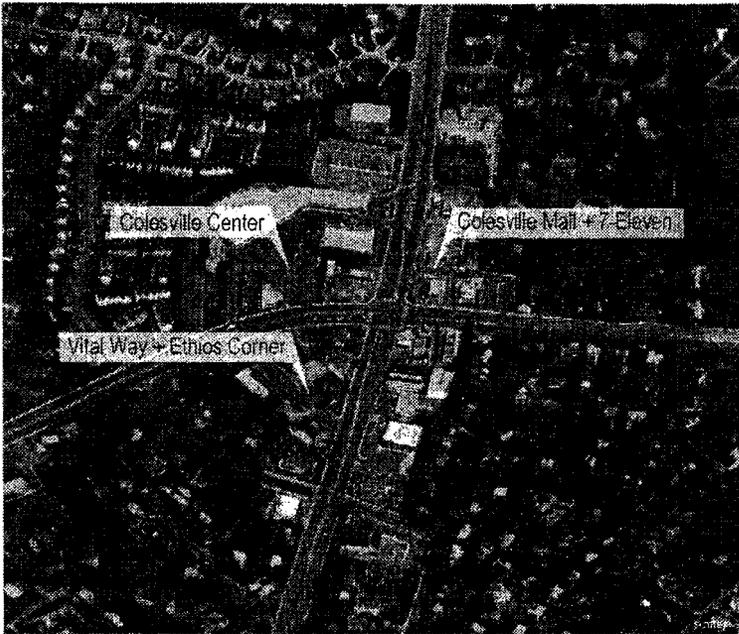
The corridors contain a high volume of traffic with limited vehicular access to commercial properties and local streets. Limited vehicular access and median-separated travel lanes reinforce the primary nature of these corridors to move vehicles through Colesville to other regional destinations, rather than channeling local traffic to the local businesses. Stakeholders acknowledge that during peak rush hours it is difficult to get to local businesses. Both corridors are served by regional transit bus service with bus shelters or stops located within walking distance to businesses.

IDENTIFIABLE AND COMPACT COLESVILLE COMMERCIAL CORE

The majority of the business and commercial buildings are located at the crossroads of East Randolph Road and New Hampshire Avenue. This core is surrounded predominantly by residential neighborhoods. The contrast between residential and commercial is distinctive, reinforcing the junction of Randolph Road and New Hampshire Avenue as the identifiable center of Colesville.

STABLE AND DIVERSE RESIDENTIAL NEIGHBORHOODS

The residential neighborhoods surrounding the commercial nodes consist of a variety of housing that support the local business. Visually, the neighborhoods appear stable and well-maintained.



PEDESTRIAN NETWORK

For the most part sidewalks exist along the corridor. However, they lack elements that enhance the comfort of pedestrians, such as shade trees or landscape planting strips between travel lanes and sidewalks. The vehicular travel lanes, variety of turning movements and limited pedestrian space at medians, all impact the establishment of a sense of pedestrian safety at crosswalks. Most retail centers do not have a visible pedestrian route from the public right-of-way to the storefronts.

LARGER MULTI-TENANT CENTERS UNDER SINGLE OWNERSHIP

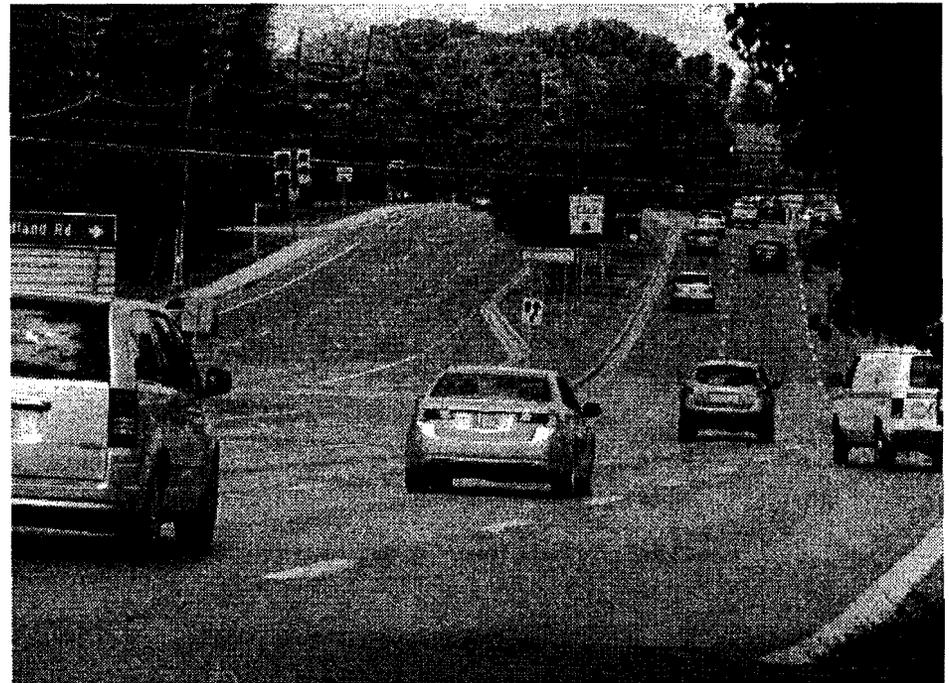
The larger multi-tenant retail centers, such as the Colesville Center, Colesville Mall, and Meadowood Center are under single ownership or management. Coordination with a single ownership or management entity enables process and decision-making efficiency that otherwise would be more time-consuming to develop with consensus among many owners.

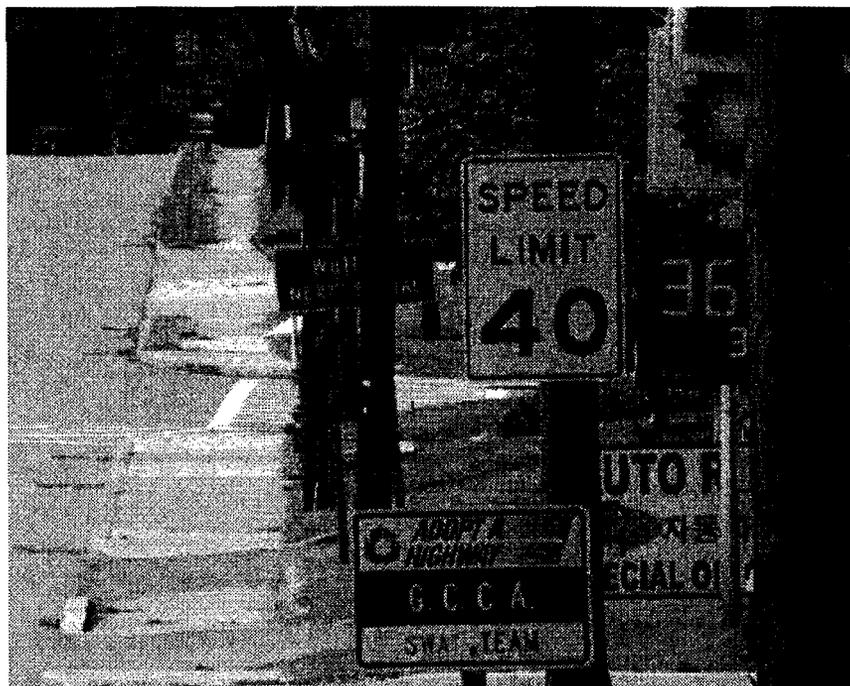
FEW VACANT STORES

The retail centers appear to have few vacant properties. Throughout Colesville, some businesses types are found with great frequency, such as laundry and dry cleaning facilities. The businesses tend to be local businesses with a few regional/national retailers, such as a Giant grocery store.

AGING COMMERCIAL CENTERS

Many of the retail centers were constructed in the second half of the twentieth century. All of the buildings analyzed for their facades are over thirty years old. These buildings show signs of aging, have not been significantly modified and are prime candidates for building renovations and upgrades.



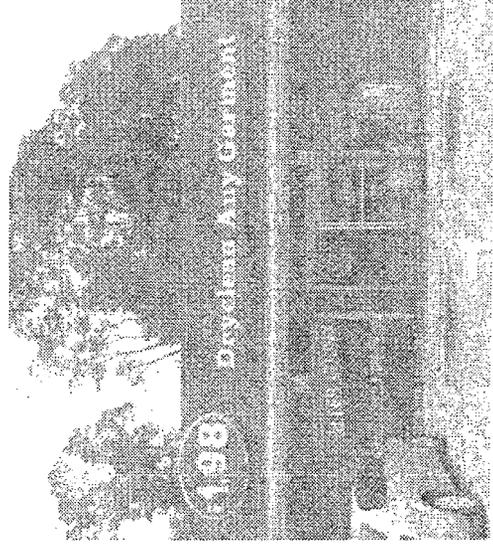
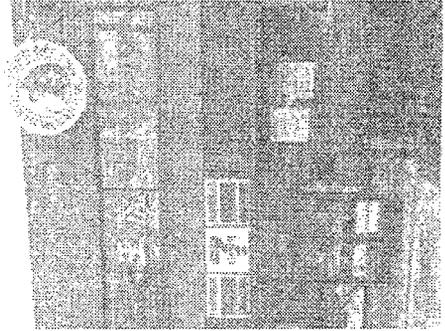
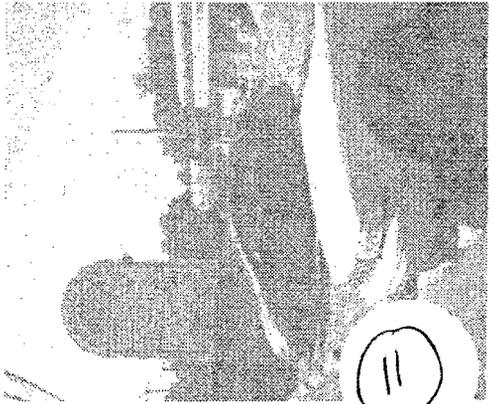
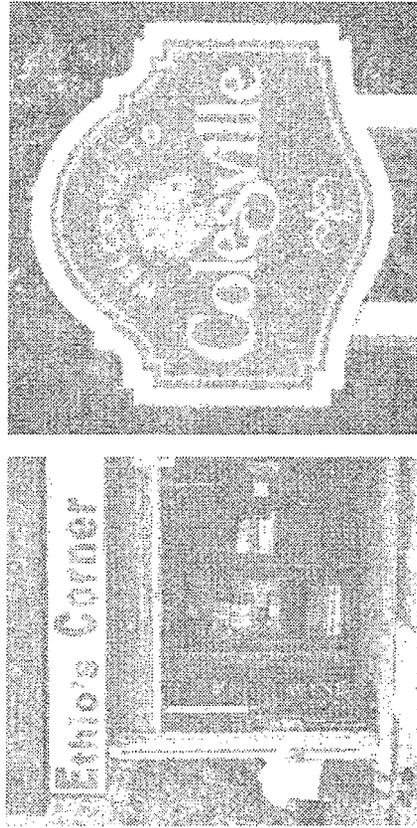


VISUAL CLUTTER

Throughout the commercial area and corridors there exists a lot of visual clutter. Retail signs, building-mounted or free-standing, are mixed without a sense of order or hierarchy. Additionally, traffic regulatory signs and overhead electrical lines contribute to visual confusion of the commercial area. However the corridor streetscape within residential areas of Colesville strongly contrasts the commercial area. The residential streetscape is organized with more orderly landscape and tree plantings both in the median and along the street edge, such as the segment of New Hampshire Avenue north of Meadowood Center. Similar unifying streetscape strategies could be applied to the commercial area to unify the many different buildings and businesses.

LACK OF A COHESIVE "COLESVILLE" CHARACTER

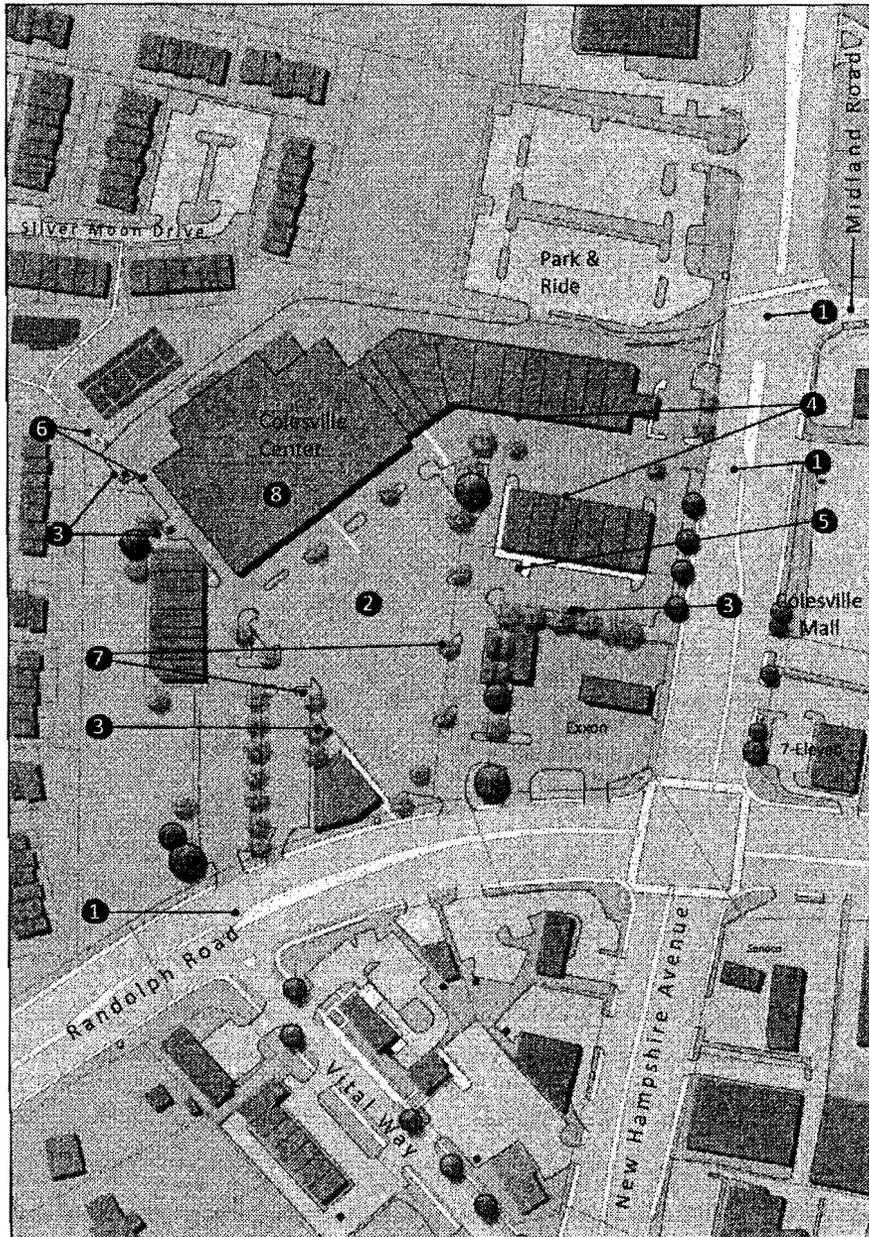
The commercial area is a product of a variety of buildings and landscapes constructed during different eras. Although eclectic, the lack of similarly built structures diminishes the visual cohesion that are apparent at other commercial centers. Repetitive site elements, such as street trees and lighting, could provide a physical form to cohesively bind the various parcels together. Additional focal features or landmarks at the center or at the periphery would help reinforce the identity of Colesville commercial area.



COLESVILLE CENTER

Analysis and Recommendations

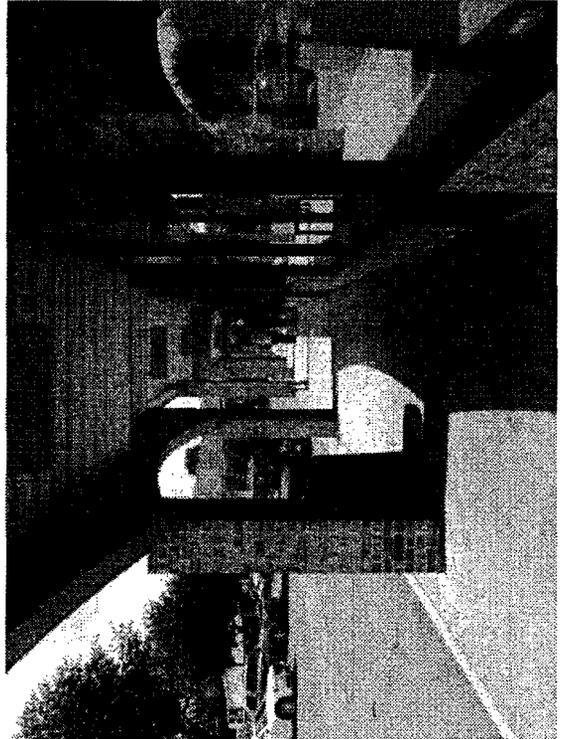
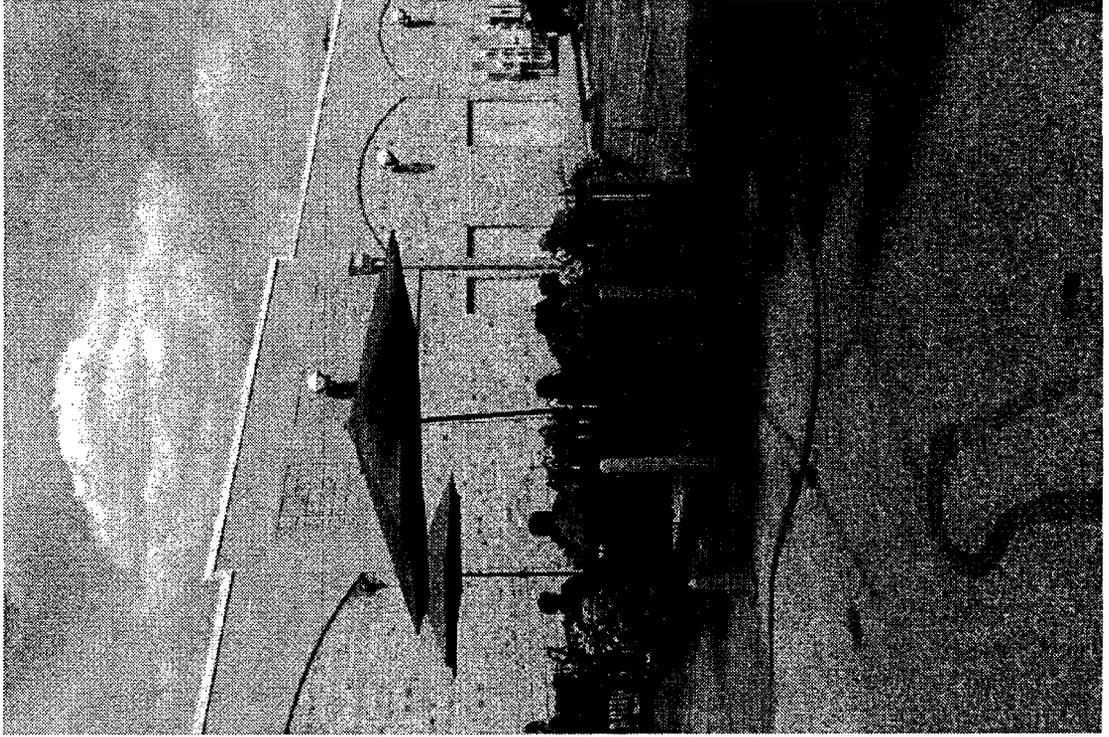
COLESVILLE CENTER ANALYSIS + OBSERVATIONS



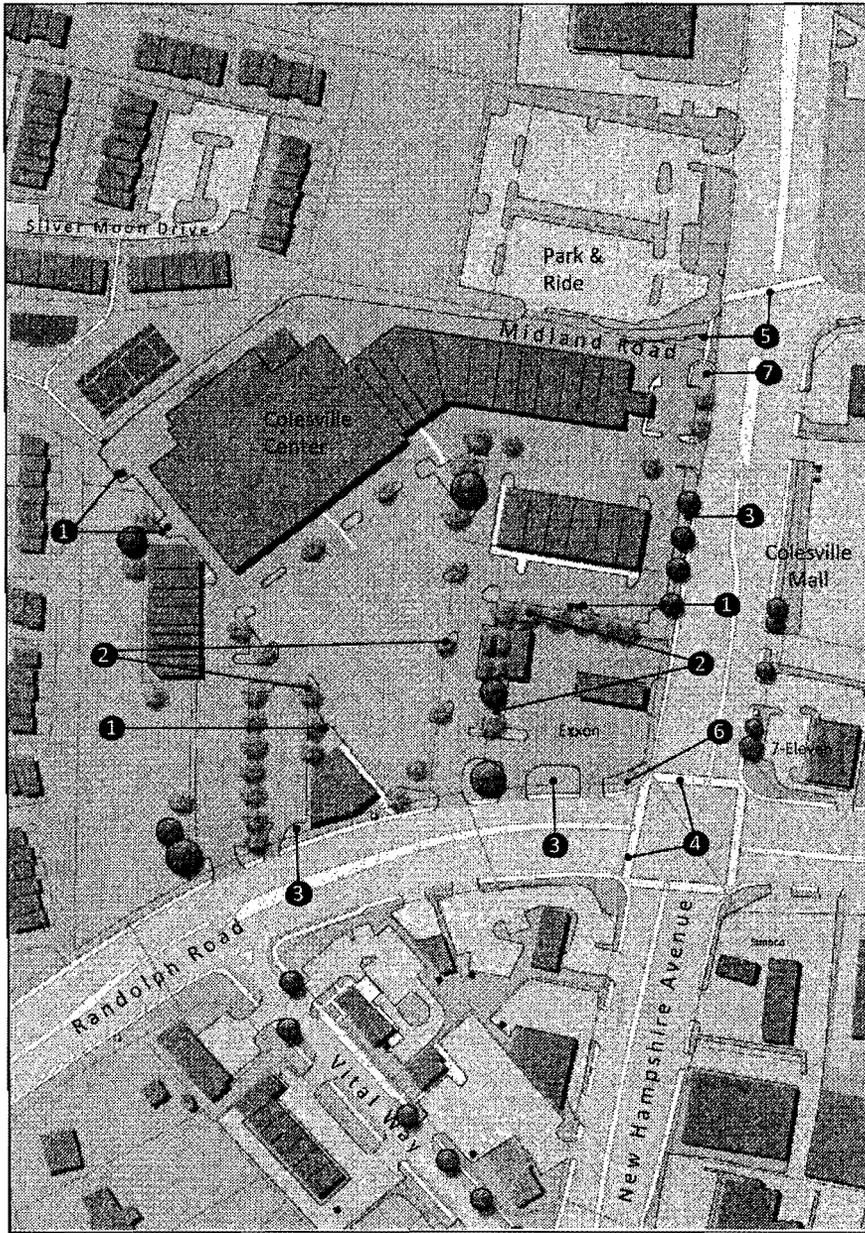
EXISTING CONDITION

OBSERVATIONS

1. The Colesville Center has multiple right-in and right-out vehicular access points. There are two access points permitting left-turns into the center, and only one point, at Midland Road and New Hampshire Avenue, where a vehicle can exit with a left turn. The Midland Road intersection is not well connected to the central retail parking area, since it is separated by a bank drive through.
2. The layout of the parking lot distributes parking adequately, with a majority of parking located oriented towards the anchor tenant (Giant, grocery store).
3. Services and dumpsters for the most part are located to the rear of buildings and out of view from public roads. However some dumpsters, such as those nearest Pollo Mex outdoor seating, could be relocated and visually screened.
4. The sidewalk aprons along storefronts are typically covered to protect pedestrians from the weather. There are limited pedestrian sidewalks or crosswalks that connect the many retail buildings and public roads.
5. Limited outdoor seating is provided at Pollo Mex, however most of it is located on the backside of the building. Outdoor seating helps active the storefronts and the site. Consideration should be given to expanding or relocating this seating to a more visually prominent location.
6. An existing pedestrian sidewalk leads to the Colesville Center from the adjacent neighborhood, at the northwest corner of the Giant building. This pedestrian connection is not clearly visible and passes through service, loading and trash areas. Stakeholders commented that this passage feels unsafe.
7. The landscape is a well maintained. Accent planting beds frame entry drives and site signs. Parking lot shade trees are mature, but could use some pruning to enhance visibility below the canopy of retail buildings.
8. The tenant mix includes local businesses as well as national chains, such as Dunkin Donuts. There is a variety of restaurants, grocery and services. There does not appear to be vacant stores.



COLESVILLE CENTER SITE RECOMMENDATIONS



EXISTING CONDITION (with Concept 1 Improvements)

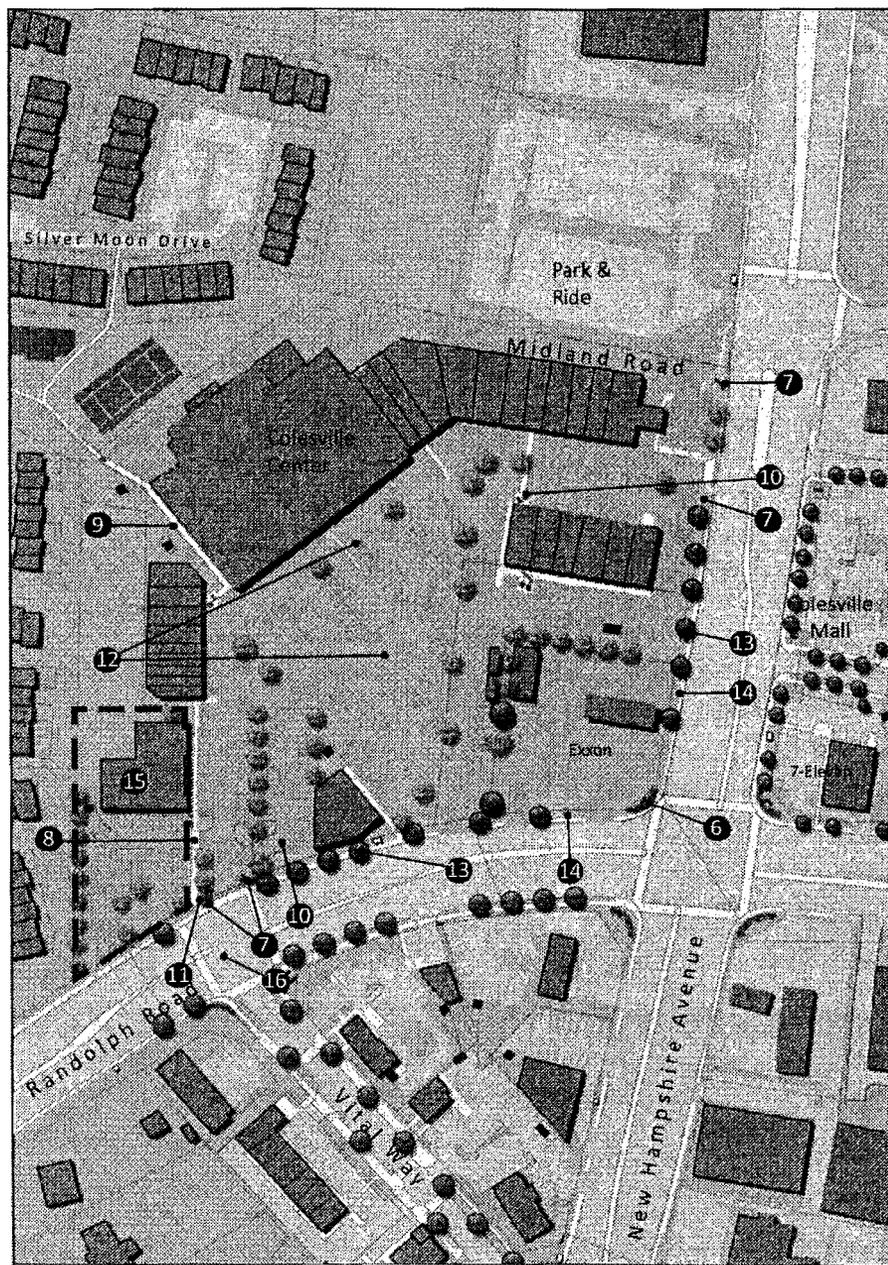


CONCEPT 1 RECOMMENDATIONS

1. Relocate and / or screen dumpsters from public view.
2. Prune lower limbs of dense tree canopies.
3. Add low landscape planting along New Hampshire Avenue and East Randolph Road to screen parking lot.
4. Improve pedestrian safety at New Hampshire Avenue and East Randolph Road, such as to maximize pedestrian crossing time.
5. Improve pedestrian safety at Midland Road and New Hampshire Avenue, such as to repaint crosswalks and maximize pedestrian crossing time.*
6. Provide accent landscape planting and Colesville monument sign the at corner of New Hampshire Avenue and Randolph Road.
7. Provide accent landscape planting at major retail site entrances.

* Note: Recommendation will require coordination with other agencies such as State Highway Administration (SHA), Montgomery County Department of Transportation (MC-DOT) and Pepco/BG&E.





CONCEPT 2 PLAN

CONCEPT 2 RECOMMENDATIONS

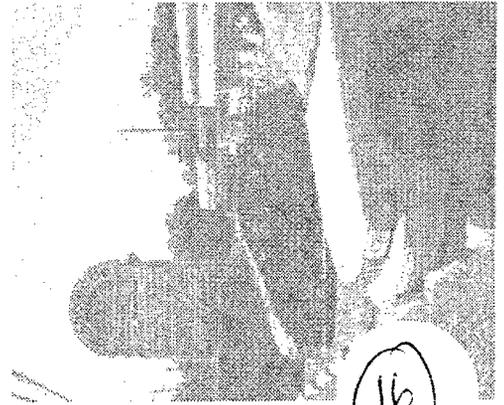
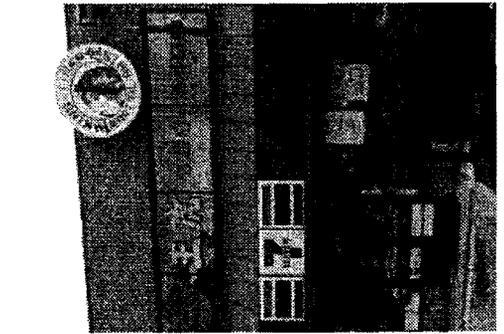
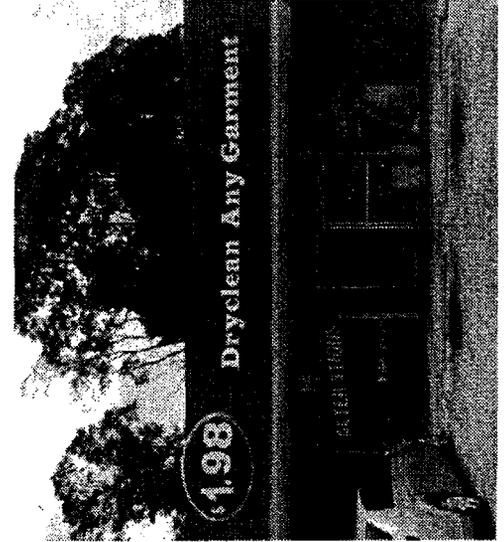
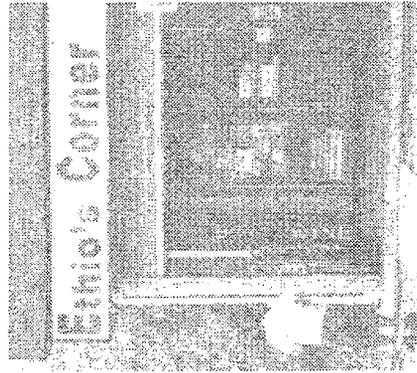
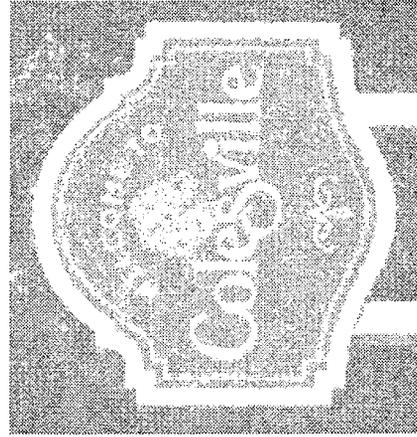
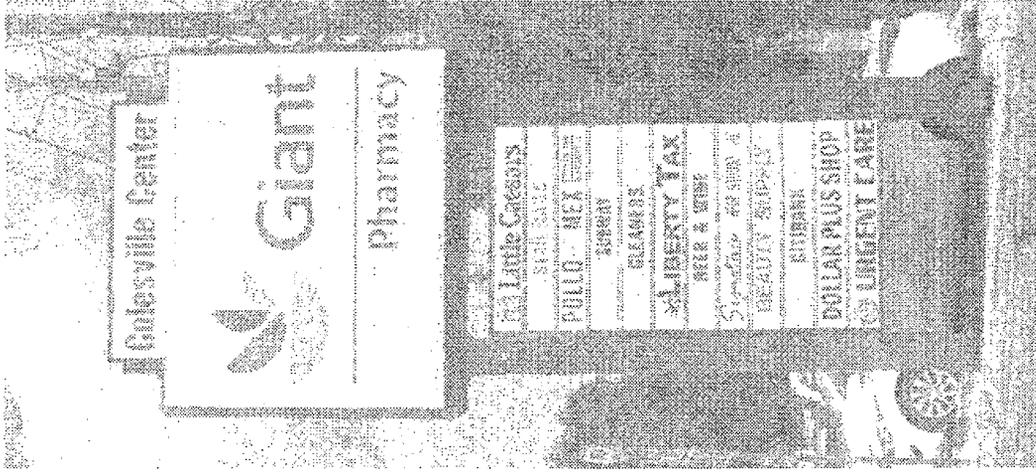
8. Provide safe pedestrian access between retailers and public street sidewalks.
9. Provide highly visible painted pedestrian markings to off-site residential community and provide appropriate site lighting along the path.
10. Reconfigure surface parking lot to improve circulation, pedestrian safety, and landscape opportunities.
11. Relocate free-standing site sign to Vital Way entrance and coordinate sign design with renovated building design.
12. Integrate pedestrian site lighting with parking lot design.
13. Plant street trees along public street frontage, where possible. *
14. Relocate overhead utilities underground, where possible. *
15. Consider new retail development and additional parking.
16. Provide full movement intersection at Vital Way and Randolph Road. *

* Note: Recommendation will require coordination with other agencies such as State Highway Administration (SHA), Montgomery County Department of Transportation (MC-DOT) and Pepco/BG&E.

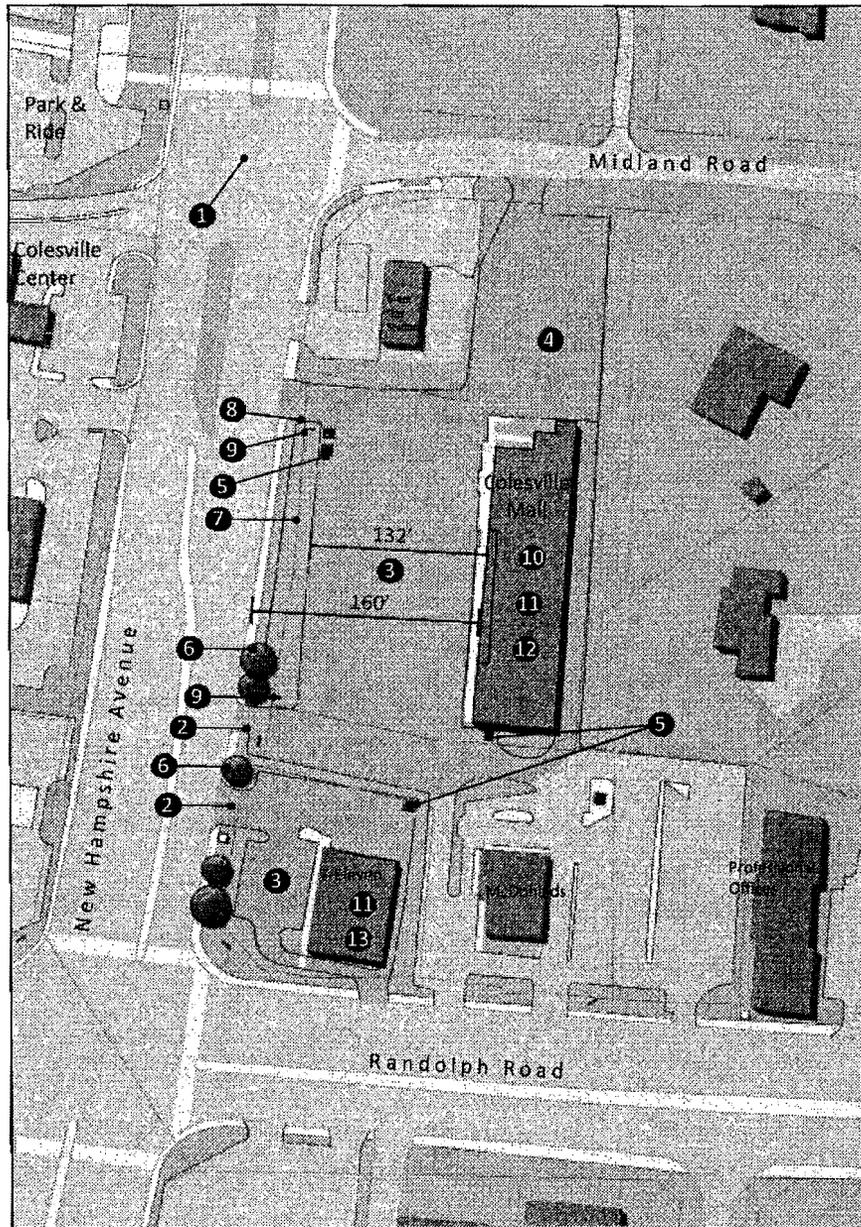
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COLESVILLE MALL + 7-ELEVEN

Analysis and Recommendations



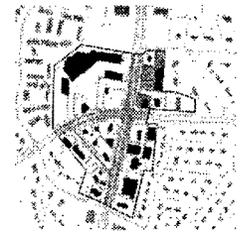
COLESVILLE MALL + 7-ELEVEN ANALYSIS + OBSERVATIONS



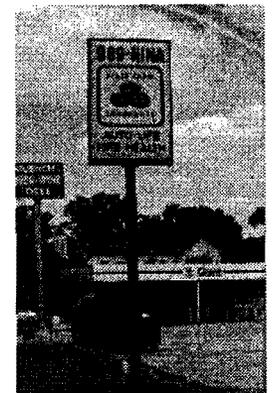
EXISTING CONDITION

OBSERVATIONS

1. Colesville Mall relies on Midland Road for full access to New Hampshire Avenue. Otherwise, there are multiple right-in and right-out vehicular access points along Randolph Road and New Hampshire Avenue.
2. The access lane between Colesville Mall and the 7-Eleven is an access easement for the McDonald's Property. Stakeholders cited this access drive as problematic, noting that at times a stack of cars entering the site are backed up onto New Hampshire Avenue. The close proximity of this access point to the only 7-Eleven entry point makes entering and exiting onto New Hampshire Avenue confusing.
3. The 7-Eleven parking lot does not provide a sufficient quantity of off-street parking. The Colesville Mall parking lot is large and provides spill-over parking for the 7-Eleven building businesses.
4. The parking area north of the Colesville Center building is constrained by a steep slope (approximately 10%). Parking on this slope is not comfortable and practical.
5. Numerous dumpsters are located between Colesville Mall and New Hampshire Avenue. The dumpsters are not screened and are visually uninviting. Pedestrians passing these dumpsters directly experience potential loose trash and related smells.
6. A stand of dense shade trees exist at the New Hampshire Avenue entrances to the 7-Eleven and Colesville Mall. The trees visually screen views of the businesses, while low-hanging branches encroach on head clearance along the sidewalk, as well as potentially obstruct intersection site distance.
7. A grassy space approximately 27 feet wide runs along New Hampshire Avenue. This space is an opportunity for providing landscape screening and possibly storm water facilities.



8. The large open space (including grassy space and parking lot) in front of the Colesville Mall offers an opportunity for redevelopment, without disrupting existing business.
9. Multiple free-standing individual retailer signs clutter the Colesville Mall frontage along New Hampshire Avenue.
10. The imposing mansard canopies over the Colesville Mall are visually imposing and cast a shadow over the storefront windows, potentially obstructing views from the public roads.
11. The building hosts a variety of local businesses and services.
12. The building appears to have received various levels of maintenance and modifications over time. These alterations have created a building that looks pieced together with a variety of materials, forms and styles. The building lacks continuity and a sense of whole.
13. The two-story, 7-Eleven building is oriented close to the intersection of New Hampshire Avenue and Randolph Road. This building is highly visible on all sides and lends itself to potentially being a landmark building. Unfortunately, this building only has one façade that is expressive with windows, entrances and signs. The other facades are blank masonry walls.



COLESVILLE MALL + 7-ELEVEN BUILDING CHARACTER ANALYSIS



ARCHITECTURAL OBSERVATIONS COLESVILLE MALL

ARCHITECTURE STYLE

Circa 1970 Eclectic Strip Retail

FACADE MATERIALS:

Predominately masonry, stone and some siding

FENESTRATION:

Fixed metal windows, storefront glazing, various glazed commercial doors

ROOF:

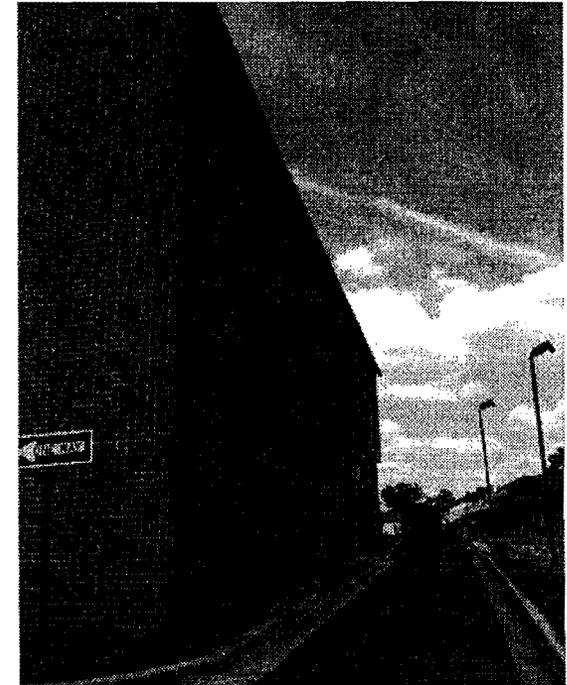
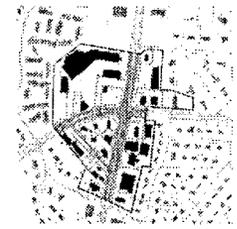
Decorative shingle and metal mansard roof,
Flat roof with downspouts to the rear,
Concealed mechanical systems

SIGNAGE:

Plastic/vinyl illuminated box signs, surface mounted painted plywood, window signs, movable sandwich boards, vinyl lettering

LIGHTING:

Surface mounted lighting under canopy



ARCHITECTURAL OBSERVATIONS 7-ELEVEN

ARCHITECTURE STYLE:

Circa 1985 Mid-Century Commercial

FACADE MATERIALS:

Flat masonry walls

FENESTRATION:

Storefront glazing, ribbon windows, glazed commercial doors

ROOF:

Flat roof with metal-capped parapet,
Downspouts to the rear,
Standing seam awning,
Concealed rooftop mechanical systems

SIGNAGE:

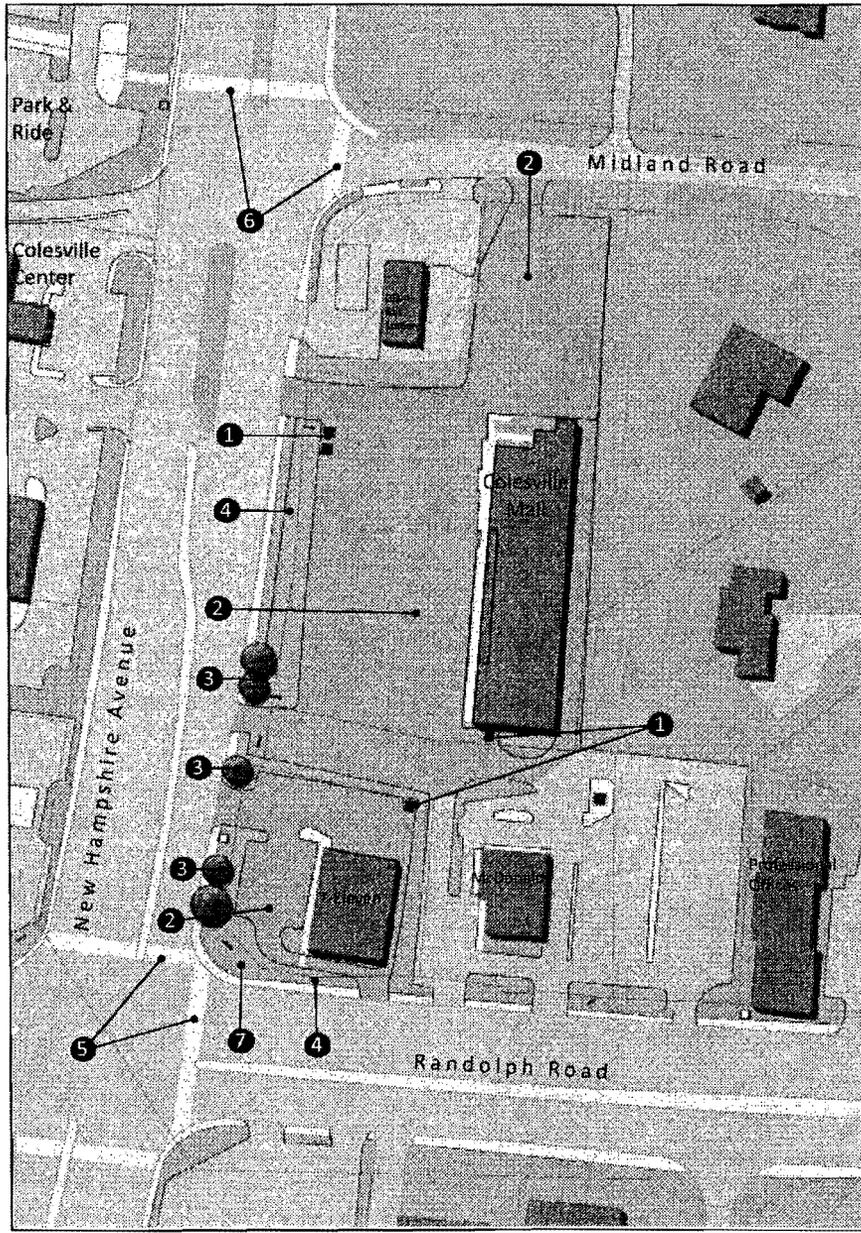
Plastic/vinyl illuminated box signs, window mounted signs and vinyl lettering boards, vinyl lettering

LIGHTING:

Recessed can lighting under canopy



COLESVILLE MALL + 7-ELEVEN SITE RECOMMENDATIONS



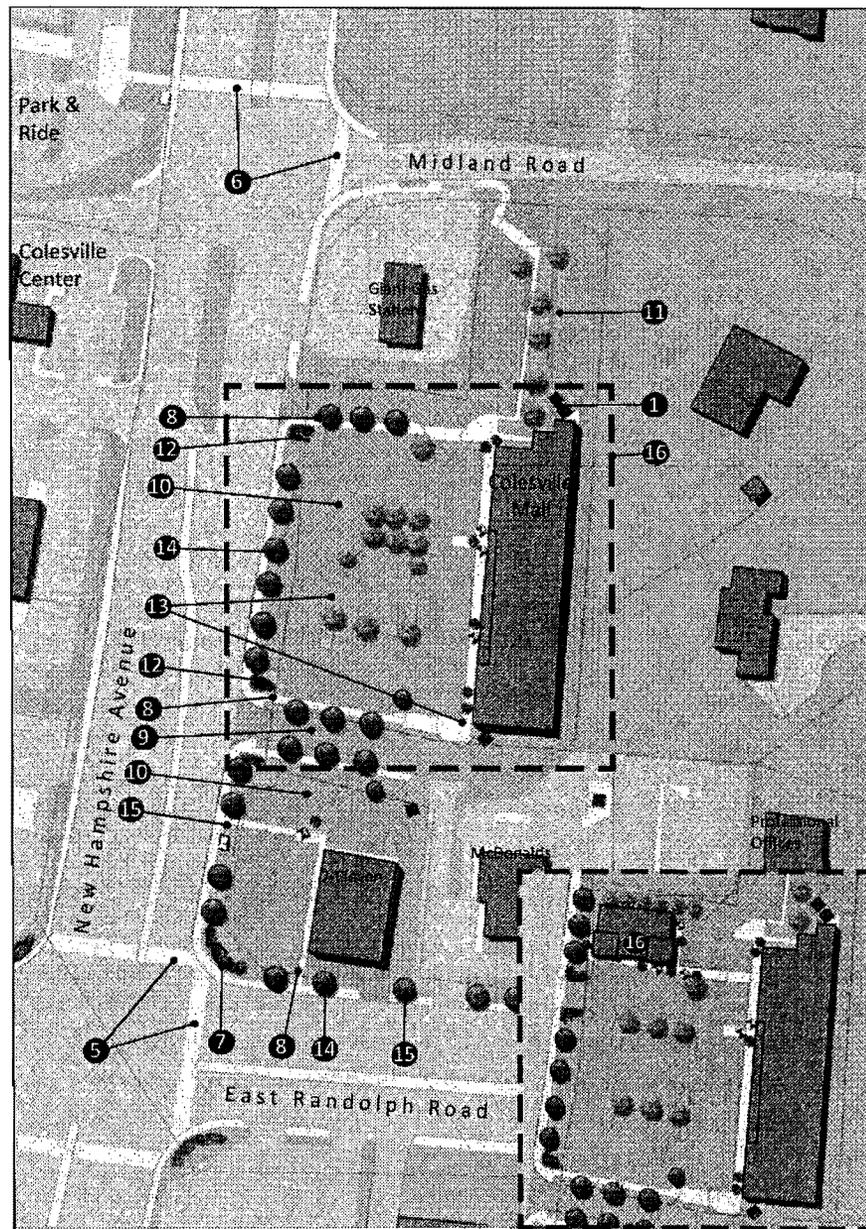
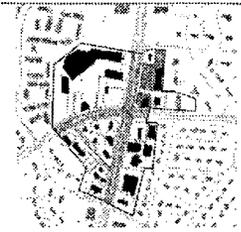
EXISTING CONDITION (with Concept 1 Improvements)



CONCEPT 1 RECOMMENDATIONS

1. Relocate and / or screen dumpsters from public view.
2. Re-stripe surface parking lot and resurface asphalt as needed.
3. Prune or remove dense tree canopies.
4. Add low landscape planting along New Hampshire Avenue and East Randolph Road to screen parking lot.
5. Improve pedestrian safety at New Hampshire Avenue and East Randolph Road, such as to maximize pedestrian crossing time. *
6. Improve pedestrian safety at Midland Road and New Hampshire Avenue to park and ride facility, such as to repaint crosswalk and maximize pedestrian crossing time. *
7. Provide accent landscape planting and Colesville monument sign at the corner of New Hampshire Avenue and Randolph Road.

* Note: Recommendation will require coordination with other agencies such as State Highway Administration (SHA), Montgomery County Department of Transportation (MC-DOT) and Pepco/BG&E.



CONCEPT 2 PLAN

CONCEPT 2 RECOMMENDATIONS

8. Provide safe pedestrian access between retailers and public street sidewalks.
9. Consolidate and share vehicular access between parcels.
10. Reconfigure surface parking lot to improve circulation, pedestrian safety, and landscape opportunities.
11. Terrace northeast (at Midland Road) parking lot to create more usable parking and service area.
12. Relocate free-standing site signs to corners of parcel and coordinate sign design with renovated building design.
13. Integrate pedestrian site lighting with parking lot design.
14. Plant street trees along public street frontage, where possible. *
15. Relocate overhead utilities underground, where possible. *
16. Consider new retail development.

* Note: Recommendation will require coordination with other agencies such as State Highway Administration (SHA), Montgomery County Department of Transportation (MC-DOT) and Pepco/BG&E.

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COLESVILLE MALL + 7-ELEVEN FACADE RECOMMENDATIONS



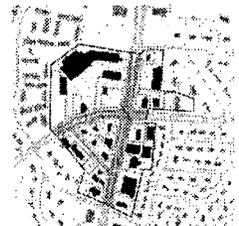
EXISTING CONDITION

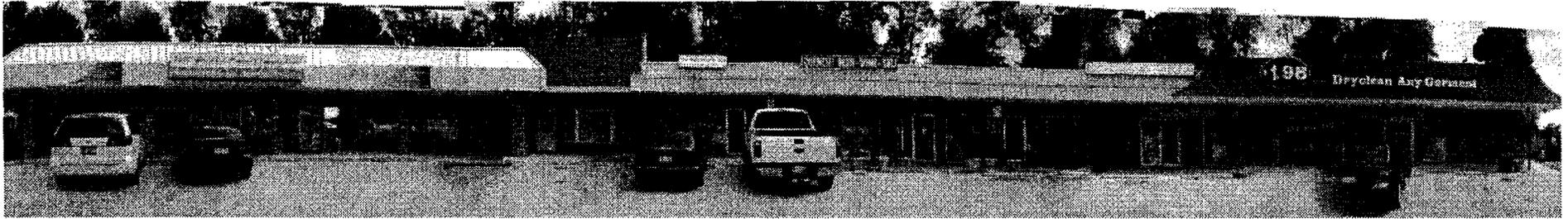


CONCEPT 1

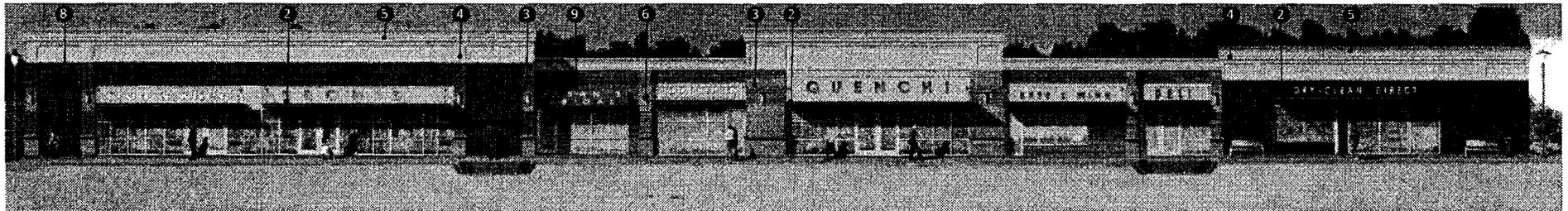
CONCEPT 1 RECOMMENDATIONS

1. Partially remove columns and arcade from retail frontage to visually open up storefronts.
2. Clean and paint brick to create a uniform storefront.
3. Clean and paint existing metal arcade roof.
4. Place colored awning over front door to emphasize building entry.
5. Reduce and simplify the quantity of repetitive signs to declutter the facade.
6. Place clearly legible tenant signs on existing arcade or new awnings. Coordinate and center signs over storefronts.
7. Install recessed lighting fixtures beneath awnings and add more recessed lighting under arcade, as needed, to provide a balanced illumination of the storefront sidewalk.
8. Remove internal shingle roof and wood siding and replace with masonry wall and parapet to match adjacent storefronts.





EXISTING CONDITION



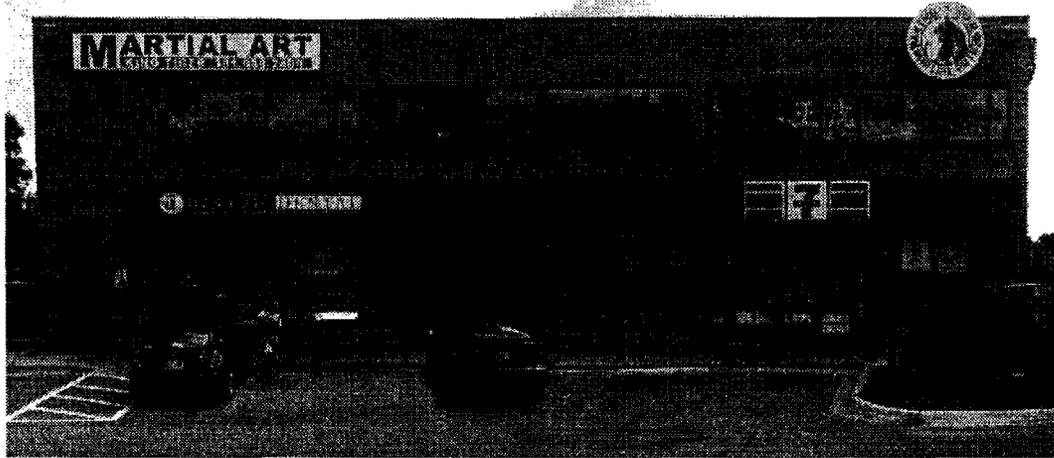
CONCEPT 2

CONCEPT 2 RECOMMENDATIONS

1. Remove remaining arcade roofs from retail frontage to visually open up storefront.
2. Introduce flat dark metal canopies to define storefront bays and to allow wall-mounted retail signs to be visible from street.
3. Introduce projected masonry piers to add depth and articulation to existing storefront bays. Extend piers to cornice to frame sign panels over awnings.
4. Create breaks in the building height to add visual interest. Articulate raised building fronts with a taller cornice line.
5. Introduce an articulated cornice to emphasize the roof line.
6. Install light sconces between retail bays to better illuminate the pedestrian space along retail frontage and articulate piers.
7. Partially remove columns and arcade from retail frontage to visually open up storefronts.
8. Reduce and simplify the quantity of repetitive signs to declutter the facade.
9. Remove internal shingle roof and wood siding and replace with masonry wall and parapet to match adjacent storefronts.

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COLESVILLE MALL + 7-ELEVEN FACADE RECOMMENDATIONS



EXISTING CONDITION

CONCEPT 1 RECOMMENDATIONS

1. Relocate and / or screen dumpsters from public view.
2. Prune lower limbs of dense tree canopies.
3. Add low landscape planting along New Hampshire Avenue and East Randolph Road to screen parking lot.
4. Improve pedestrian safety at New Hampshire Avenue and East Randolph Road, such as to maximize pedestrian crossing time.
5. Improve pedestrian safety at Midland Road and New Hampshire Avenue, such as to repaint crosswalks and maximize pedestrian crossing time.*
6. Provide accent landscape planting and Colesville monument sign the at corner of New Hampshire Avenue and Randolph Road.
7. Provide accent landscape planting at major retail site entrances.

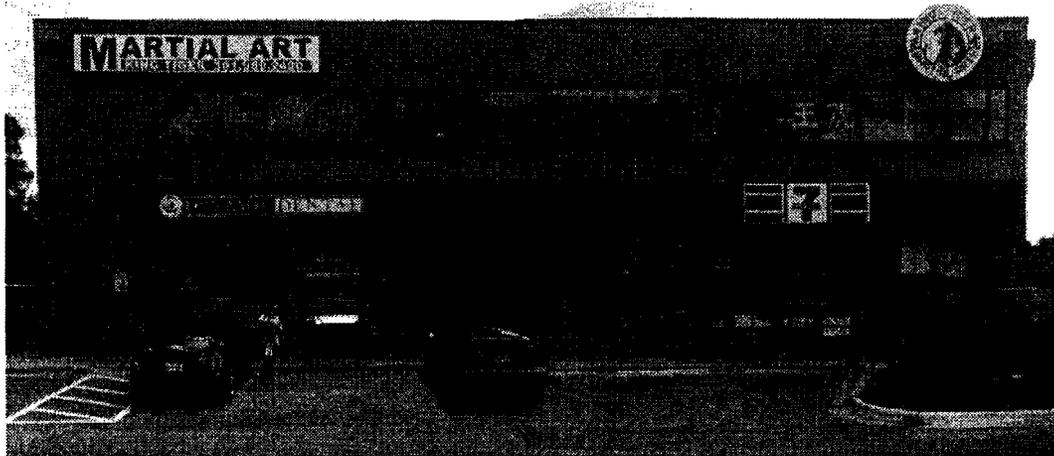


CONCEPT 1

CONCEPT 1 RECOMMENDATIONS

1. Paint canopy with a brighter color to emphasis the ground level retail.
2. Clean and paint brick to create a uniform storefront.
3. Simplify sign message to improve the legibility of tenant signs.
4. Install light sconces between retail bays to illuminate the pedestrian sidewalk along storefront.
5. Emphasize upper level business entry by aligning business signs over entry door.





EXISTING CONDITION



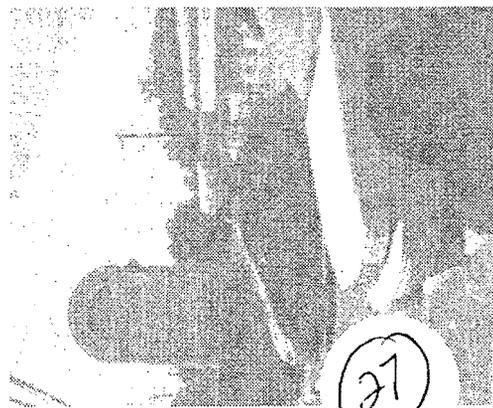
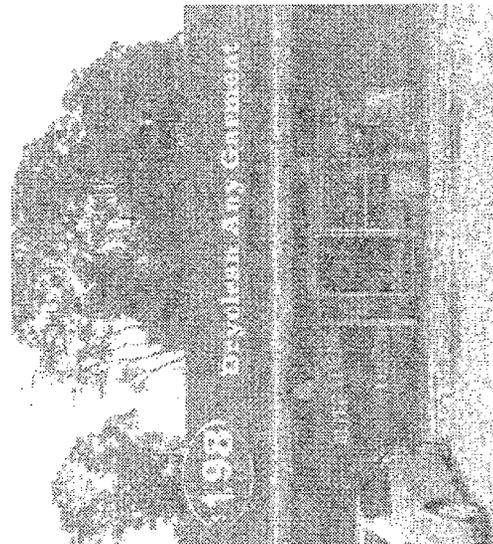
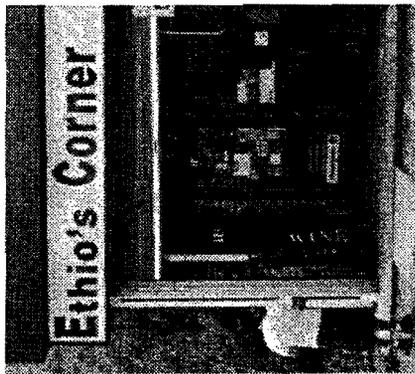
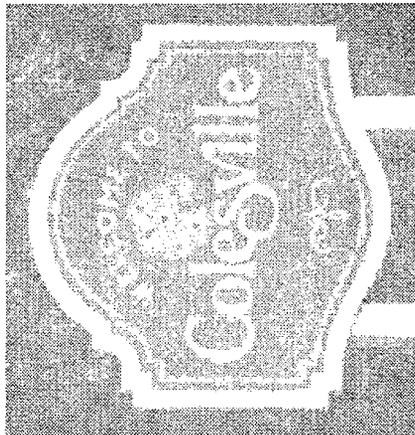
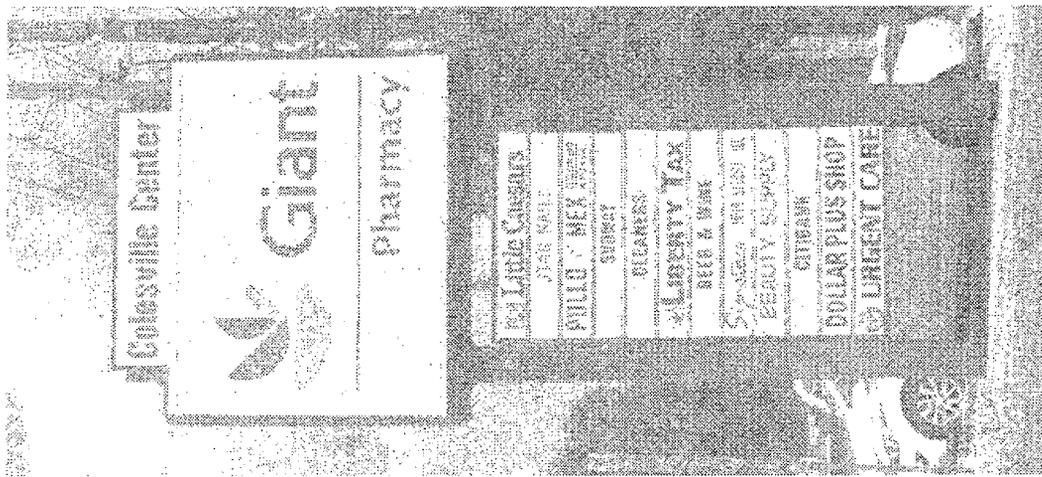
CONCEPT 2

CONCEPT 2 RECOMMENDATIONS

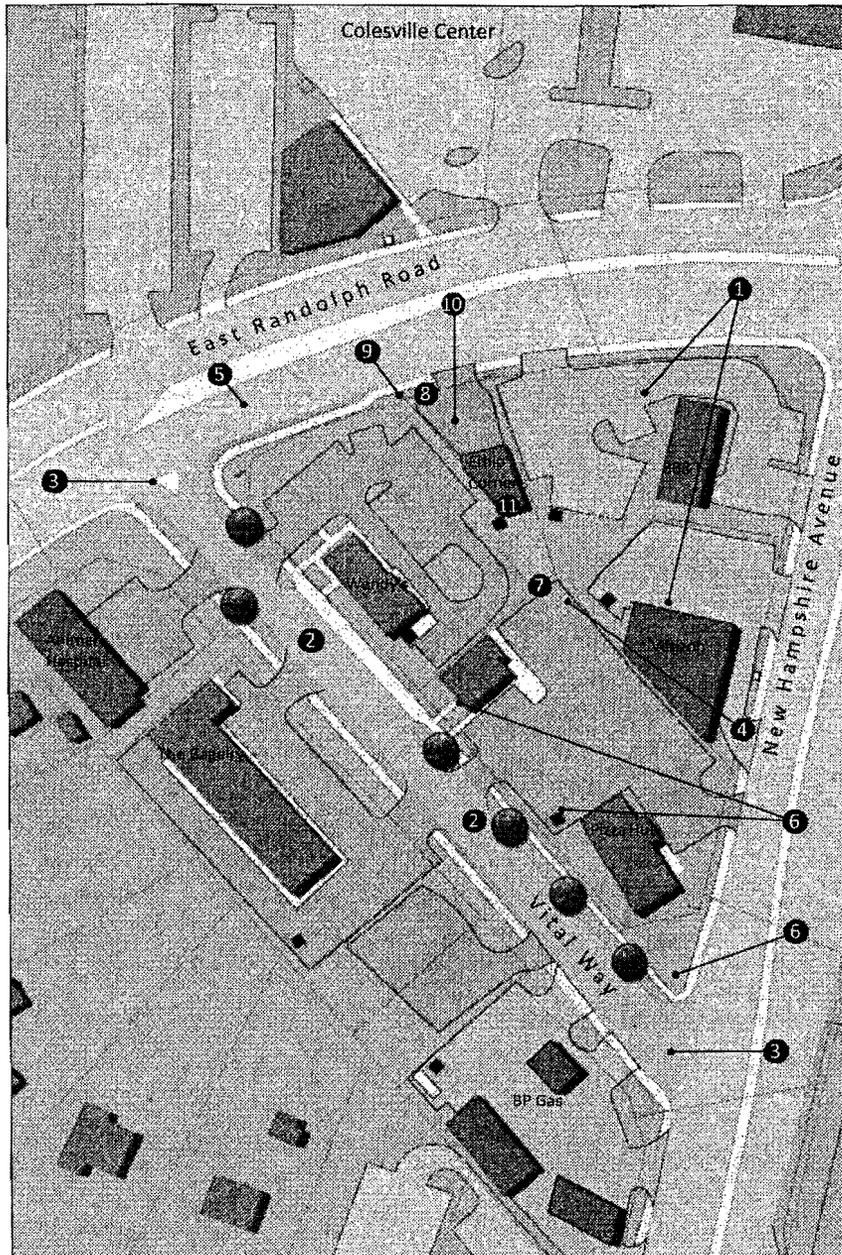
1. Consider painting murals on the blank walls facing East Randolph Road and McDonalds.
2. Replace heavy metal awning with simple flat metal canopies that articulate the ground floor storefront bays.
3. Place free-standing lettered business names at the front edge of canopy. Text signs should have contrasting color background to help improve visibility.
4. Emphasize upper level business entry by aligning business signs over entry door.
5. Introduce an articulated cornice to emphasize the roof line.
6. Clean and paint brick to create a uniform storefront.



VITAL WAY + ETHIOS CORNER
 Analysis and Recommendations



VITAL WAY + ETHIOS CORNER ANALYSIS + OBSERVATIONS

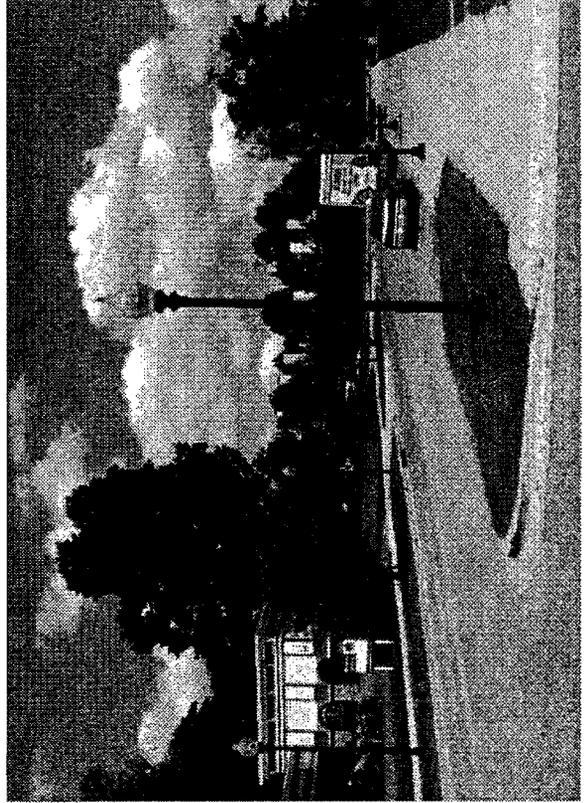


EXISTING CONDITION (with Concept 1 Improvements)

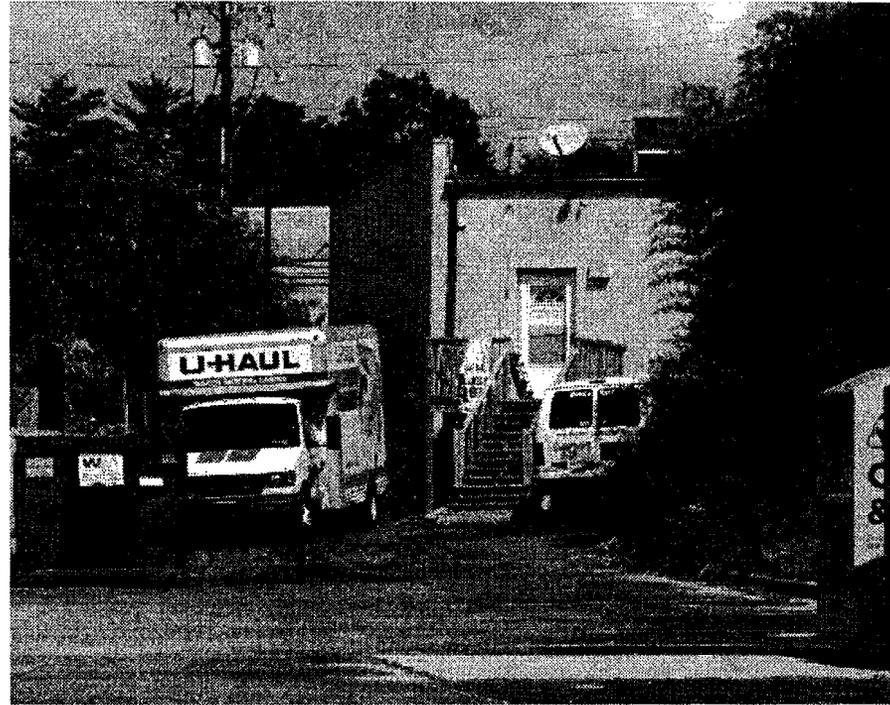
OBSERVATIONS

1. The southwest corner of Randolph Road and New Hampshire Avenue is comprised of a cluster of retail parcels. For the most part each parcel consists of a single retailer, with access directly to a public street.
2. Vital Way provides public access between Randolph Road and New Hampshire Avenue. The recent improvements to Vital Way have created a comfortable urban streetscape with on-street parking and street trees and lights.
3. Access to Vital Way, similar to many parcels, is limited to right-in and right-out traffic.
4. The retail properties have been terraced with sharp grade changes between parcels. The terraces create a physical barrier to provide inter-parcel connectivity both for cars and pedestrians.
5. Site improvements along Randolph Road in front of the Wendy's created a more urban, pedestrian experience with street trees between the curb and the sidewalk.
6. Along the Vital Way some buildings have blank walls, unscreened dumpsters and services oriented towards the public sidewalk.
7. The Ethios Corner site is a small narrow parcel. Rear services to the building utilities an adjacent parcel to access the public right-of-way.
8. The irregular site geometry and narrow parcel size limits the amount of parking spaces for Ethios Corner.
9. Landscape improvements where they exist are not well maintained.
10. The front of Ethios Corner lacks pedestrian space since the building was modified without a space between door and parking lot.
11. The front façade of Ethios Corner is cluttered with signs and an ice machine. The glass block and security screen over the dimly lit recessed entry are not inviting.





VITAL WAY + ETHIOS CORNER BUILDING CHARACTER ANALYSIS



ARCHITECTURAL OBSERVATIONS ETHIOS CORNER

ARCHITECTURE STYLE

Circa 1970 Strip-Retail

FACADE MATERIALS:

Flat painted masonry walls

FENESTRATION:

Storefront glazing, glassblock, glazed commercial doors with roll-up security fencing

ROOF:

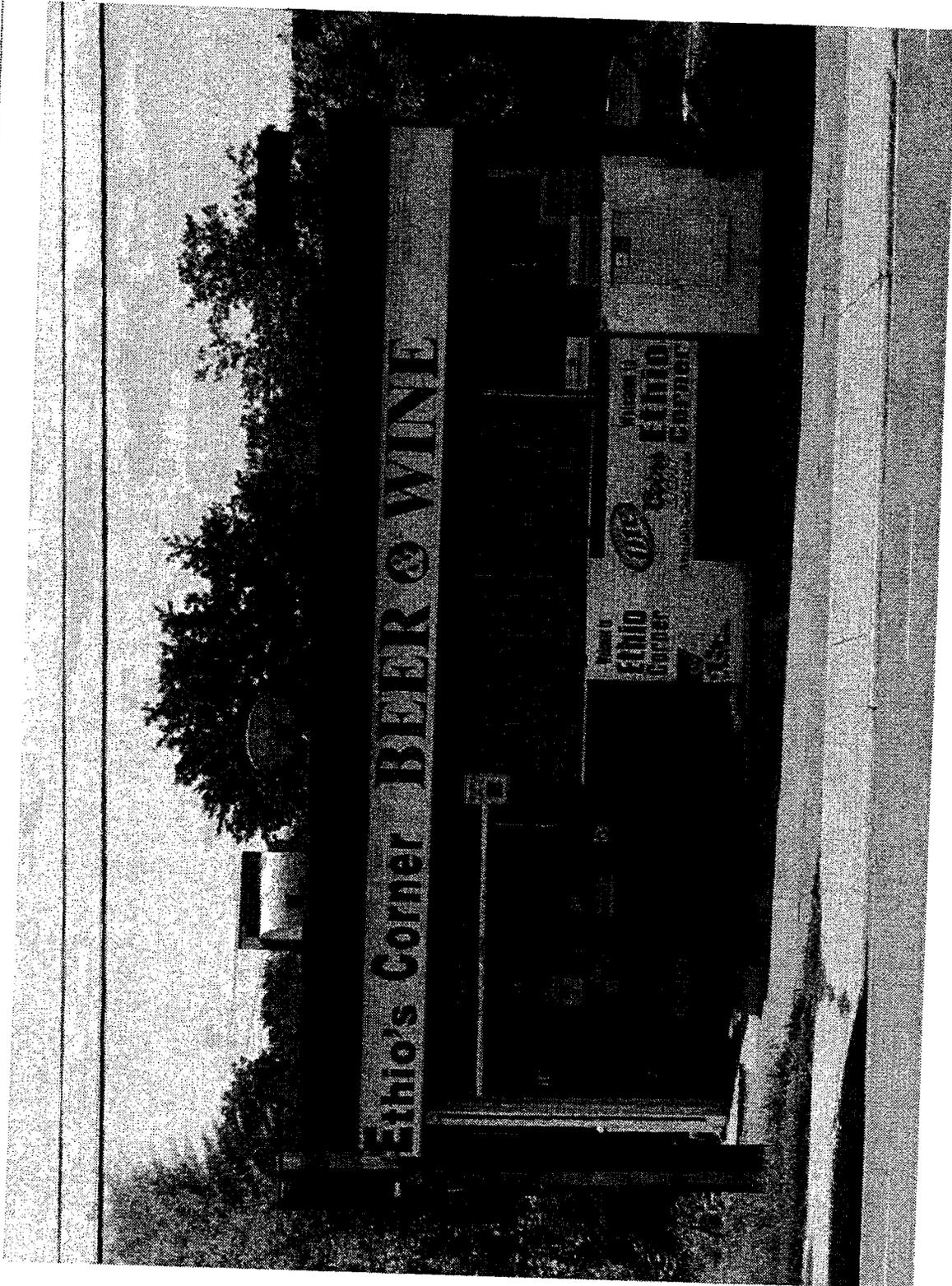
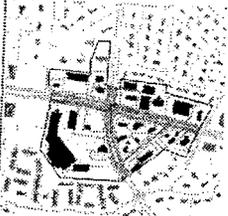
Flat roof with small, metal-capped parapet,
Downspouts to the rear.
Exposed roof-top mechanical systems

SIGNAGE:

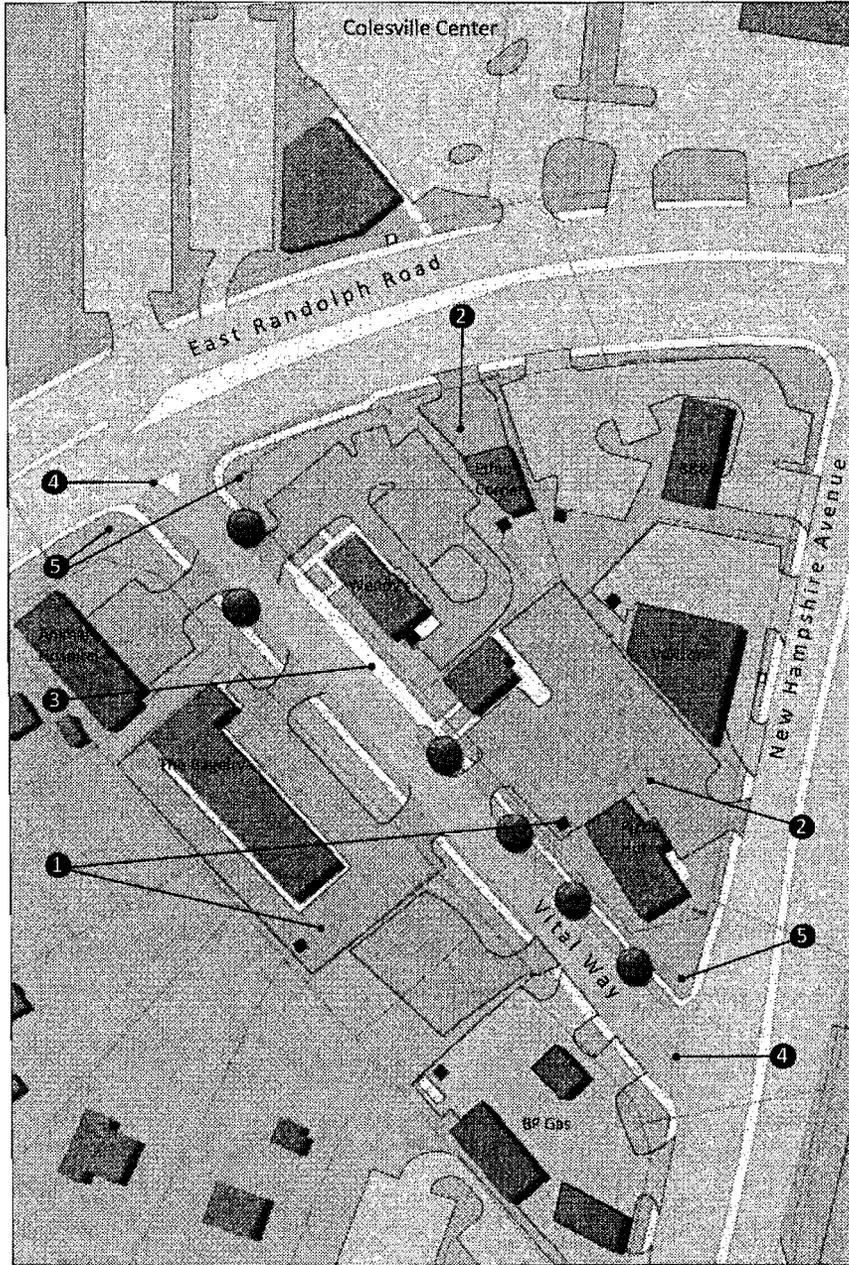
Plastic/vinyl illuminated box signs, vinyl banners
window mounted signs and vinyl lettering

LIGHTING

Wall-mounted exterior flood lights



VITAL WAY + ETHIOS CORNER SITE RECOMMENDATIONS



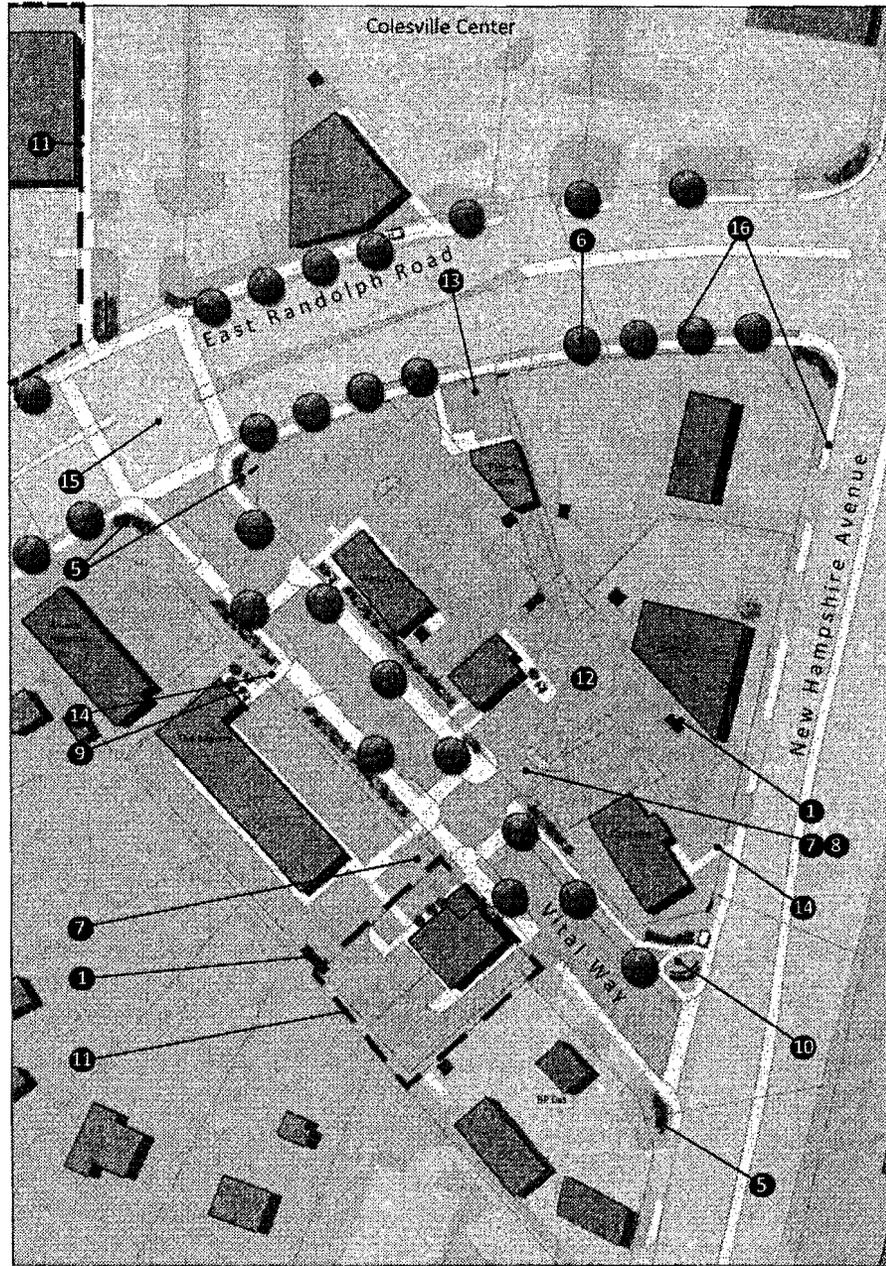
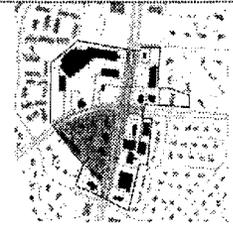
CONCEPT 1 RECOMMENDATIONS

1. Relocate and / or screen dumpsters from public view.
2. Re-stripe surface parking lot and resurface asphalt as needed.
3. Replant dead street trees.
4. Provide clearly marked pedestrian crosswalks at intersections. *
5. Provide accent landscape planting at entrances to Vital Way.

EXISTING CONDITION (with Concept 1 Improvements)



* Note: Recommendation will require coordination with other agencies such as State Highway Administration (SHA), Montgomery County Department of Transportation (MC-DOT) and Peppo/BG&E.



CONCEPT 2 PLAN

CONCEPT 2 RECOMMENDATIONS

6. Extend planting strip and street trees along East Randolph Road, where possible. *
7. Coordinate shared access drives between parcels.
8. Reconfigure surface parking lot to improve circulation, pedestrian safety and introduce landscape areas.
9. Consider outdoor seating, dining and retail space to complement retail businesses.
10. Develop gateway public space with relocated bus shelter at corner of New Hampshire Avenue and Vital Way.
11. Encourage new retail development on underdeveloped parcels.
12. Integrate pedestrian site lighting with parking lot design and expand pedestrian street lights along all surrounding public right-of-ways.
13. Reconfigure Ethios Corner parking lot to define parking spaces and provide pedestrian sidewalk access to East Randolph Road.
14. Provide safe pedestrian access between retailers and public streets/sidewalks.
15. Provide full movement intersection at Vital Way and Randolph Road.*
16. Relocate overhead utilities underground, where possible. *
17. Provide accent landscape planting and Colesville monument signs at corner of New Hampshire Avenue and Randolph Road. *

* Note: Recommendation will require coordination with other agencies such as State Highway Administration (SHA), Montgomery County Department of Transportation (MC-DOT) and Pepco/BG&E.

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COLESVILLE MALL + 7-ELEVEN FACADE RECOMMENDATIONS



EXISTING CONDITIONS



CONCEPT 1

CONCEPT 1 RECOMMENDATIONS

1. Clean and paint masonry to articulate the top and base of storefront.
2. Consider glass-block windows with high-performance, durable, transparent fixed windows.
3. Reduce and simplify the quantity of repetitive signs to declutter the facade. Center business sign over store entry.
4. Articulate frame of recessed opening to emphasize the entrance.
5. Relocate ice machine to the inside or side of building.
6. Install light sconces at corner of building and entrance to illuminate the pedestrian apron along facade.
7. Screen rooftop mechanical equipment with light colored metal screen.



EXISTING CONDITIONS

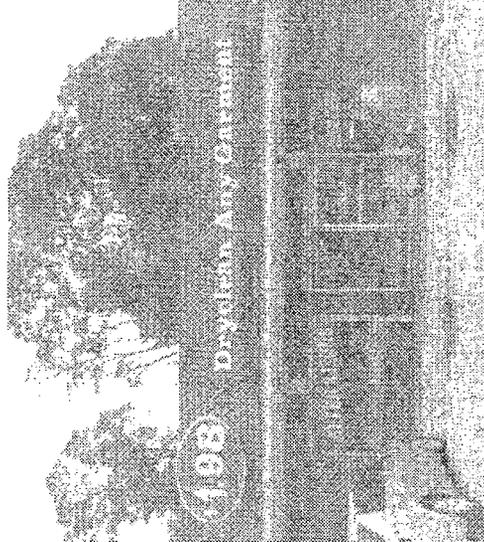
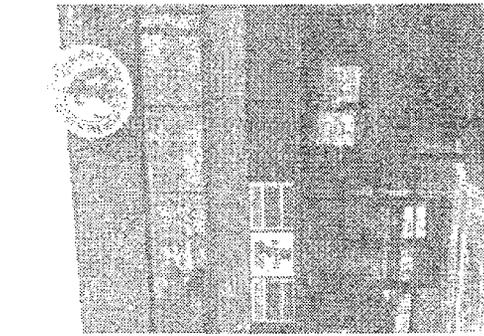
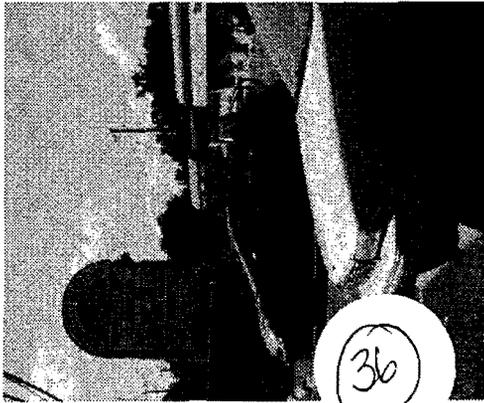
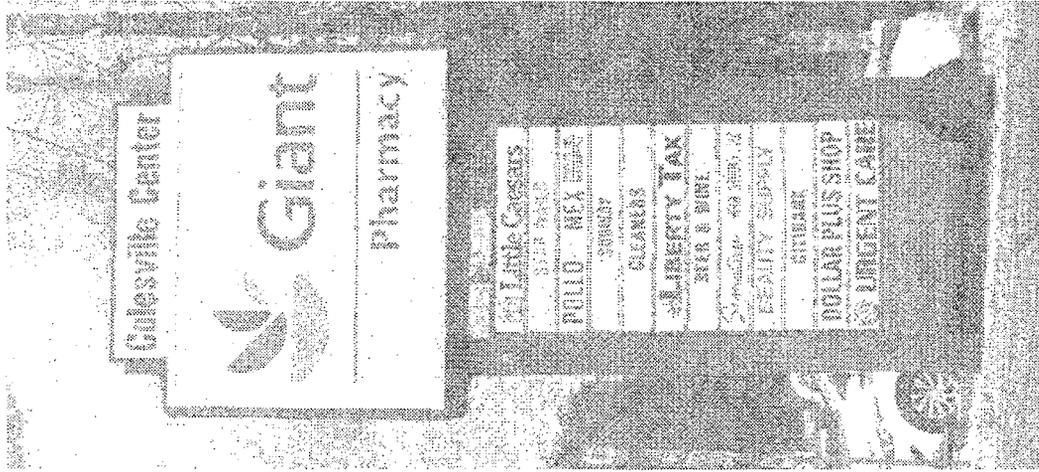
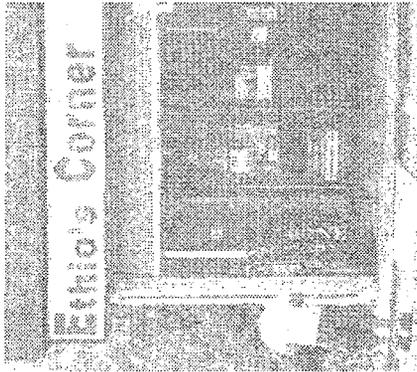
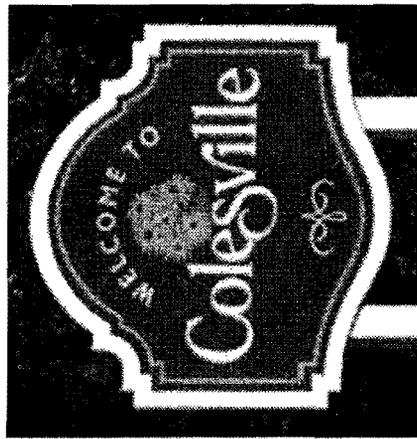


CONCEPT 2

CONCEPT 2 RECOMMENDATIONS

1. Introduce flat dark metal canopy to define storefront windows and to allow wall-mounted retail signs to be visible from street.
2. Raise and articulate the cornice to enlarge sign panel space.
3. Reduce and simplify signs. Place a single back-lit illuminated business sign over canopy.
4. Enlarge retail windows to create a more transparent and inviting storefront.
5. Paint masonry to articulate tripartite vertical facade organization: storefront (base), sign panel (middle) and cornice (top).
6. Infill recessed entry and align door with sidelight windows with the exterior face of building.
7. Reduce and simplify the quantity of repetitive signs to declutter the facade. Center business sign over store windows.
8. Relocate ice machine to inside or side of building.

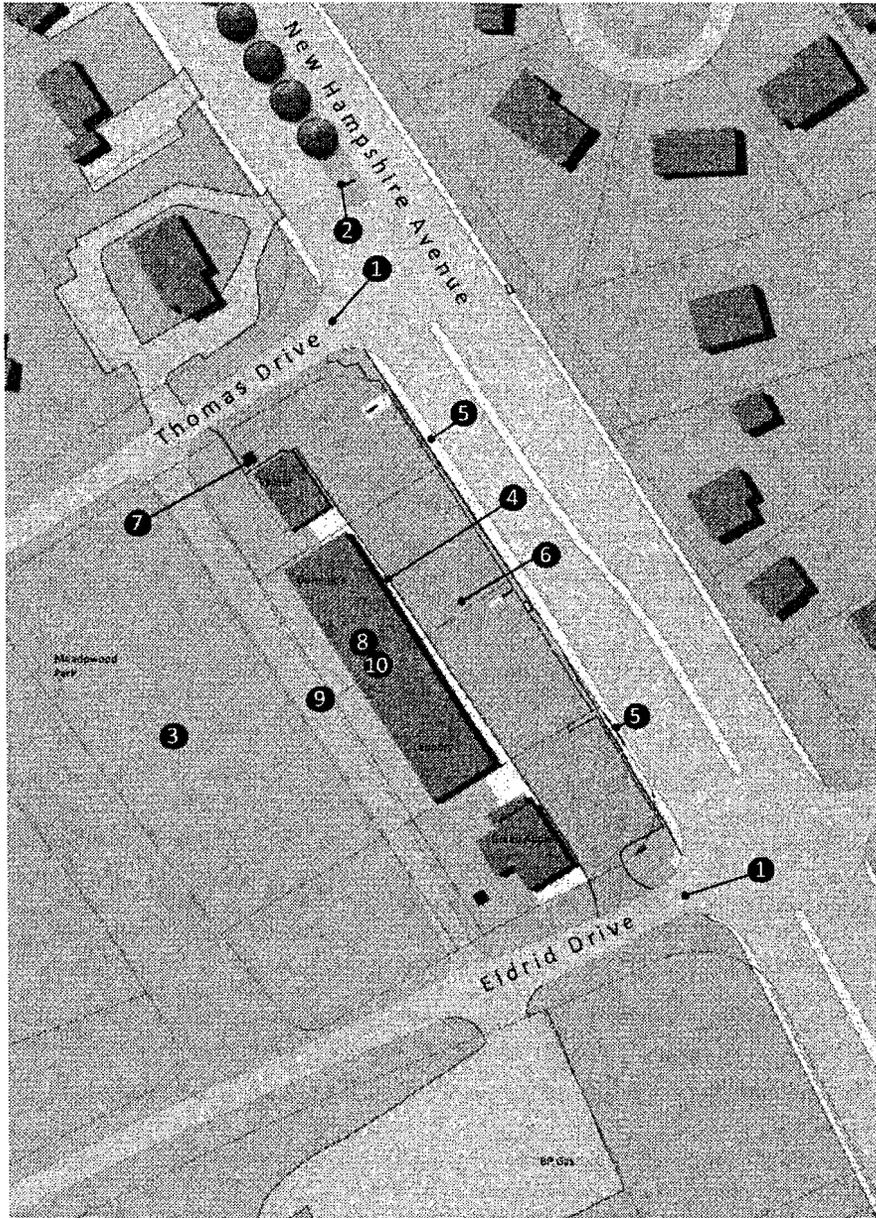
35



MEADOWOOD CENTER

Analysis and Recommendations

MEADOWOOD CENTER ANALYSIS + OBSERVATIONS



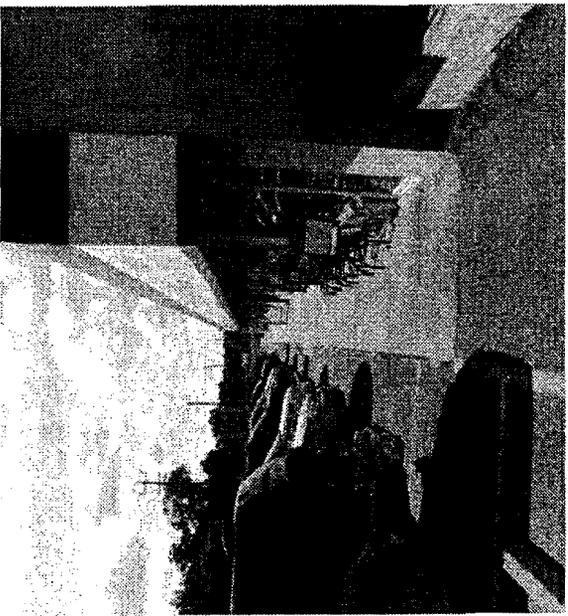
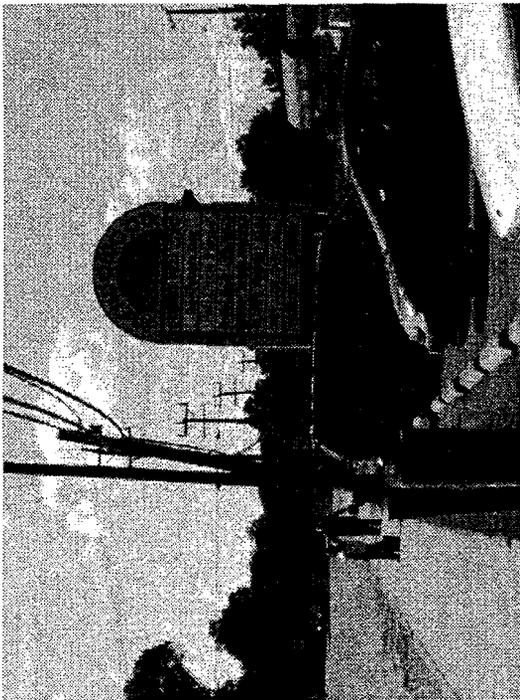
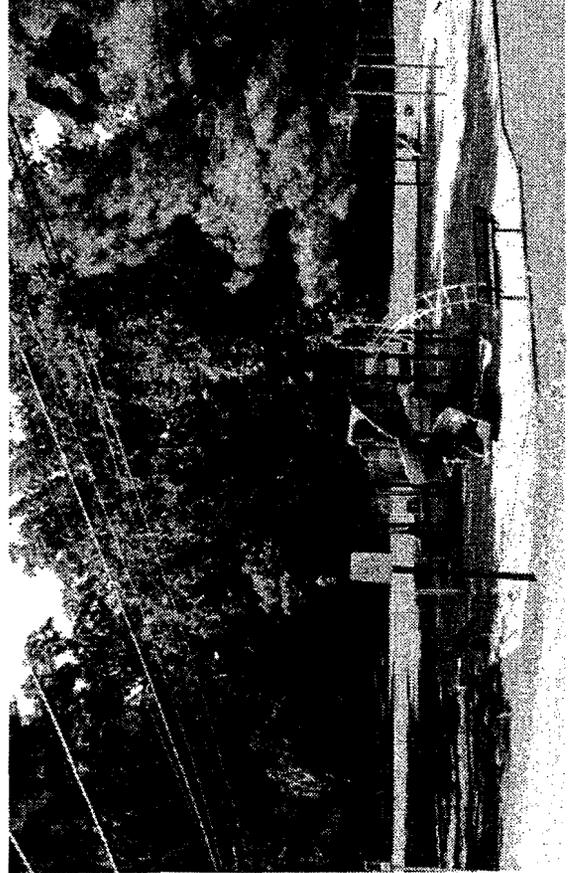
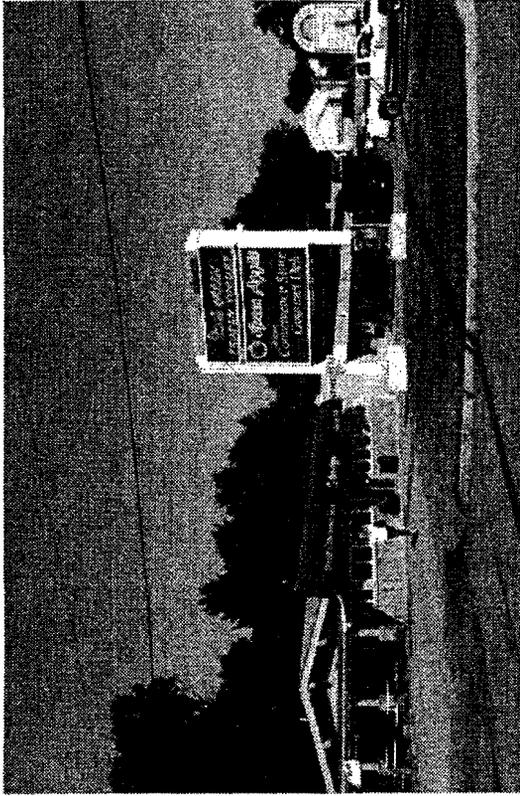
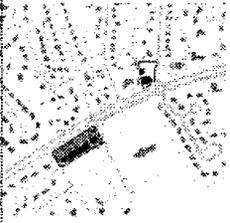
EXISTING CONDITION



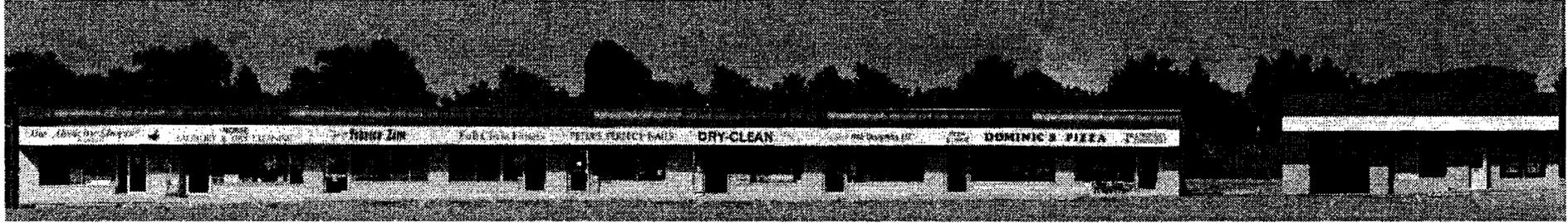
OBSERVATIONS

1. The Meadowood Center is located between Thomas Drive (to the north) and Eldrid Drive (to the south) along New Hampshire Avenue. Access to both public streets provides from this retail center full access to New Hampshire Avenue.
2. A 'Colesville' gateway sign surrounded by ornamental landscape beds along a series of mature street trees in the median welcome northbound traffic. Improvements to Meadowood could accentuate and reinforce the sense of "Gateway" along New Hampshire Avenue.
3. The Meadowood restaurants and community-oriented businesses could benefit by occasional foot traffic generated by the stores proximity to adjacent parkland and nearby trails, such as the Rachel Carson Trail.
4. The site is extremely flat. The sidewalk aprons along the storefronts are flush to the parking lot, with only a concrete wheel stop to protect the pedestrian area from cars.
5. There is minimal sidewalk width along New Hampshire Avenue and minimal landscape buffer width between the sidewalk and parking lot. There are no crosswalks at the intersections with New Hampshire Avenue. Pedestrians were observed crossing at mid block between Eldrid Drive and Thomas Drive.
6. The existing parking lot bay is wider (63-64 feet) than a standard parking lot bay (58-60 feet). A reduction of the parking bay width could enlarge pedestrian space and provide landscaping opportunities in front of the building and/or along New Hampshire Avenue.
7. Dumpsters are located in service areas and could benefit from screening.
8. The center has a variety of local businesses, including two dry cleaning operations and an empty storefront (former carpet business).
9. The rear side of the building is accessed by an alley where service and repair oriented businesses are located on the lower level.
10. The overall shape of the building is long and horizontal. The monotonous green awning accentuates the buildings horizontal appearance. Some rooftop mechanical equipment are visible from the street.





MEADOWOOD CENTER BUILDING CHARACTER ANALYSIS



ARCHITECTURAL OBSERVATIONS MEADOWOOD CENTER

ARCHITECTURE STYLE:

Circa 1950 Strip-Retail

FACADE MATERIALS:

Flat painted masonry walls

FENESTRATION:

Large storefront glazing, glazed commercial doors, garage door bays

ROOF:

Flat roof with downspouts to the rear,
Vinyl awning with business signage,
Window unit air conditioners along front facade

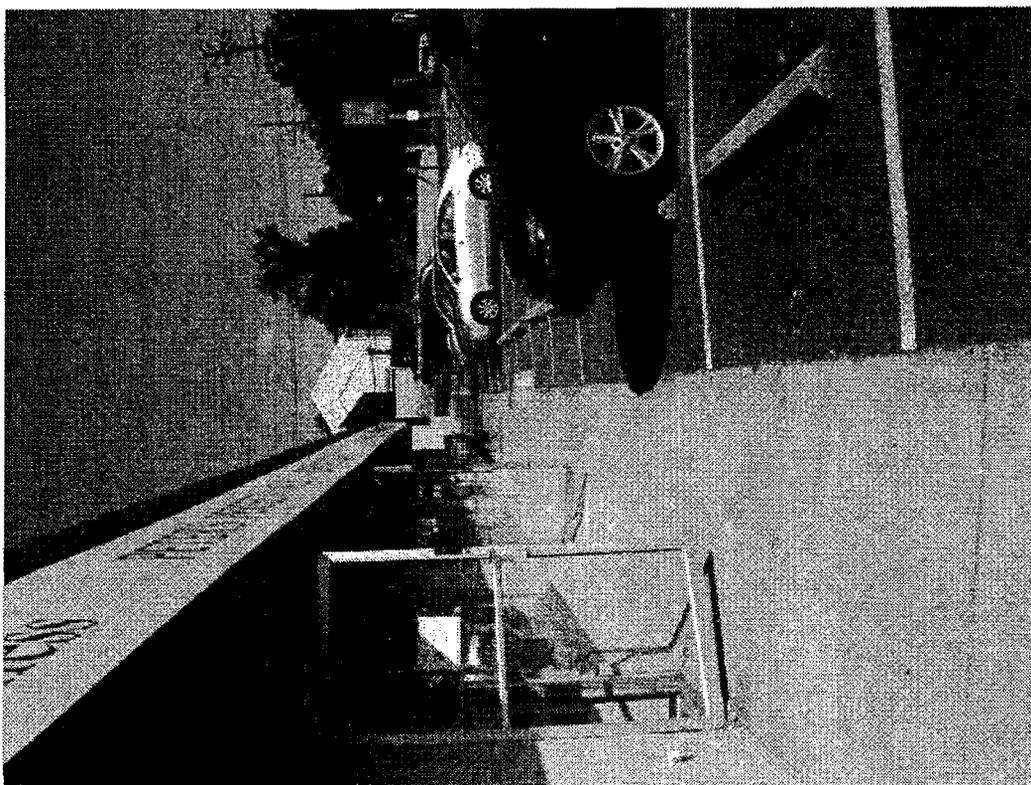
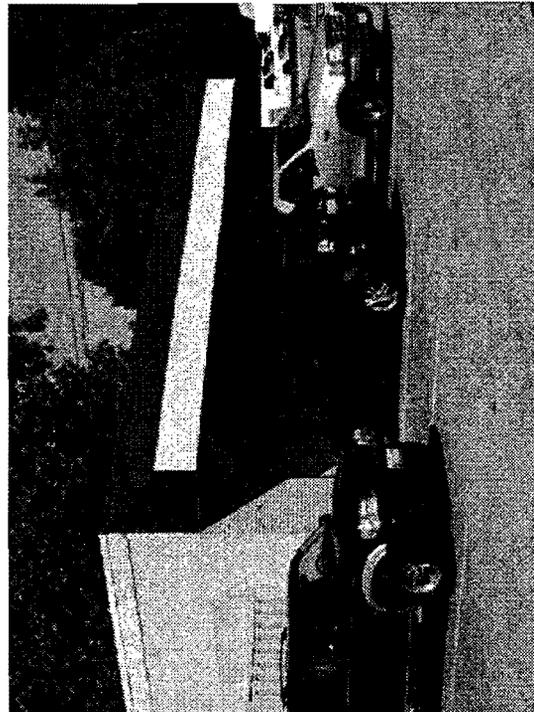
SIGNAGE:

Awning signs, window mounted signs, neon signs, vinyl lettering

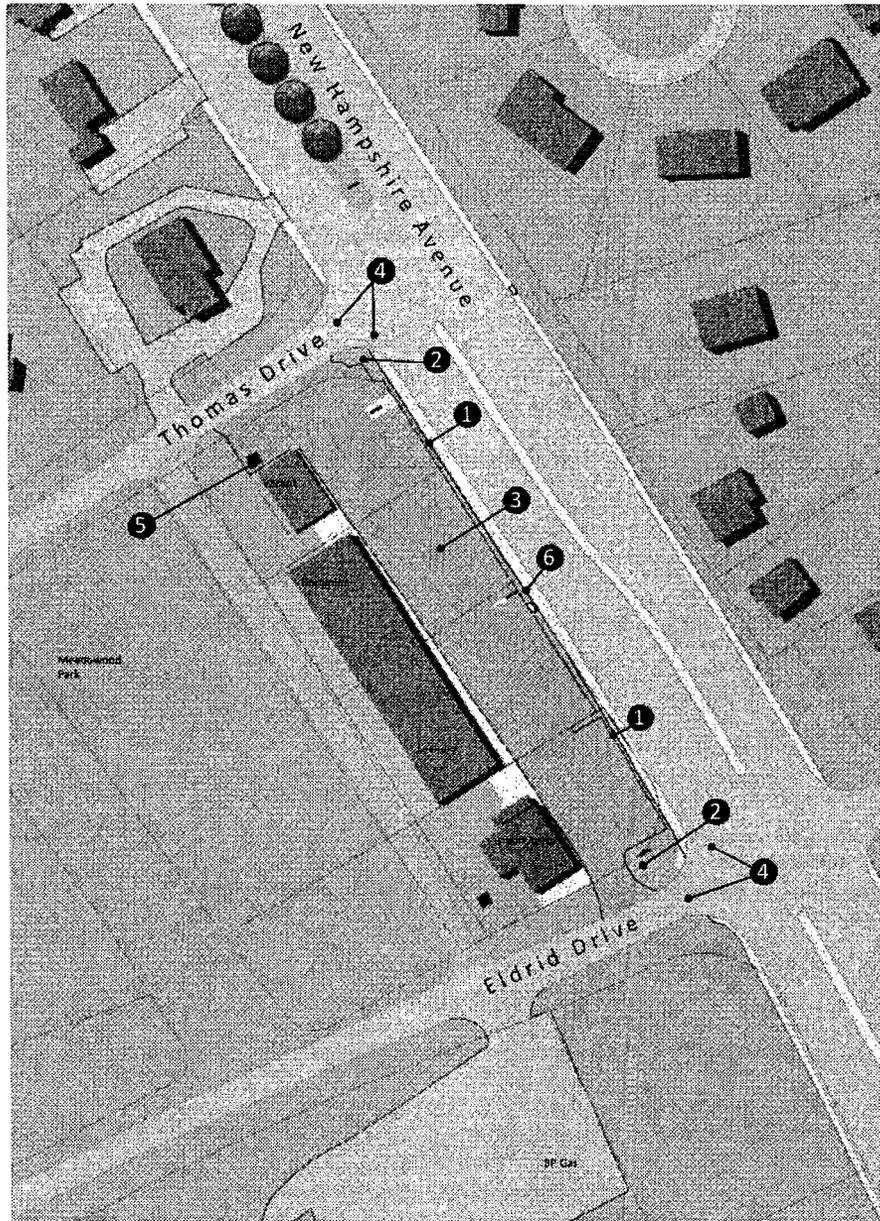
LIGHTING

Wall-mounted fluorescent tube lights under canopy, no site lighting

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MEADOWOOD CENTER SITE RECOMMENDATIONS



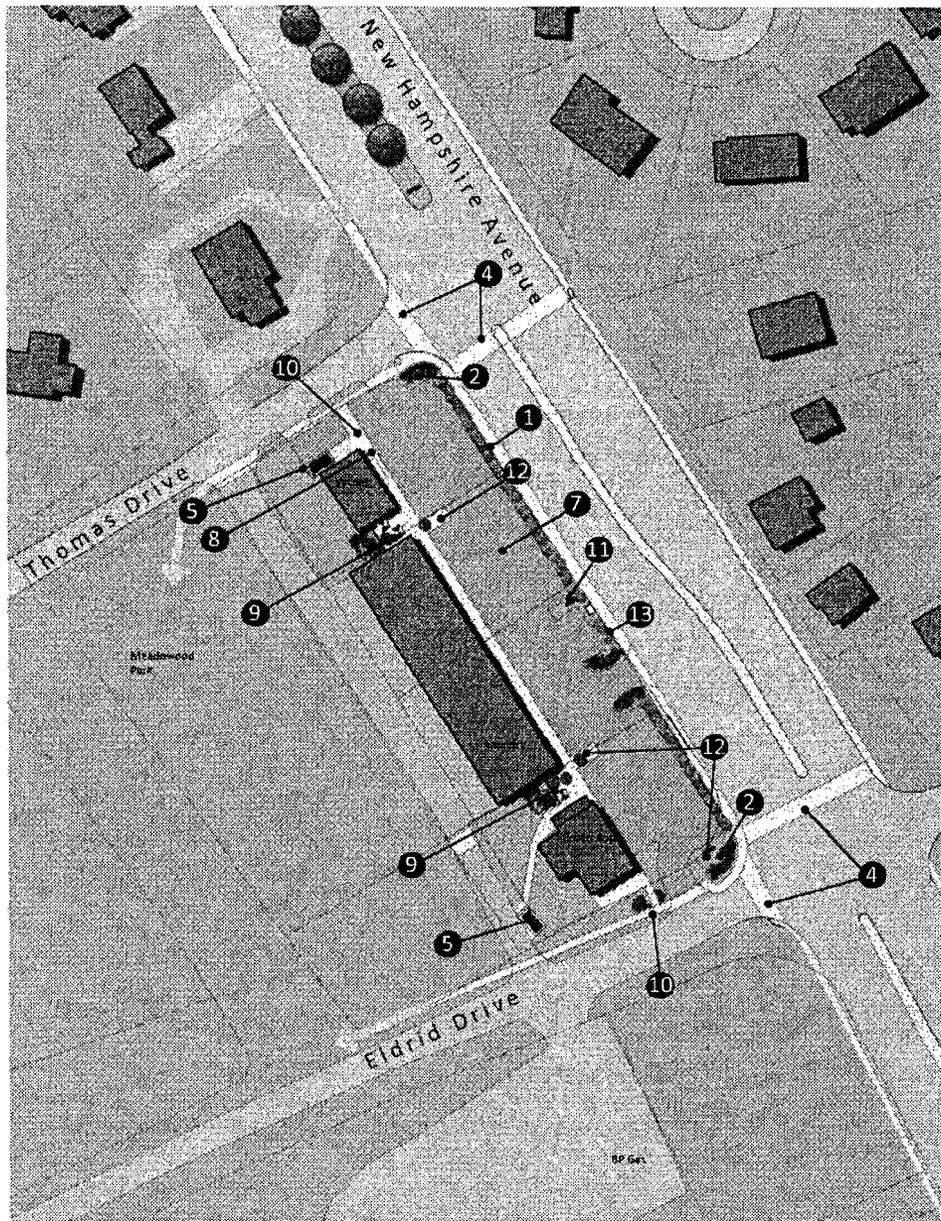
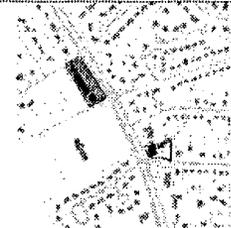
EXISTING CONDITION (with Concept 1 Improvements)



CONCEPT 1 RECOMMENDATIONS

1. Add low landscape planting along New Hampshire Avenue to screen parking lot, remove existing bollards if possible.
2. Provide accent landscape planting at entrances.
3. Re-stripe surface parking lot and resurface asphalt as needed. Reclaim residual hardscape for pedestrian space along retail frontage.
4. Provide clearly marked pedestrian crosswalks at intersections. *
5. Screen dumpsters from public view.
6. Mount temporary light fixtures (cobra) to existing utility poles to provide consistent parking lot lighting. *

* Note: Recommendation will require coordination with other agencies such as State Highway Administration (SHA), Montgomery County Department of Transportation (MC-DOT) and Pepco/BG&E.



CONCEPT 2 PLAN



CONCEPT 2 RECOMMENDATIONS

7. Reconfigure parking lot to widen planting strip along New Hampshire Avenue and pedestrian space (apron) along retail frontage.
8. Add curbs between parking lot and expanded pedestrian space along retail frontage.
9. Create comfortable corner plazas between retail buildings for outdoor seating, dining and retail space to complement retail business. Incorporate pedestrian lighting, furniture and landscaping in the space.
10. Provide safe pedestrian access between retailers and public streets. Additionally extend sidewalks along public side streets to link retail with adjacent parks. *
11. Consolidate and centralize free-standing site signs and coordinate sign design with renovated building architecture.
12. Integrate pedestrian site lighting with parking lot design and expand pedestrian street lights along Vital Way.
13. Relocate overhead utilities underground, where possible. *

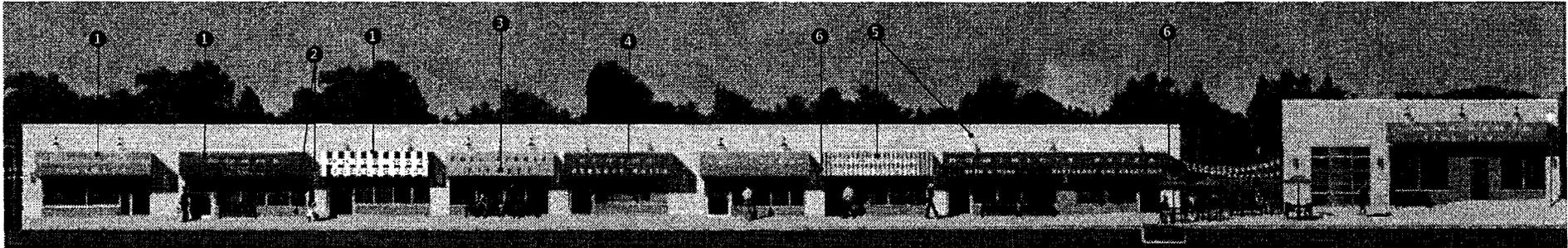
* Note: Recommendation will require coordination with other agencies such as State Highway Administration (SHA), Montgomery County Department of Transportation (MC-DOT) and Pepco/BG&E.

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MEADOWOOD CENTER FACADE RECOMMENDATIONS



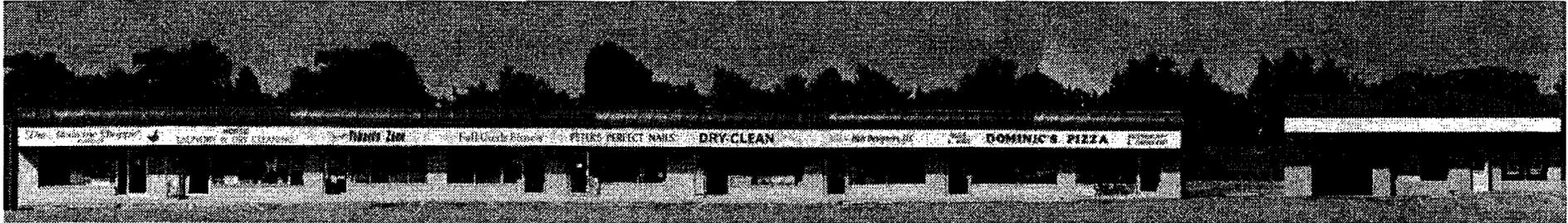
EXISTING CONDITIONS



CONCEPT 1

CONCEPT 1 RECOMMENDATIONS

1. Provide colorful awnings to define storefront and tenant bays.
2. Paint masonry with neutral colors to reinforce the storefront bays. Paint a darker color below storefront windows and a lighter color above.
3. Replace windows with high-performance and durable metal storefront windows, where needed.
4. Locate simple and clearly written business signs on awnings.
5. Place simple low-profile wall mounted fixtures to illuminate awning signs or goose-neck fixtures to accentuate key retailers, such as restaurants.
6. Place wall sconces between storefront bays to illuminate pedestrian area.



EXISTING CONDITIONS



CONCEPT 2

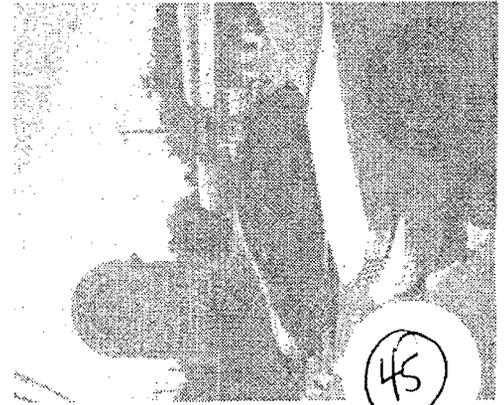
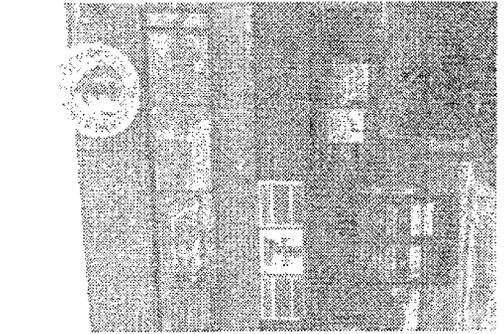
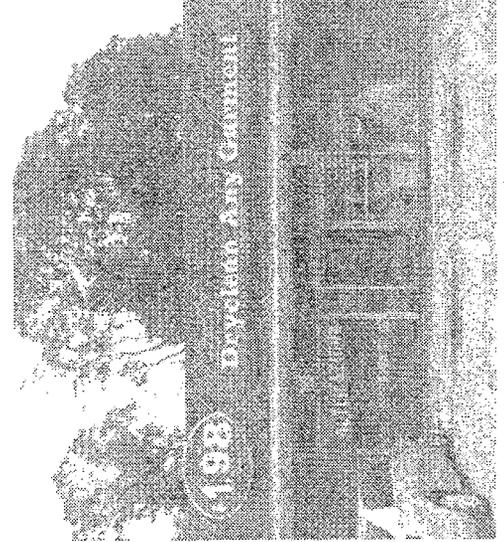
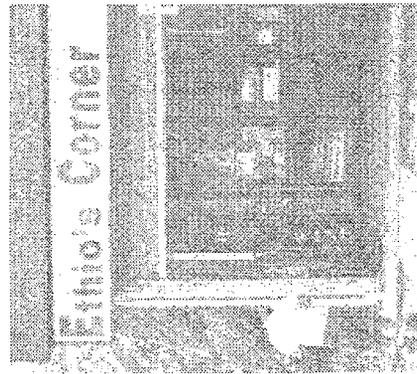
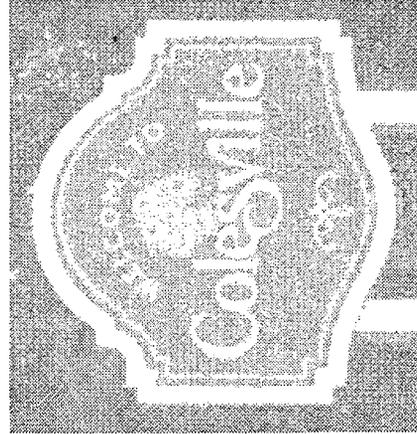
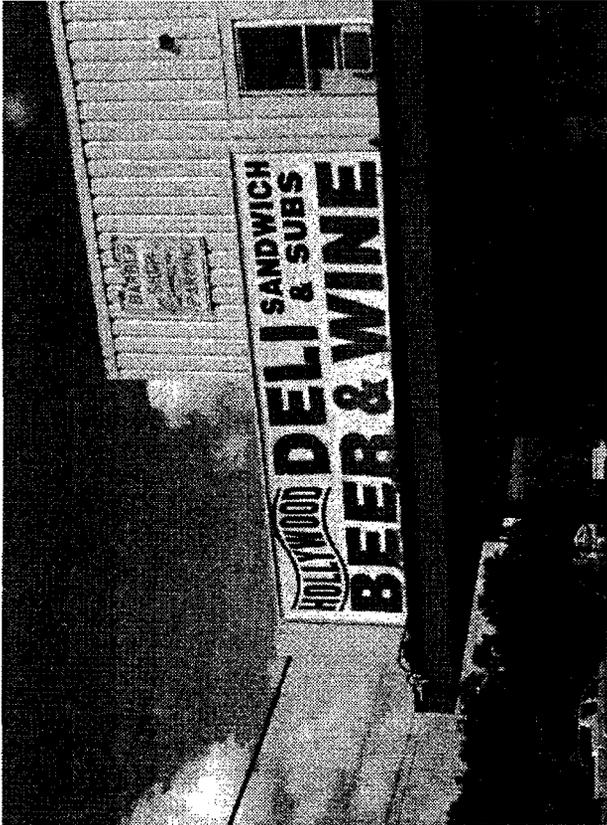
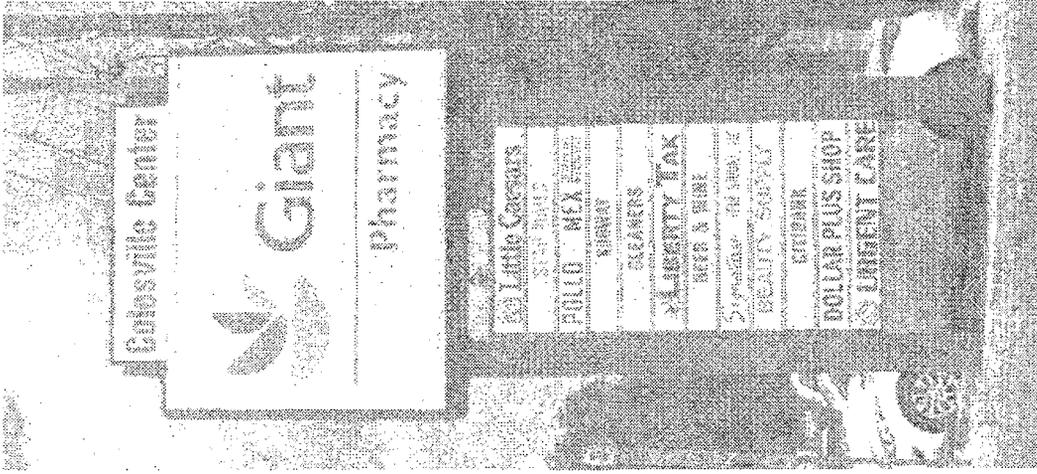
CONCEPT 2 RECOMMENDATIONS

1. Introduce projected masonry piers to add depth and articulation to existing storefront bays. Extend piers to cornice to frame sign panels over awnings. Add base coursing on piers to emphasize the base of the building.
2. Create breaks in the building height to add visual interest. Articulate raised building fronts with an articulated cornice.
3. Locate clear and simple business signs within the sign panel space above awnings. Encourage lettered signs with depth, such as pin letters or back-lit illuminated letters.
4. Apply goose-neck lights to illuminate pin-letter signs.
5. Return retail storefront bays around the side of the building to activate corner plaza with outdoor seating areas. Add wall sconces or wire-suspended overhead light fixtures to illuminate open spaces.
6. Provide colorful awnings to define storefronts and tenant bays.

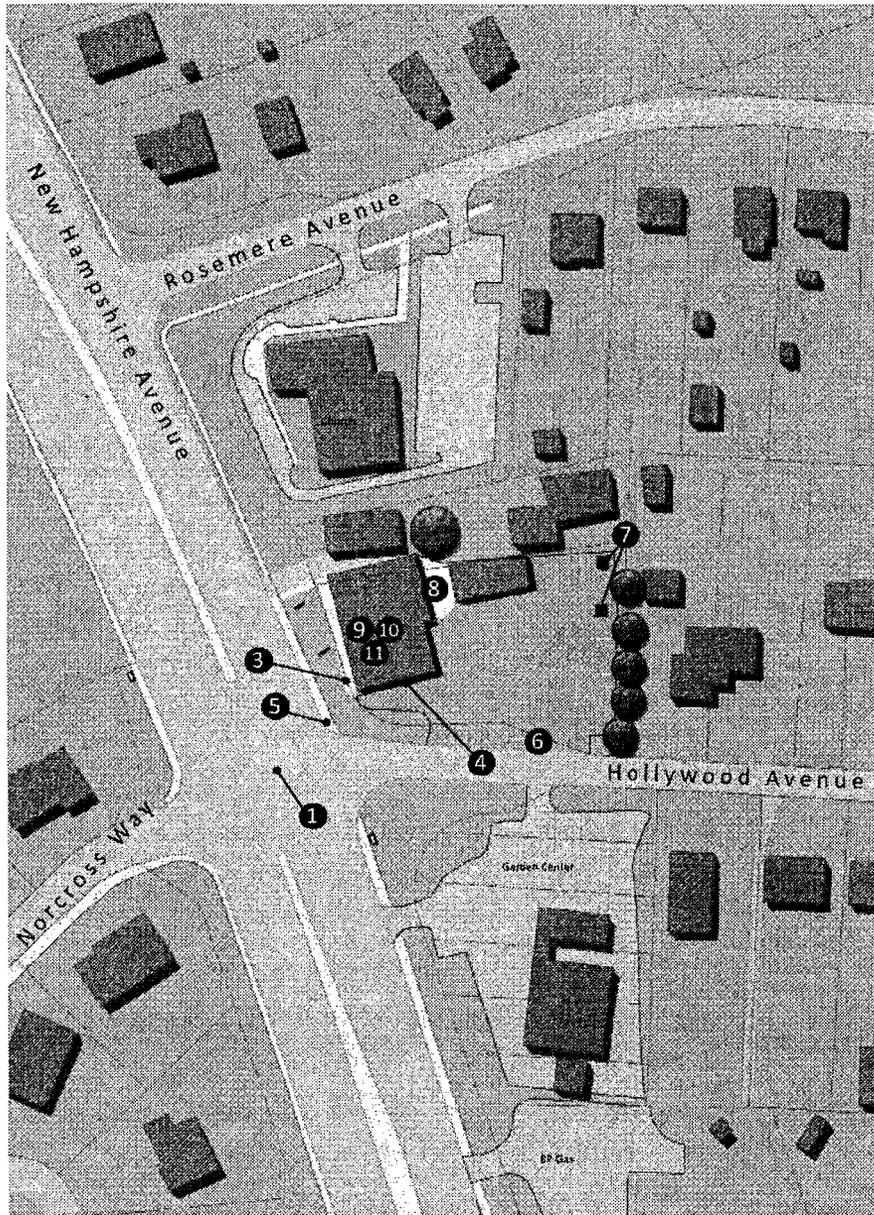


HOLLYWOOD PARK

Analysis and Recommendations



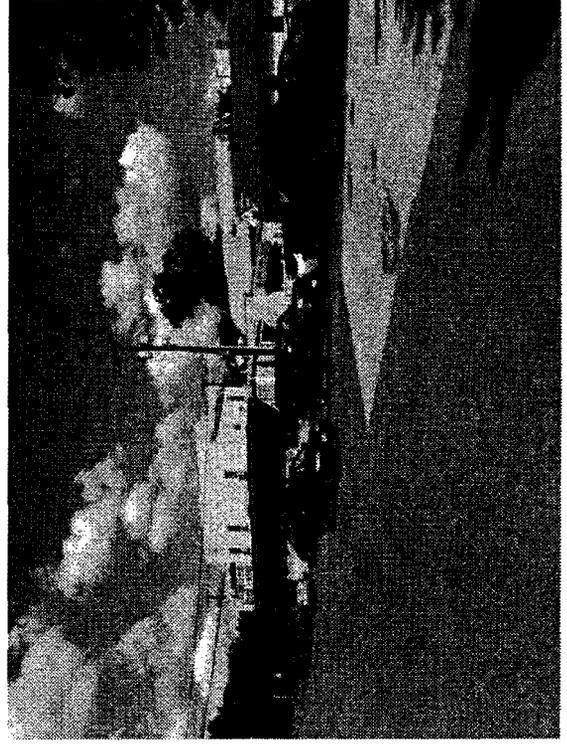
HOLLYWOOD PARK ANALYSIS + OBSERVATIONS



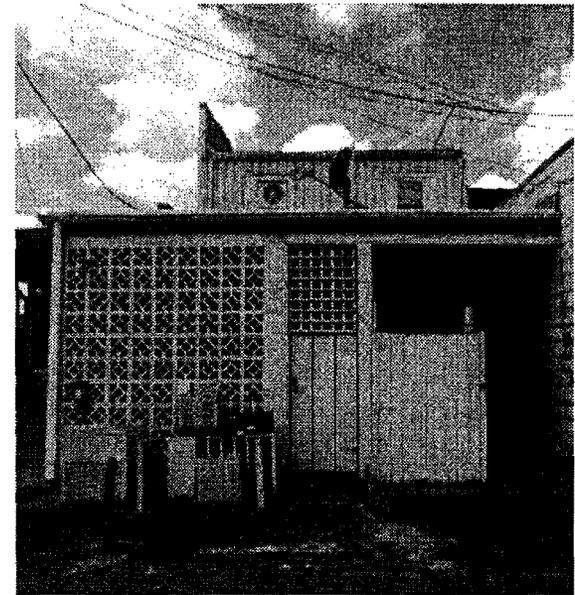
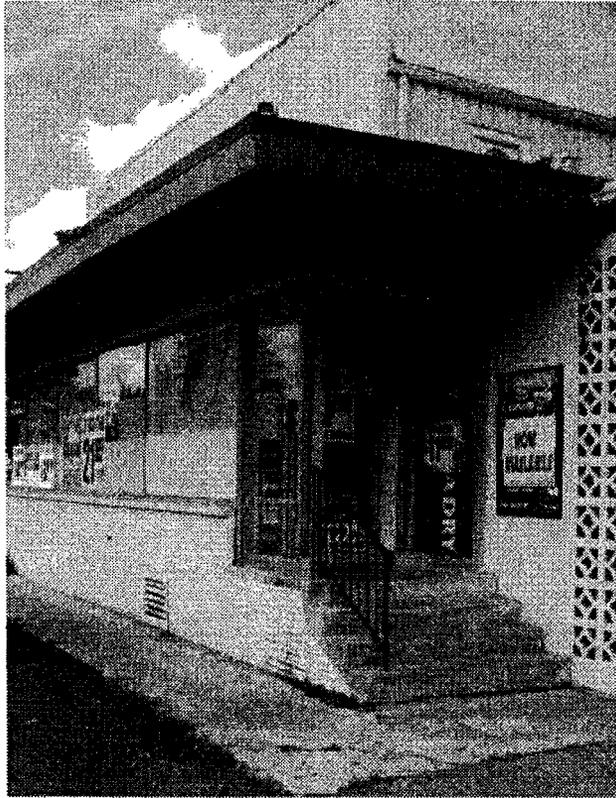
EXISTING CONDITION

OBSERVATIONS

1. Hollywood Park is located at the northeast corner of Hollywood Avenue and New Hampshire Avenue. A rear parking lot is accessed directly from Hollywood Avenue. Hollywood Avenue has full access (northbound and southbound) to New Hampshire Avenue.
2. Hollywood Park is the oldest of the retail establishments studied. The buildings are placed close to the New Hampshire Avenue with service and parking located to the rear of the building.
3. The widening of New Hampshire Avenue has raised the street grade higher than the finish floor elevation of building.
4. The rear parking lot is lower than the front retail doors and is only accessed by stairs. The businesses are not fully accessible for people with mobility impairment.
5. The sidewalk along New Hampshire Avenue is flush to the curb with limited opportunity to grow wider. There are no crosswalks at the intersection of New Hampshire Avenue and Hollywood Avenue.
6. The existing parking lot is not efficiently organized. The parking lot is not physically separated from Hollywood Avenue. Parked cars are located at the edge of the drive lanes on Hollywood Avenue.
7. Dumpsters are located in the rear corner but could potentially be better consolidated and screened to permit additional spaces for parking.
8. A small outdoor plaza at the rear of the building provides an opportunity for public space.
9. The building appears to be well utilized. The businesses include a restaurant, liquor store and barber.
10. The building appears to have been expanded and renovated multiple times without maintaining a consistent look. A variety of building materials and signs clutter the exterior of the building giving it the appearance of being unkept.
11. Former storefront windows have been covered and have become opaque. This creates more blank walls and makes the retail less visually inviting.



HOLLYWOOD PARK BUILDING CHARACTER ANALYSIS



ARCHITECTURAL OBSERVATIONS HOLLYWOOD PARK

ARCHITECTURE STYLE:

Circa 1950 Strip-Retail

FACADE MATERIALS:

Variety of painted masonry, aluminum siding

FENESTRATION:

Fixed metal windows, sash vinyl windows
glazed commercial doors

ROOF:

Flat roof with downspouts to the rear.
Exposed roof-top mechanical systems

SIGNAGE:

Plastic/vinyl illuminated box sign, vinyl banners
mounted signs and vinyl lettering, neon signs

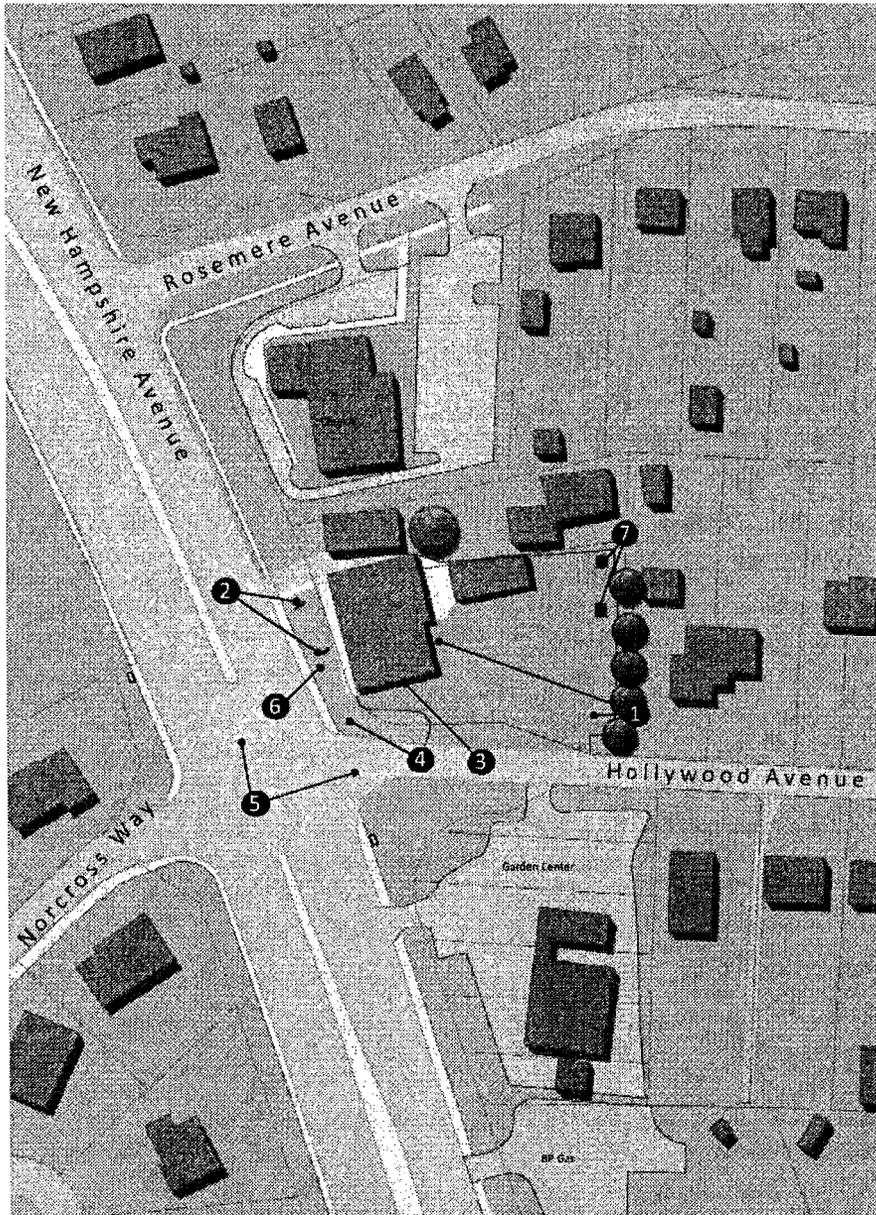
LIGHTING:

Wall-mounted exterior flood lights



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HOLLYWOOD PARK SITE RECOMMENDATIONS



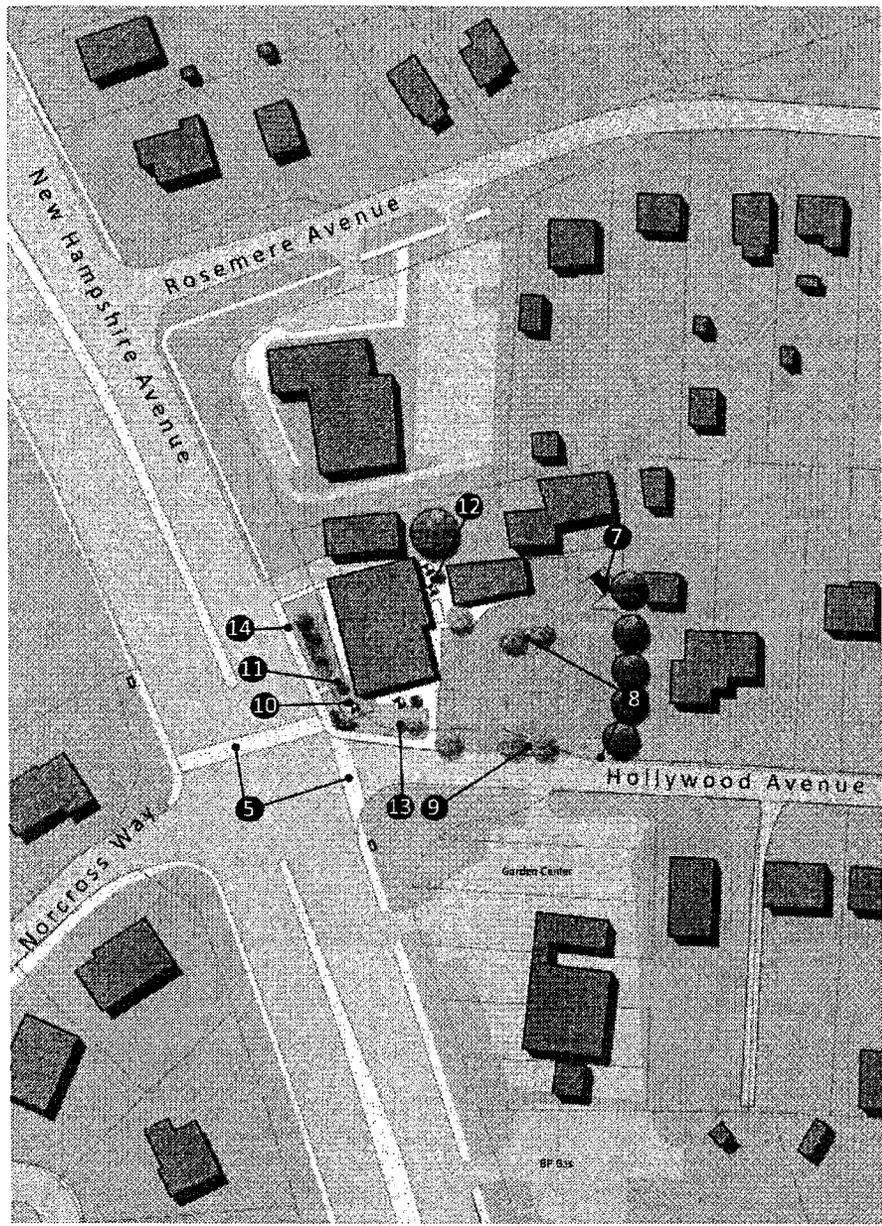
EXISTING CONDITION (with Concept 1 Improvements)



CONCEPT 1 RECOMMENDATIONS

1. Re-stripe surface parking lot and resurface asphalt as needed. Reclaim residual hardscape for pedestrian space along building edge.
2. Remove short free-standing site signs.
3. Provide accessible path with ramp to retail entrances.
4. Provide accent landscape planting at parcel corner.
5. Provide clearly marked pedestrian crosswalks at intersections.
6. Install raingarden around existing stormwater catchment basin. *
7. Consolidate and screen dumpsters.

* Note: Recommendation will require coordination with other agencies such as State Highway Administration (SHA), Montgomery County Department of Transportation (MC-DOT) and Pepco/BG&E.



CONCEPT 2 PLAN



CONCEPT 2 RECOMMENDATIONS

- 8. Reconfigure parking lot with curbs to delineate parking area from pedestrian spaces, sidewalks and planting areas.
- 9. Construct separation (landscape areas) between parking lot and Hollywood Avenue right-of-way.
- 10. Build raised deck or plaza at retail corner with ground-level retail sign oriented towards the street.
- 11. Connect New Hampshire Avenue sidewalk to retail building and parking lot.
- 12. Activate existing public plaza with pedestrian lighting, seating and landscaping.
- 13. Reclaim former parking areas for landscape features and / or storm water management. *
- 14. Relocate overhead utilities underground, where possible. *

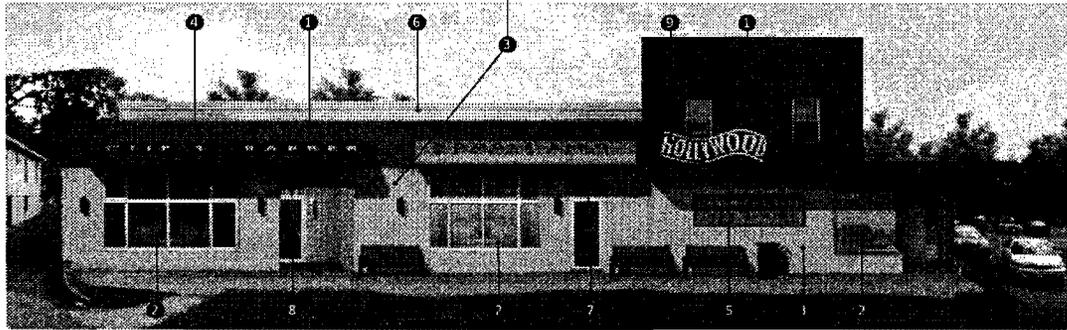
* Note: Recommendation will require coordination with other agencies such as State Highway Administration (SHA), Montgomery County Department of Transportation (MC-DOT) and Pepco/BG&E.

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HOLLYWOOD PARK FACADE RECOMMENDATIONS



EXISTING CONDITIONS



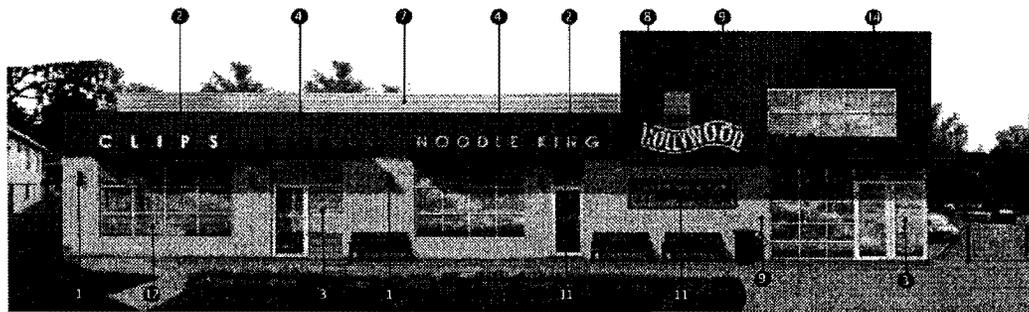
CONCEPT 1

CONCEPT 1 RECOMMENDATIONS

1. Paint masonry and metal siding to provide a consistent color around the building and to accentuate the roof line.
2. Expose, where covered, and replace windows with high-performance and durable metal storefront windows.
3. Reduce and simplify the quantity of signs to declutter the facade.
4. Install awnings to define retail storefront bays below. Place tenant name on awning, with concealed down lighting under awning to illuminate the retail storefront.
5. Activate blank masonry wall with appropriate scaled and simple wall-mounted sign.
6. Screen rooftop mechanical equipment with light colored metal screen.
7. Create consistent wall-mounted address signs adjacent to entrance or inscribed on transom windows.
8. Remove window air-conditioning unit and install transom window.
9. Place free-standing letter sign at the edge of the existing canopy.



EXISTING CONDITIONS



CONCEPT 2

CONCEPT 2 RECOMMENDATIONS

1. Install light sconces between retail bays to illuminate the pedestrian apron along facade.
2. Introduce flat dark metal canopies to define storefront bays and to allow wall-mounted retail signs to be visible from street.
3. Infill recessed entry and align storefront windows and door with face of building.
4. Simplify retail signs over canopy to spatially reinforce the tenant storefront.
5. Construct raised deck or plaza at the corner of the building to provide outdoor public space for visitors.
6. Expand the second floor to align with the first floor exterior wall.
7. Screen rooftop mechanical equipment with light colored metal screen.
8. Place free-standing letter sign at the edge of the existing canopy.
9. Paint masonry and metal siding to provide a consistent color around the building and to accentuate the roof line.
10. Activate blank masonry wall with appropriate scaled and simple wall-mounted sign.
11. Create consistent wall-mounted address signs adjacent to entrance or inscribed on transom windows.
12. Expose, where covered, and replace windows with high-performance and durable metal storefront windows.
13. Reduce and simplify the quantity of signs to declutter the facade.
14. Expand 2nd floor to width of ground floor.



ACKNOWLEDGEMENTS

The consultant team would like to thank the following individuals for their help, participation and direction in preparing this study. Special thanks to all of the stakeholder participants who attended the public meetings and provided valuable feedback for the future of the Colesville Commercial Area.

Montgomery County Council

Ken Silverman, *Assistant to Council President Nancy Navarro & District 4 Councilmember*

Bertha Flores, *Assistant to Council President Nancy Navarro & District 4 Councilmember*

Greater Colesville Citizens Association

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Ed Wetzlar, *Treasurer*

Eastern Montgomery Regional Services Center

Jewru Bandeh, *Director*

East County Citizens Advisory Board

Peter Myo Khin, *Chair*

Montgomery County Department of Housing and Community Affairs

Luann Korona, *Division Chief*

Christopher Anderson, *Section Chief*

Cathy Mahmud, *Senior Planning Specialist*

Patrice Cheatham, *Senior Planning Specialist*

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Khalid Afzal, *Area 2 Planning Division*

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