

2.0 URBAN DESIGN PLANNING CONTROLS

2.1 Public Space Network

Intent:

In order to ensure the creation of a coordinated network of public spaces, a series of functional plans locate the required and/or recommended locations for public spaces, streetscapes, amenities, and natural open spaces, desired, and required special features in Odenton. These functional plans are shown throughout the Plan and include:

Figure 40 – Natural Open Areas and Community Facilities Map

Figure 41 – Active Frontage Functional Plan

Figure 42 – Special Features Functional Plan

Figure 43 – Historic District Functional Plan

Figure 45 – Road Classification Functional Plan

Figure 56 – Pedestrian Network Functional Plan

Figure 57 – Bikeway Network Functional Plan

The Design Standards in Chapter IV provide detailed information on streetscape design requirements. These standards reflect the differing character of the various roads and Sub-Areas of the OTC. The Land Use section in Chapter III – Functional Planning Controls defines basic requirements for open areas, public and private activity spaces, and green areas. It also defines a series of optional bonuses in exchange for clearly defined added amenities.

REQUIREMENTS:

Development applicants are required to build in a manner that interacts with the public space network and to provide their portion of the network as part of their open area and other requirements. Development shall be designed in a manner that creates a unified image for the Sub-Area and coordinates with adjoining properties along the street front.

Figure 40, Natural Open Areas and Community Facilities Map, illustrates the conceptual network of open areas that will result from environmental preservation and open area dedications. It also indicates the location of existing, planned and proposed public facilities in the OTC.

2.2 Active Frontages

Intent:

Certain corridors in the OTC are designated for special treatment, to ensure that they become active urban spaces that attract pedestrian activity. Design standards for architecture, streetscapes, on-street parking and open areas, all work together to ensure the creation of a critical mass of land-uses and an attractive setting suitable for urban street activity along these streets.

Insert Figure 40: Natural Open Areas & Community Facilities Map

REQUIREMENTS:

The Active Frontage Functional Plan, Figure 41, establishes the geographic location for two development standards - Active Frontage and Semi-Active Frontage. Buildings along these streets are required to meet the architectural standards as defined in the Design Standards in Chapter IV.

2.3 Special Features

Intent:

The Special Features Functional Plan, Figure 42, locates the following required and recommended urban design elements:

REQUIREMENTS:

A. Landmark Locations

General locations for landmark buildings and site design treatments are shown on the Special Features Functional Plan, Figure 42. Private property owners at the designated corners are required to meet certain minimum standards in order to help create special character at key intersections, focal areas (when designated) and gateways. Property owners in these locations are also encouraged to apply for landmark building designation in accordance with the Design Standards, Chapter IV, which defines the requirements for landmark designation. Property owners in other locations may also apply for landmark building designation as part of a bonus application. All buildings over 12 stories shall meet the landmark design standards.

B. Gateways

General locations for gateways are shown on the Special Features Functional Plan, Figure 42. These are existing and proposed visual and physical gateways both for the OTC. Improvements, such as streetscape, signs and plantings are intended to help create an attractive sense of arrival in these locations. Private property owners that abut the designated gateway intersections are required to meet certain standards in order to help create gateway character. Several of the gateway locations are also indicated on the Plan as landmark locations. Property owners, in these locations, are encouraged to apply for landmark building designation in accordance with the requirements described in the Design Standards, Chapter IV.

Insert Figure 41: Active Frontage Functional Plan

Insert Figure 42: Special Features Functional Plan

C. Focal Areas

General locations for a series of large and small Focal Areas are identified on Figure 42. These locations are coordinated with existing or proposed OTC transit routes in order to encourage development of transit stops and future public parking structures. Developers or groups of developers in these general locations are required to design their open areas to meet the Focal Area Design Standards in Chapter IV. Developers who propose to create Focal Areas are eligible for a Focal Area development bonus and may receive a grant, when such a grant program is established, from the Public Amenities Fund towards creating the Significant Public Amenity.

To qualify for the grant, Focal Areas must have a public activity space or series of linked spaces, which includes one or more Significant Public Amenity or other feature that serves as a memorable icon, and gives the space a strong sense of identity. The space may be either public or privately operated. The space, or spaces, shall connect to parking, shops, and offices, as well as other public and private activities. The space shall be a focal point of a high pedestrian traffic area, or offer an active experience that would attract participation and visitation. The abutting buildings must meet the Active Frontage requirements and include one or more landmark structures. The Design Standards define the requirements for these elements. Permanently protected public spaces may be eligible to receive funds from the OTC Public Amenities Fund or other sources to assist in acquisition, improvement, maintenance, and/or programming activities. One property owner within a designated Focal Area may host a space or a series of property owners may agree to cooperate together and apply to provide a major Focal Area Activity Space. This cooperation must be in the form of a legal agreement, a partnership, or an easement. Any major Focal Area Activity Space created for this bonus must comply with the activity space standards in the Design Standards in Chapter IV depending on use and Sub-Area location.

D. Vistas

Buildings located in certain areas of Odenton are highly visible from the highway approaches to the OTC. In order to provide an attractive sense of arrival, a visual gateway to the OTC shall be created with an attractive façade and roofline as seen from the highway. Buildings, in designated vista areas of the OTC, are required to meet design standards regarding the appearance of their upper floors and rooflines. Buildings located in mapped vista areas shown on Figure 42, Special Features Functional Plan, and that are of a height or location that can be seen in the vista, shall be designed to comply with the Design Standards in Chapter IV.

2.4 Historic Preservation

Intent:

The Odenton Town Center Historic District represents the most concentrated and cohesive area of historic resources within old Odenton. There are two other districts of historic resources that have been identified by the State of Maryland, the larger of which is listed in the Maryland Inventory of Historic Properties, and a smaller one, which has been determined eligible for the National Register of Historic Places. However, for the purposes of the Odenton Town Center plan, any development proposed within the Odenton Town Center Historic District and the designated resources outside the district, will be governed by the design requirements contained in this Plan.

In order to preserve the character of the historic village area of the OTC and of existing historic resources within that area, requirements are established that apply to both new development and improvements to existing conditions in the area designated as the Odenton Town Center Historic District and to designated historic structures. Figure 43, Odenton Town Center Historic District Functional Plan, identifies the structures designated as historic resources.

REQUIREMENTS:

Public and private improvements planned within the historic district and on specific designated historic resource sites, as shown on Figure 43, Historic District Functional Plan, are required to comply with the historic preservation section of the Design Standards, Chapter IV.

2.5 Bonus Eligible Actions

Intent:

In order to help achieve the Plan's urban design related goals and objectives, the following bonus eligible actions have been created to reward developments that exceed the minimum requirements. The Land Use section describes these development bonus rewards.

REQUIREMENTS:

In order to be eligible to receive a development bonus, applicants shall meet, or exceed, one or more of the following urban design actions.

- A. **Significant Public Amenities**
Provide one or more of the following within an activity space or public streetscape:
- 1. Art placed in exterior activity spaces, building facades or in interior activity space where it can be seen from the public sidewalk.*

2. *Significant memorial, monument or other one-of-a-kind decorative streetscape features that supports the OTC historical, heritage or thematic message.*
3. *Significant bus stop amenities that are designed to encourage ridership such as a heated or indoor shelter with seating, or a nearby staffed source of coffee, snacks, and/or periodicals.*
4. *A decorative fountain, ornamental street clock, public drinking fountain, or other similar street feature that enriches the streetscape character.*
5. *Decorative open-air shelters for organized public use and events such as open-air markets, musical, theatrical, or other civic events.*
6. *Ice Skating rinks or other outdoor public recreational amenity.*
7. *Provision of shelter over public walkways using canopies, awnings, arcades, or other permanent coverings particularly active frontage areas.*
8. *Provision and maintenance of hanging baskets and/or planter boxes of ornamental plantings on light poles, utility poles, and building fronts.*
9. *Provision of functional civic art elements in the streetscape such as bollards, fencing, and paving insets.*
10. *Unusually high quality urban plaza space or generously wide, active streetscape frontage with finishes/features well above those required by the relevant design standards.*
11. *Placement of special gateway signs and plantings in the public right-of-way as part of streetscape and road improvement projects.*
12. *Preservation of designated historic resources as shown on Figure 43.*
13. *Other amenities, as approved.*

Insert Figure 43: Historic District Functional Plan

- B. **Bonus Landmark Building treatment**
Provision of a landmark treatment to a building as described in the Design Standards in Chapter IV.
- C. **Bonus Landmark Site treatment**
Provision of landmark treatments to a site as described in the Design Standards in Chapter IV.
- D. **Bonus Public Activity Areas**
Provision of public activity spaces and their amenities above and beyond the requirements in the Design Standards in Chapter IV.
- E. **Bonus Focal Area**
Provision of a major focal area activity space as defined in Focal Areas.
- F. **Dedication of public park space**
Dedication of land for a public park, beyond that which is required, for open areas and as approved by the County.
- G. **Contribution to a Public Amenities Fund**
Monetary contribution to the OTC Public Amenities Fund or contribution to a County park project on-site or off-site, within the OTC, beyond that which is required.
- H. **Bonus Planting and Streetscapes**
Provision of landscaping and/or streetscaping on public land, beyond that which is required.
- I. **Maintenance Agreement for Public Areas**
Agreement to maintain, in perpetuity, a public planting such as a median, street or public park space that adjoins the site or located elsewhere in the OTC, beyond that which is required.