

CHAPTER IV – DESIGN STANDARDS

1.0 INTRODUCTION

This section covers the following issues:

Introduction

- Applicability
- Organization and Use
- Overall Design Goals

Planning Guidance

- Urban Form
- Environment
- Streetscape
- Pedestrian System
- Site Design
- Architecture
- Intersection
- Facades
- Active Frontage
- Ancillary Structures
- Signage
- Historic Preservation

1.1 Applicability

The requirements of this Chapter apply to all construction within the OTC. The extent and limitations of applicability to new construction, improvements, renovation, and expansion of pre-existing uses and structures is defined in Chapter III.

1.2 Organization and Use

These requirements provide overall guidance on site, architectural and signage design for the OTC area. They establish differing design requirements for the various areas of the OTC based on their differing functions, character and location. These requirements provide specific guidance appropriate for different locations within the OTC area, while permitting flexibility by the County in response to changing conditions, creative development proposals and individual site limitations. In order to determine the applicable requirements for a site, the applicant should review the following based on the sites physical location and land use type:

- **Sub-Area Location Categories** - Identify the site's Sub-Area location. The OTC is divided into seven Sub-Areas as defined in Figure 8, Sub-Area Regulatory Plan.

- **Land Use Types** - Identify the site's land use since requirements for commercial, industrial, and residential product types vary.
- **Street Relationships** - Identify the required design character and relationships that development must give to the adjoining and internal streets. These are defined in Figure 45, Roadway Classifications Functional Plan.

1.3 Overall Design Goals

- Promote a cohesive development pattern that creates identity and sense of place.
- Promote and retain a healthy mix of business, residential, institutional, recreational, and entertainment uses in the OTC that grows and changes to serve the evolving needs of Odenton's residents and the County's economy.
- Develop an attractive system of gateways, landmarks, and vistas to reinforce clarity in the roadway system upon entering, leaving, or moving through the Odenton area and to expose meaningful symbols related to the history and function of the area.
- Develop a strong interface between the transit station and the surrounding Odenton development through clear pedestrian movement patterns and attractive visual connections.
- Create an identifiable community center and a unique focus for community life.
- Develop a well-connected pedestrian system that allows for ease of access and safety of movement through all areas of the OTC.
- Utilize good site design, architecture, and landscaping to create memorable spaces and an attractive image for the OTC.
- Achieve a unity among streetscape elements including building scale, setback, materials, signage, and landscaping.
- Guide redevelopment and infill development to enhance the vision for the OTC while respecting historic context.