



LONG REACH VILLAGE CENTER

PDP OVERVIEW & DESIGN GUIDELINES SUMMARY

PDP - DAP Meeting
December 13, 2017



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Table of Contents

1.0 INTRODUCTION	1	5.0 ARCHITECTURAL DESIGN	53
1.1 Background	2	5.1 Overview	54
1.2 Purpose	4	5.2 Architectural Elevations	56
1.3 Vision	4	5.3 Architectural Material and Element Standards	58
2.0 URBAN DESIGN	7	6.0 SIGNAGE DESIGN	69
2.1 Overview	8	6.1 Overview	70
2.2 Block Standards	10	6.2 Sign Types and Standards	71
2.3 Lot Standards	14		
3.0 STREET DESIGN	19		
3.1 Overview	20		
3.2 Complete Streets	22		
3.3 Street Types	24		
3.4 Street Design Material and Element Standards	26		
4.0 LANDSCAPE DESIGN	35		
4.1 Overview	36		
4.2 Open Space Types	38		
4.3 Open Space Plan and Palette	40		
4.4 Open Space Material and Element Standards	42		
4.5 Lot Landscape Plans and Palette	48		

An aerial architectural rendering of a city square. The square is filled with people and features a large, ornate fountain in the center. Surrounding the square are several large, multi-story buildings with classical architectural details. The scene is set in a city with a grid-like street pattern and lush greenery. The entire image is overlaid with a semi-transparent blue filter.

1.0 INTRODUCTION

- 1.1 BACKGROUND
- 1.2 PURPOSE
- 1.3 VISION

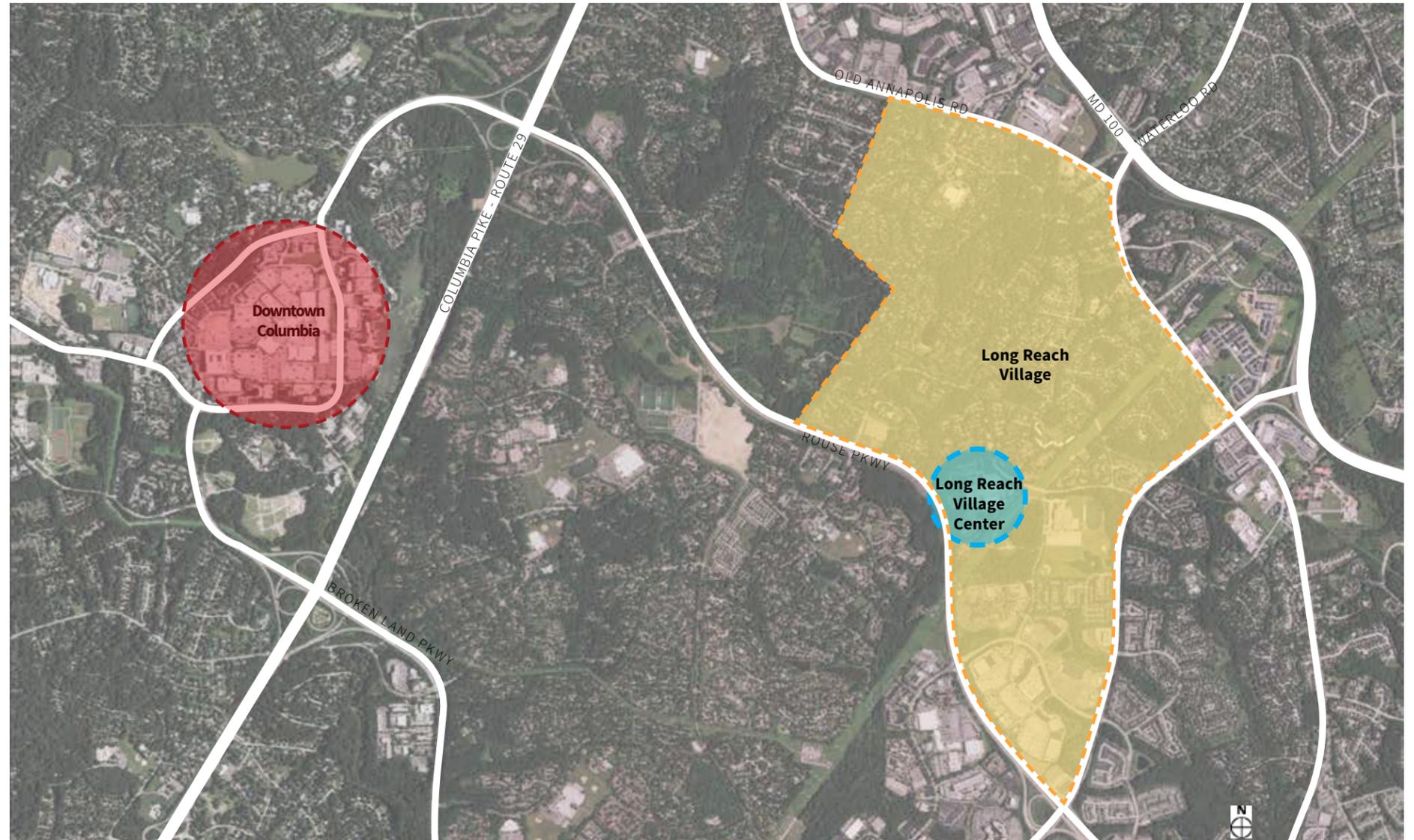
1.1 BACKGROUND

The Long Reach Village Center is located in the heart of Columbia, Maryland, approximately 15 miles southwest of Baltimore City and 30 miles northeast of Washington, D.C.. Consisting of approximately 10 acres, the proposed development site is conveniently located adjacent to Route 175, a major arterial roadway that connects to U.S. Route 29 and MD Route 100. It is also situated a short drive from MD Route 32 and I-95, providing convenient access to Baltimore, Washington D.C., and nearby towns and communities.

Developed in the late 1970s, the Long Reach Village Center was once a hub for local residents, offering a grocer, shops, restaurants, and a variety of other neighborhood-serving tenants. Various civic spaces were developed to support the commercial center and provide additional conveniences for nearby residents. The Stonehouse, a neighborhood center integrated into the shopping center, is an example of one of the community resources that provides a diversity of banquet and conference spaces. The Columbia Art Center is a separate facility that offers a variety of visual arts classes for a wide-range of ages and interests. Nearby, off-site amenities include Long Reach Park, Long Reach Garden, Long Reach High School, and access to an extensive open space and trail network as well as public transportation.

With the growth of newer commercial centers nearby, a majority of the Long Reach Village Center experienced disinvestment and high vacancy rates. The Village Center became underutilized, incentivizing the opportunity for Howard County to designate 19+ acres as an Urban Renewal Area (identified with a red dashed boundary line on the facing page). As a result, the County purchased several properties within the Village Center that amounted to approximately 7.7 acres (indicated as parcel #3 on the facing page).

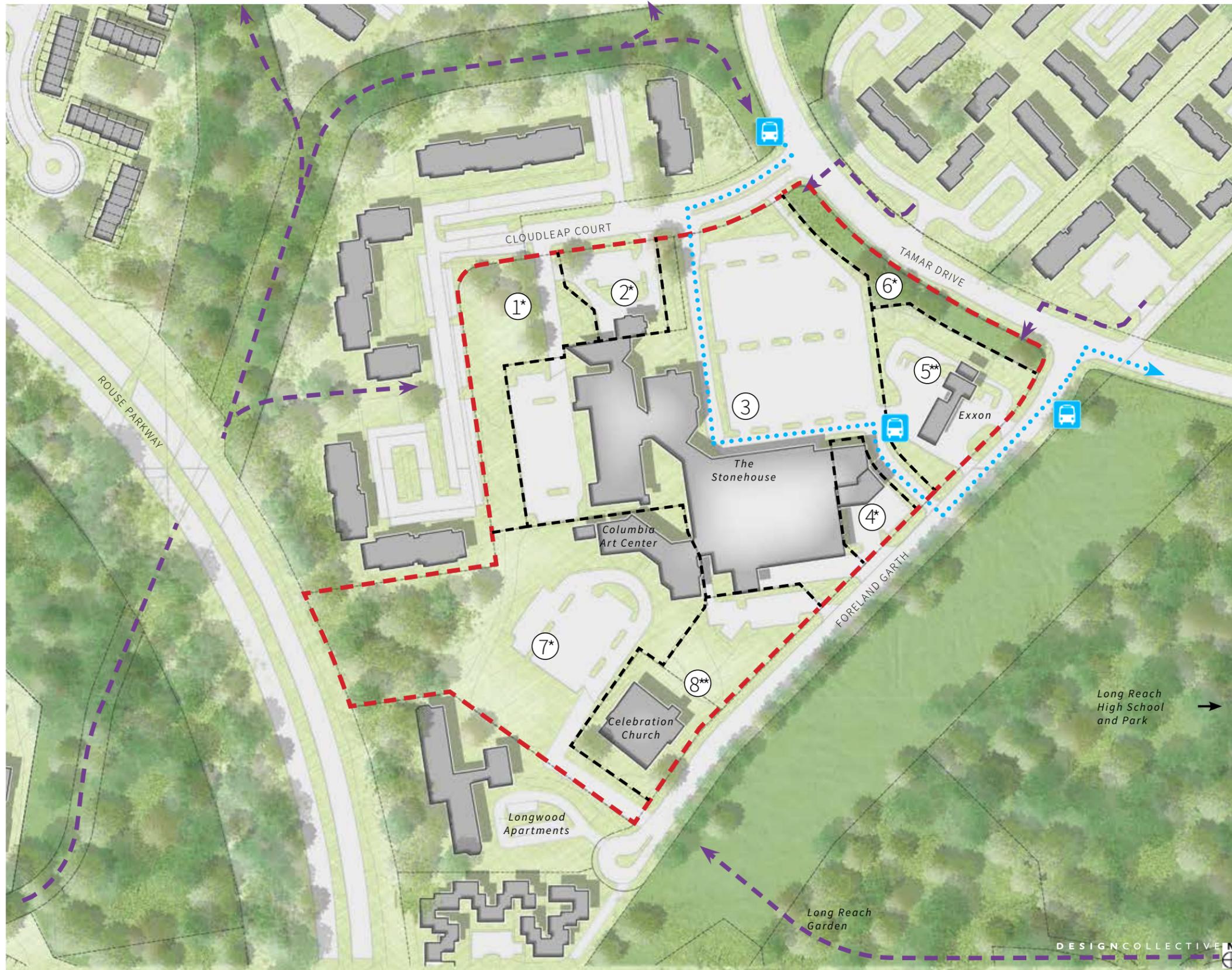
The proposed development plan will capitalize on the area's location and access to surrounding amenities, address previous planning studies and assessments, incorporate community input, and offer a mixed-use center that is vibrant, active, and innovative. The proposed development will be a catalyst for future investment and spur redevelopment opportunities for the entire Urban Renewal Area.



Locator Map (Above)



Existing Site Photos (Above)



PARCELS NAMES/ PROPERTY OWNERS - PROPOSED REDEVELOPMENT SITE		
#	NAME	ACREAGE
1*	LRVC Business Trustation (Howard Hughes Corp.)	1.39
2*	Deli Town (Nam Joon H)	0.69
3	Howard County, MD	7.70
4*	Richburn Liquor (Ko Sang Ki)	0.47
5**	Exxon Station (Gulzar LLC)	1.40
6*	Frontage Land (Columbia Association, Inc.)	0.69
7*	Stonehouse Long Reach Community Center (Columbia Association, Inc.)	5.16
8**	Celebration Church (Celebration Church, Inc.)	1.77
Total		19.27

- - - PROPOSED VILLAGE CENTER BOUNDARY
- ★ SUBJECT TO AGREEMENT
- ★★ NOT INTENDED TO BE INCLUDED IN PDP AMDT

This plan includes parcels that are not owned by Howard County. However, redevelopment does not depend on the integration of these parcels, and, the objectives of the Urban Renewal Project can be achieved if redevelopment is limited to County-owned land.



Proposed Village Green - Illustrative Rendering

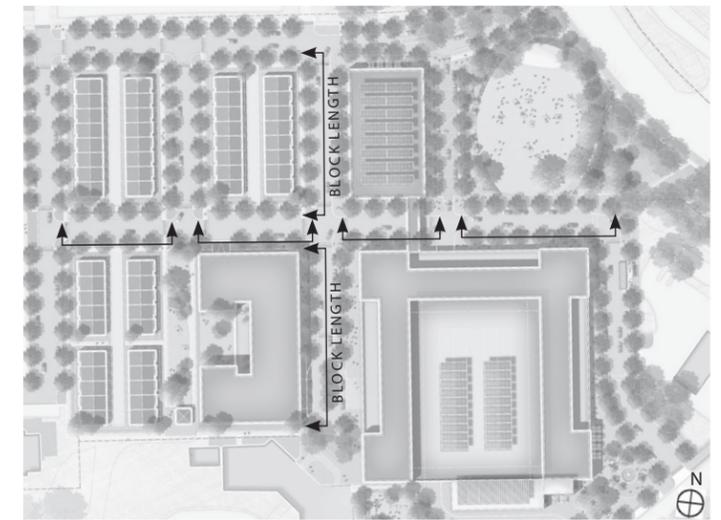
An aerial architectural rendering of a city block, overlaid with a semi-transparent blue filter. The scene shows a mix of building styles, including a large multi-story building on the left and a modern, low-rise structure in the center. A street with a car is visible in the bottom left, and a park area with trees is in the bottom center. The overall atmosphere is urban and planned.

2.0 URBAN DESIGN

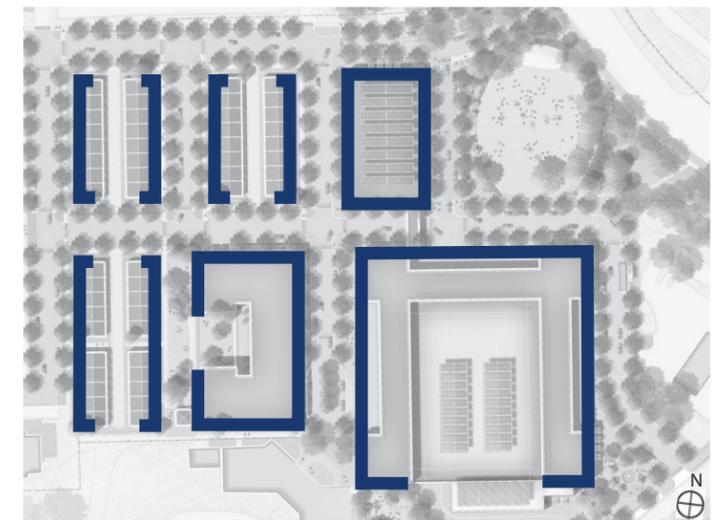
- 2.1 OVERVIEW
- 2.2 BLOCK STANDARDS
- 2.5 LOT STANDARDS



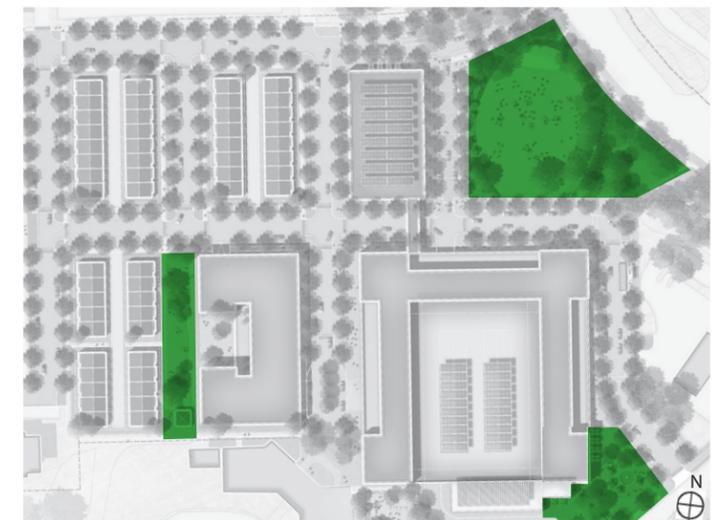
DEVELOPMENT SUMMARY		
BLOCK	USE	STORIES
A	Retail	3
	Office/ Community	
B	Retail	5
	Incubator Space	
	Multi-Family	
	Vertical Garden	
C	Townhouses	3
D	Townhouses	3
E	Townhouses	3
	Senior Housing	



Short, walkable blocks



Strong building frontage with a mix of uses



Open space network, with a variety of open space types

--- PROPOSED MAJOR VILLAGE CENTER REDEVELOPMENT

DESIGN COLLECTIVE
For illustrative purposes only; subject to change

FRONTAGE

Maintaining street walls is important for the creation of vibrant streetscapes with good urban form. Frontage* defines the way a building engages the public realm. Frontage refers to any building elevation or element, yard area, fence or wall, and similar that faces a street or open space. A corner building located at the intersection of two streets has two front elevations. The frontage criteria address both the percent of building frontage (what percent of the block is occupied by building at the BTL) and the frontage type (what use occupies the ground-level floor along the BTL). *To note, the term “frontage” here does not imply whether a street is a public or private right-of way.

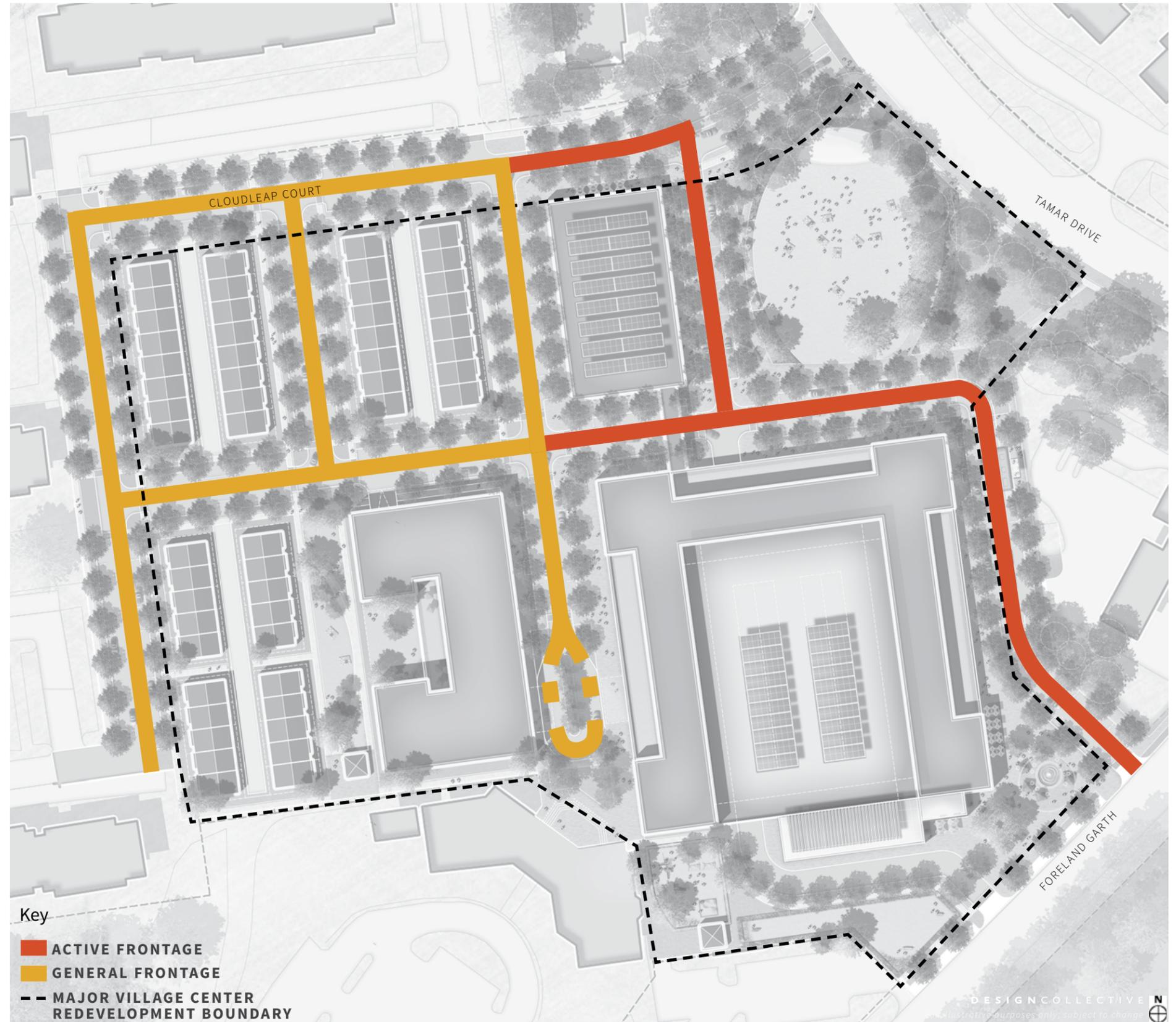
The adjacent diagram depicts the frontage types at Long Reach Village Center. Active Frontage is shown along portions of Cloudleap Court, Tamar Drive, and the west and south sides of the Village Green. Active Frontage indicates where retail shops, restaurants, and interior amenity uses are required on the ground floor. Office, institutional, and residential lobbies may be placed within the Active Frontage on the ground floor but should not dominate the façade. Upper stories may contain any use permitted.

The remaining portions of the plan area are designated as General Frontage. General Frontage does not require a specific use on the ground floor or upper floors; any use permitted may be included.

Civic buildings are exempt from all setback and frontage criteria.

The criteria for building frontage are as follows:

- The percent of building frontage shall be 80–100 percent of block length or individual lot length at the BTL.
- Building recesses, up to 24 feet back from the BTL are permitted for no more than 25 percent of the required building frontage.
- Corner towers or bays may project up to 10 feet forward of the BTL, and other building elements may project up to 4 feet forward of the BTL within the Semi-Private Zone for no more than 25 percent of the required building frontage.
- A true arcade (i.e., an arcade that is open (not enclosed), placed within 4’ of the curb face, and minimally 12’ clear width) may be incorporated along Active Frontage areas where Retail is the primary use along the block length. Upper Floors may extend out over arcades.



TOWNHOUSE WITH REAR-LOAD INTEGRAL GARAGE

A Single-Family Attached (SFA) Townhouse is a residential unit that shares at least one adjoining side wall with an adjacent unit and is typically at least two stories. The unit type shown in the diagrams has an integral rear-loaded two-car garage.

Unit Width	20' wide min.
Typical Lot Depth	45' - 65'
Front Setback	6' min. ¹
Rear Setback	5' min. typ.
Side Setback	as shown on lot diagrams ¹
Principal Bldg. Height	4 story max.
Accessory Bldg. Height	2 story max.

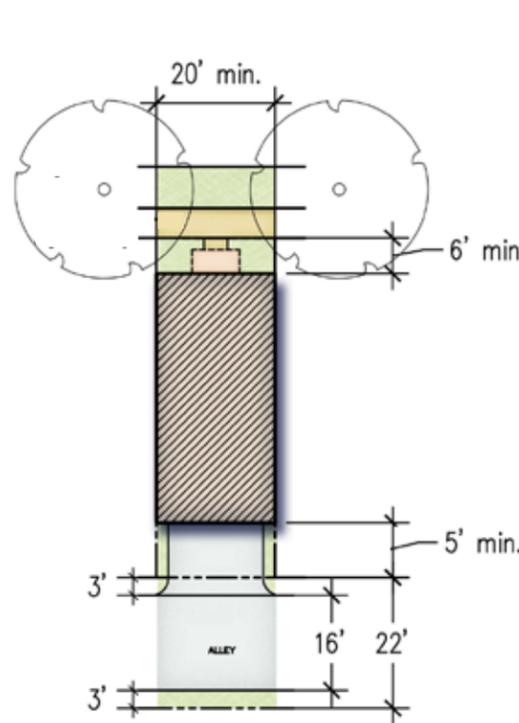
¹A 10' min. building (principal structure) front setback is required where a porch is included; inset porches are excluded from this criteria.

Mid-Block lots: For SFA lots, these units are adjoined on either side by other townhouses.

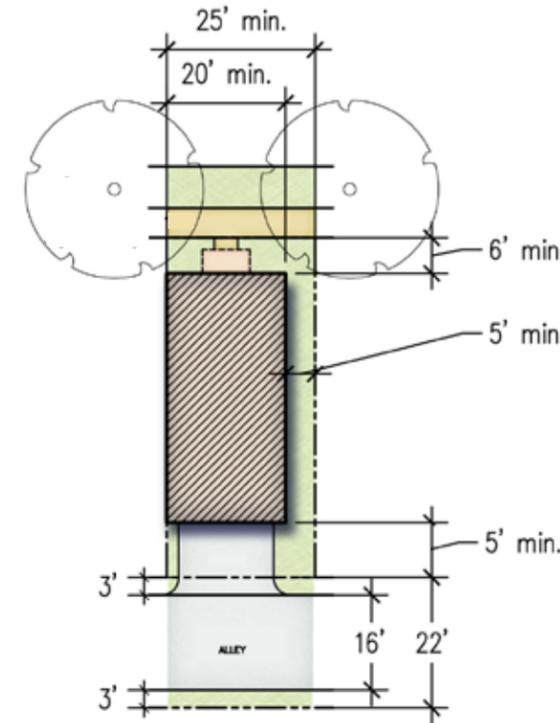
Mid-Block End lots: These lots occur mid-block at a break between buildings, at an alley entrance, or mid-block adjacent to a pedestrian passage. Mid-Block End lots adjoining a pedestrian passage or alley entrance are considered Semi-Prominent Lots.

Corner Lots: These lots have two frontages (i.e., two of the lot lines front either a street, an open space, or a combination of both). These lots are considered Prominent Lots and require special attention (see additional requirements on the following pages).

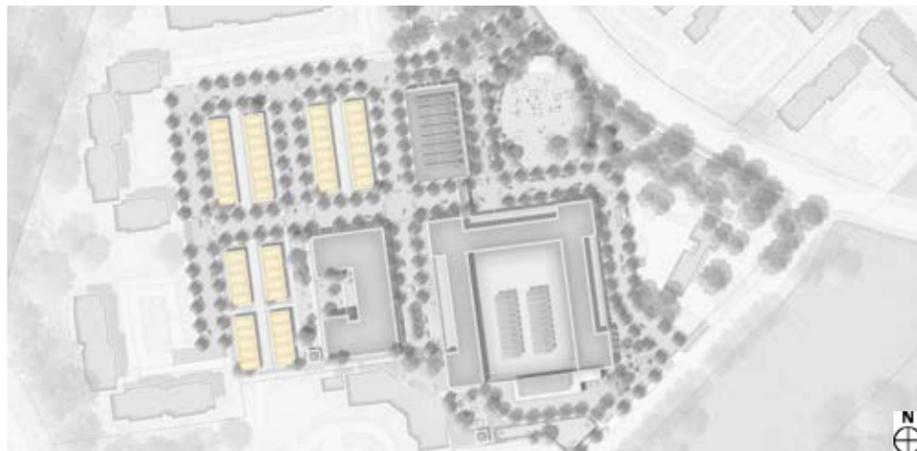
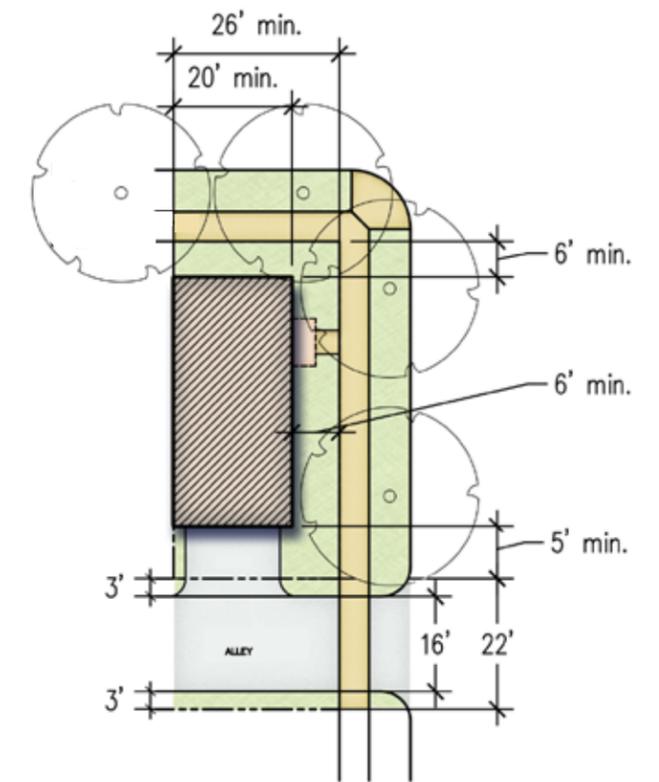
Mid-Block Lot



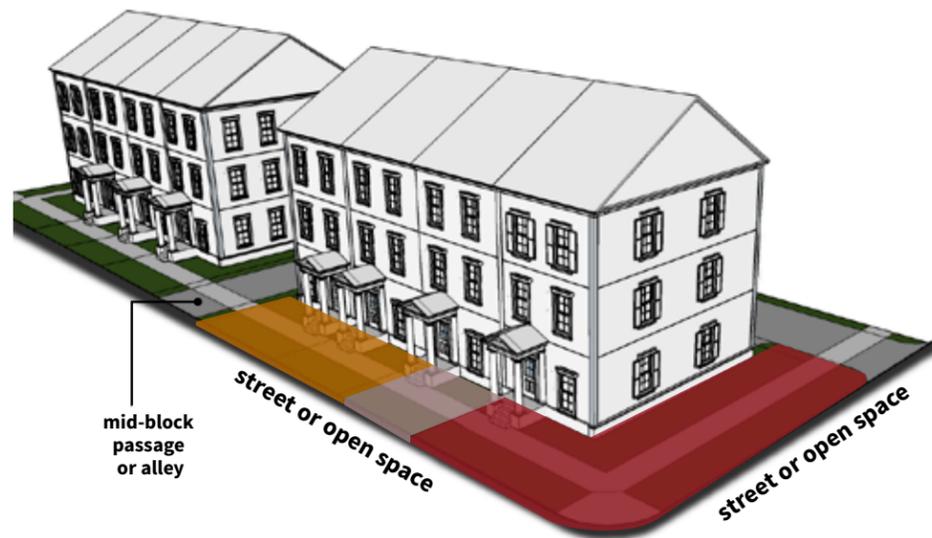
Mid-Block End Lot



Corner Lot



LOT HIERARCHY AND ELEVATION TYPE OVERVIEW



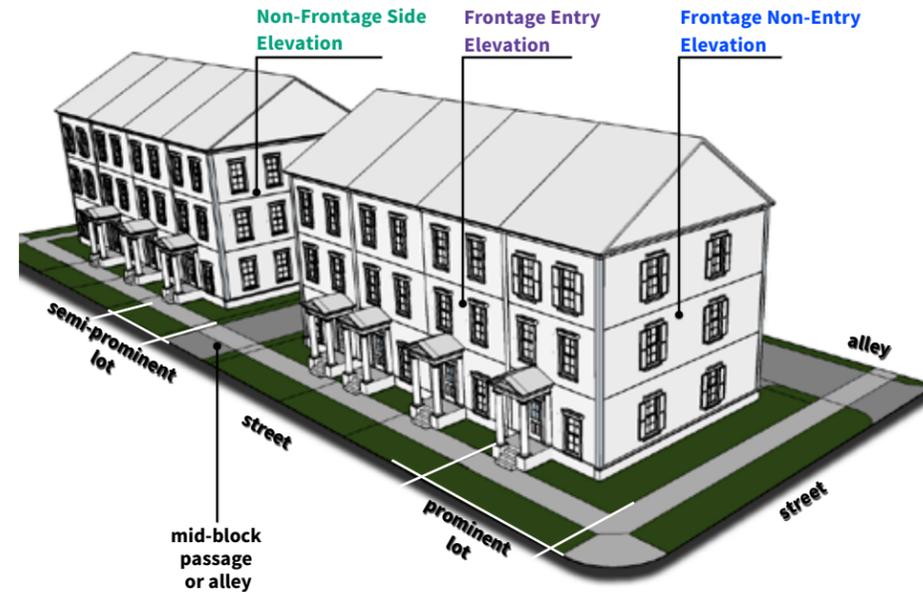
LOT HIERARCHY:

- Prominent Lots
- Semi-Prominent Lots
- Typical Lots

ELEVATION TYPES:

- Frontage Entry Elevations
- Frontage Non-Entry Elevations
- Non-Frontage Side Elevations

SINGLE-FAMILY ATTACHED - TOWNHOUSE (REAR-LOADED)



REQUIRED ELEMENTS:

Frontage Entry Elevations:

- Masonry: full or watertable masonry required; consistently used on both frontage elevations
- Windows: 3 minimum; trim or masonry head features are required; grills and shutters shall be consistently used on both frontage elevations
- Trim: eave, window, base, and all other trim shall be consistently used on both frontage elevations
- Fencing: if desired, front fencing shall be installed along all frontages
- Landscaping: required along all frontage elevations

Frontage Non-Entry Elevations:

- Masonry: full or watertable masonry required; consistently used on both frontage elevations
- Windows: 4 minimum; trim or masonry head features required; grills and shutters shall be consistently used on both frontage elevations
- Trim: eave, window, base, and all other trim shall be consistently used on both frontage elevations
- Porch: if installed on the frontage entry elevation, the porch shall wrap 2 structural bays on the frontage non-entry elevation
- Fencing: if desired, front fencing shall be installed along all frontages
- Landscaping: required along all frontage elevations

Non-Frontage Side Elevations:

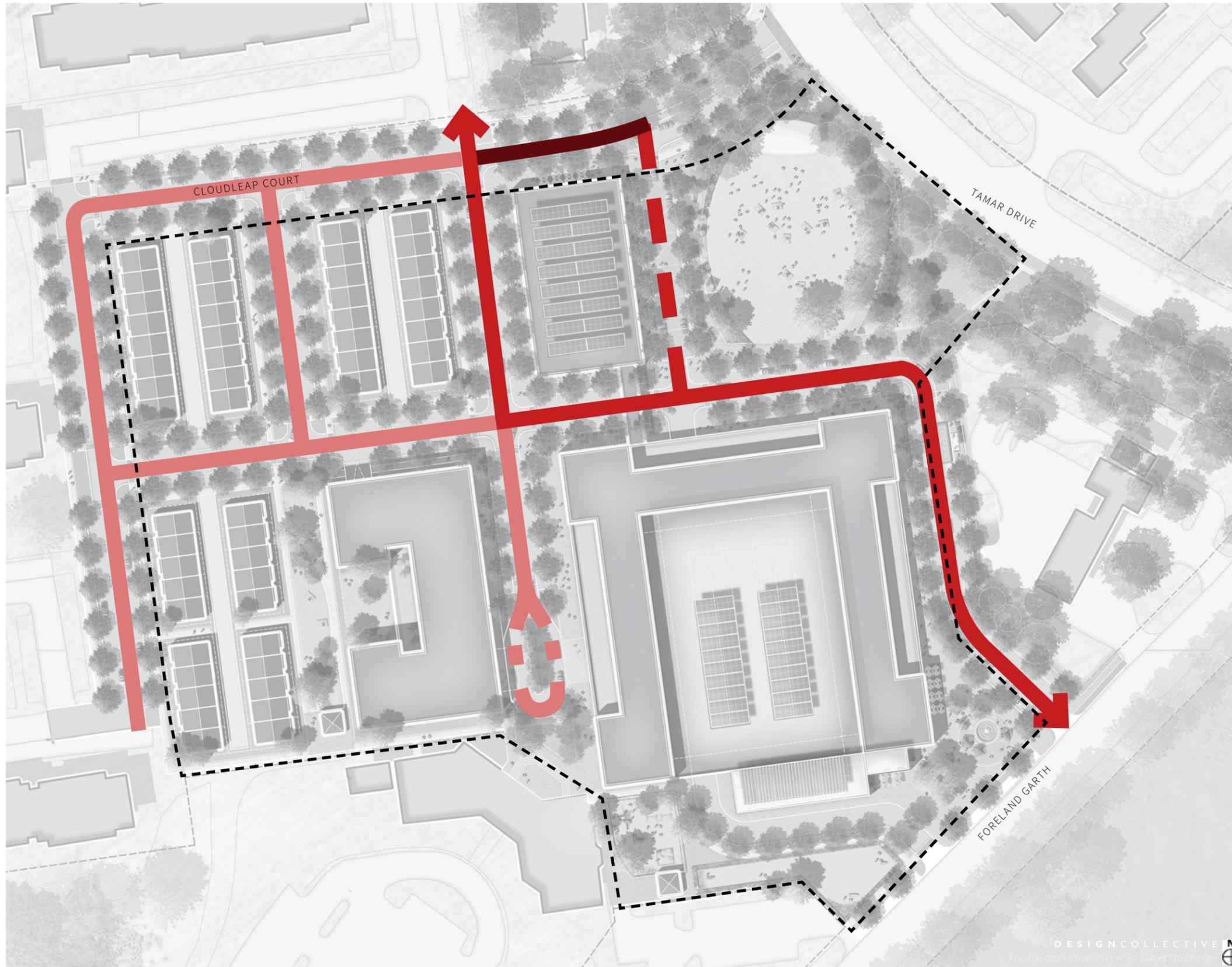
- Masonry: full or watertable masonry shall return a minimum of 12"
- Windows: 2 minimum, located within the front third of the elevation (closest to the street); 4 minimum for Semi-Prominent lots
- Fencing: On Semi-Prominent Lots, fencing is required along a mid-block passage and shall coordinate on facing lots

In addition to the above requirements, all other relevant design criteria apply.

An aerial, monochromatic blue-tinted photograph of a city street scene. The image shows a mix of urban architecture, including multi-story buildings and a large fountain in the foreground. The scene is filled with trees and a network of streets. The overall atmosphere is that of a vibrant, walkable urban environment.

3.0 STREET DESIGN

- 3.1 OVERVIEW
- 3.2 COMPLETE STREETS
- 3.3 STREET TYPES
- 3.4 STREET DESIGN
MATERIAL AND ELEMENT STANDARDS



Street Network Plan Diagram - Proposed* (left)

Key

- STREET TYPE A
- STREET TYPE B
- STREET TYPE C
- STREET TYPE D
- STREET TYPE E
- MAJOR VILLAGE CENTER REDEVELOPMENT BOUNDARY

Street Types do not imply designation as either private or public right-of-ways

Street Network Plan Diagram - Potential/Future* (below)



*The street locations shown in the plans are conceptual and may be altered as the plan progresses through the SDP phase.

3.2 COMPLETE STREETS

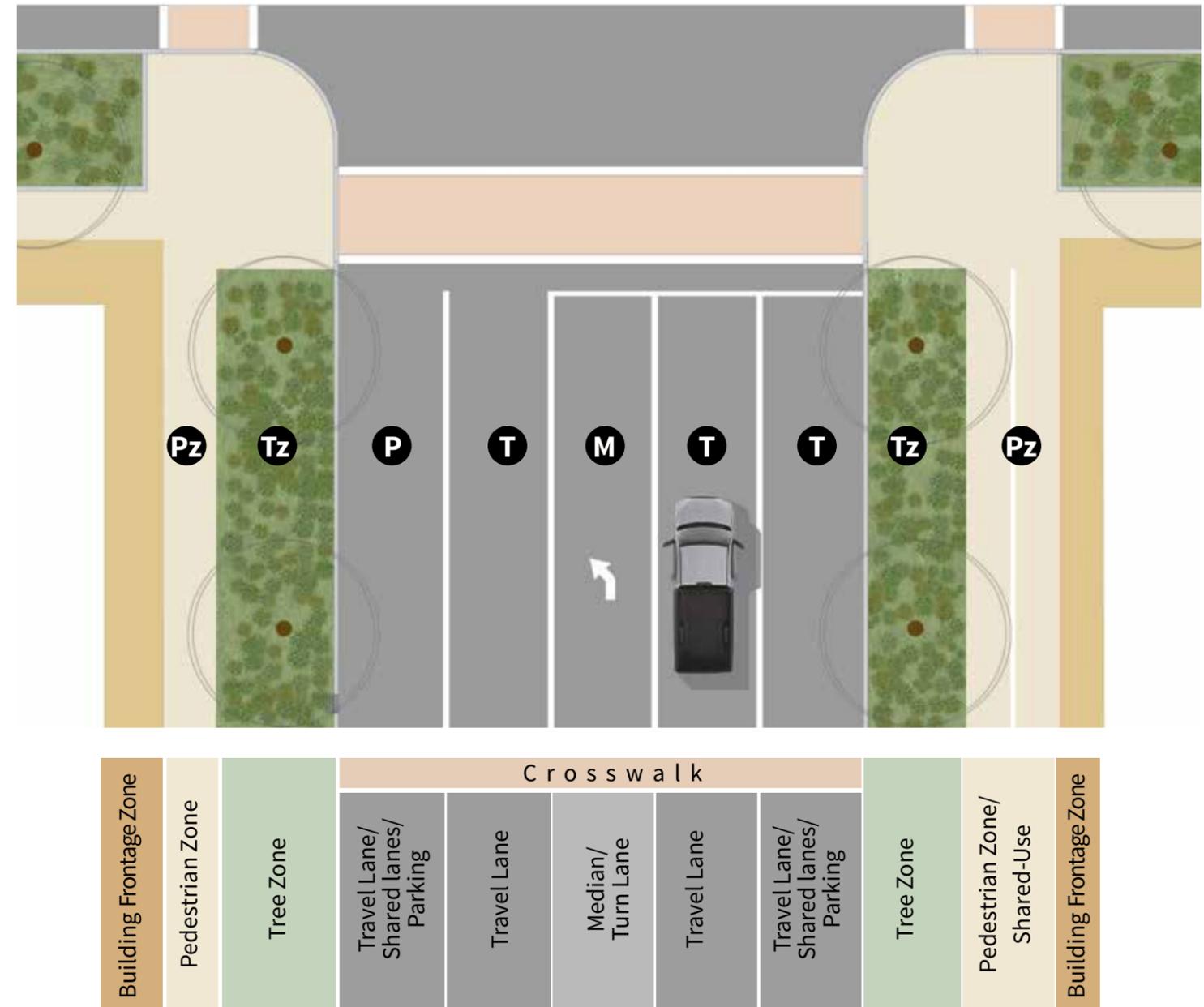
Complete Streets are streets that provide safe and convenient accommodation to all potential users, including pedestrians, cyclists, and motorists alike. Complete Streets recognize that crossing the street, walking to visit neighbors and businesses, and cycling to work are equally important to driving. Since streets will play an important role in the livability of Long Reach Village Center (LRVC), they must accommodate all users in an appropriate manner, whether young or old, motorist or cyclist, walker or wheelchair user, patron or business owner. A network of Complete Streets, together with necessary physical, design, and visual elements, will enable LRVC to be safer, more livable, and welcoming to everyone. Effective Complete Streets are designed to be compatible with their context. For example, sidewalks should be wider where heavy foot traffic is anticipated, such as adjacent to a large community gathering space or amenity, compared to a standard 6-foot wide sidewalk. Bicycle facilities also should vary per context. Shared-use lanes accommodating both vehicles and bicycles may be appropriate on low-speed residential streets; whereas an off-street shared-use path may be appropriate on wider or commercial streets.

Additionally, as a component of Complete Streets, sustainable design elements including native plantings, street trees to provide shade, sustainable materials, and efficient lighting contribute to the overall comfort, safety, and natural resource benefits that are part of complete street design.

The Street Design criteria, therefore, address all of the necessary components of Complete Streets, generally from face of building to face of building, across a street. These criteria include:

1. General provisions for all streets, including criteria as appropriate for medians, parallel parking, streetscape plantings, vehicle travel lanes, and pedestrian sidewalks;
2. Street Types identifying specific design and dimensional criteria for each of the street types envisioned within Long Reach Village Center; and
3. Material and Element Standards.

To note, dimensions may be modified to address regulatory requirements for utilities, stormwater management, and similar.



Complete Streets Diagram

This diagram is for illustrative purposes only.

STREETSCAPE PALETTE

It is important that all streetscapes within Long Reach Village Center (LRVC) represent a consistent built environment that is reflective of the intended character of the community. While each open space may express an individual, unique palette of furnishings appropriate to the type and location, street furnishings shall be consistent throughout LRVC. The following is a suggested palette of streetscape furnishings for LRVC, appropriate to the envisioned character and quality. Actual selections may vary from those depicted and will be determined at the SDP phase, however, the selected street furnishings shall meet the following Material and Element Standards, unless otherwise approved by Howard County Planning.

COLOR PALETTE

All metal streetscape furnishings are to be finished in a silver/ gray color to provide a uniform palette throughout the community.



CUSTOM DESIGN

Laser cuts design may be included in the streetscape furnishings with Long Reach Village Center text, logo, or other imagery. The following images are examples of the custom designs that can be incorporated as part of various streetscape elements.



BENCH



Landscape Forms - Neoliviano
Color: Metal and wood

POTS AND PLANTERS



Ore - High Rectangle
Color: Gray

WASTE/RECYCLING STATIONS



Forms + Surfaces - Dispatch
Color: Gray

BOLLARDS



Forms + Surfaces - Tangent -
Color: Gray

LIGHTING



Forms + Surfaces - Trio
Color: Gray

BIKE RACKS



Victor Stanley - Perenne Collection
Color: Green or Black





4.0 LANDSCAPE DESIGN

- 4.1 OVERVIEW
- 4.2 OPEN SPACE TYPES
- 4.3 OPEN SPACE PLAN AND PALETTE
- 4.4 OPEN SPACE
MATERIAL AND ELEMENT STANDARDS
- 4.5 LOT LANDSCAPE PLANS AND PALETTE



Open Space Network Plan Diagram - Proposed* (below)

Key

- PRIMARY OPEN SPACES
- - TRAIL
- - SHARED-USE PATH (SUP)
- MAJOR VILLAGE CENTER REDEVELOPMENT BOUNDARY

Open Space Network Plan Diagram - Potential/Future*



*The open space locations shown in the plan are conceptual and may be altered as the plan progresses through the SDP phase.

4.2 OPEN SPACE TYPES

Within Long Reach Village Center (LRVC), a network of open space has been envisioned. This network creates a hierarchy of spaces that, along with the street network, completes the structure of LRVC and enhances the character.

The open space types that make up the open space network in LRVC include:

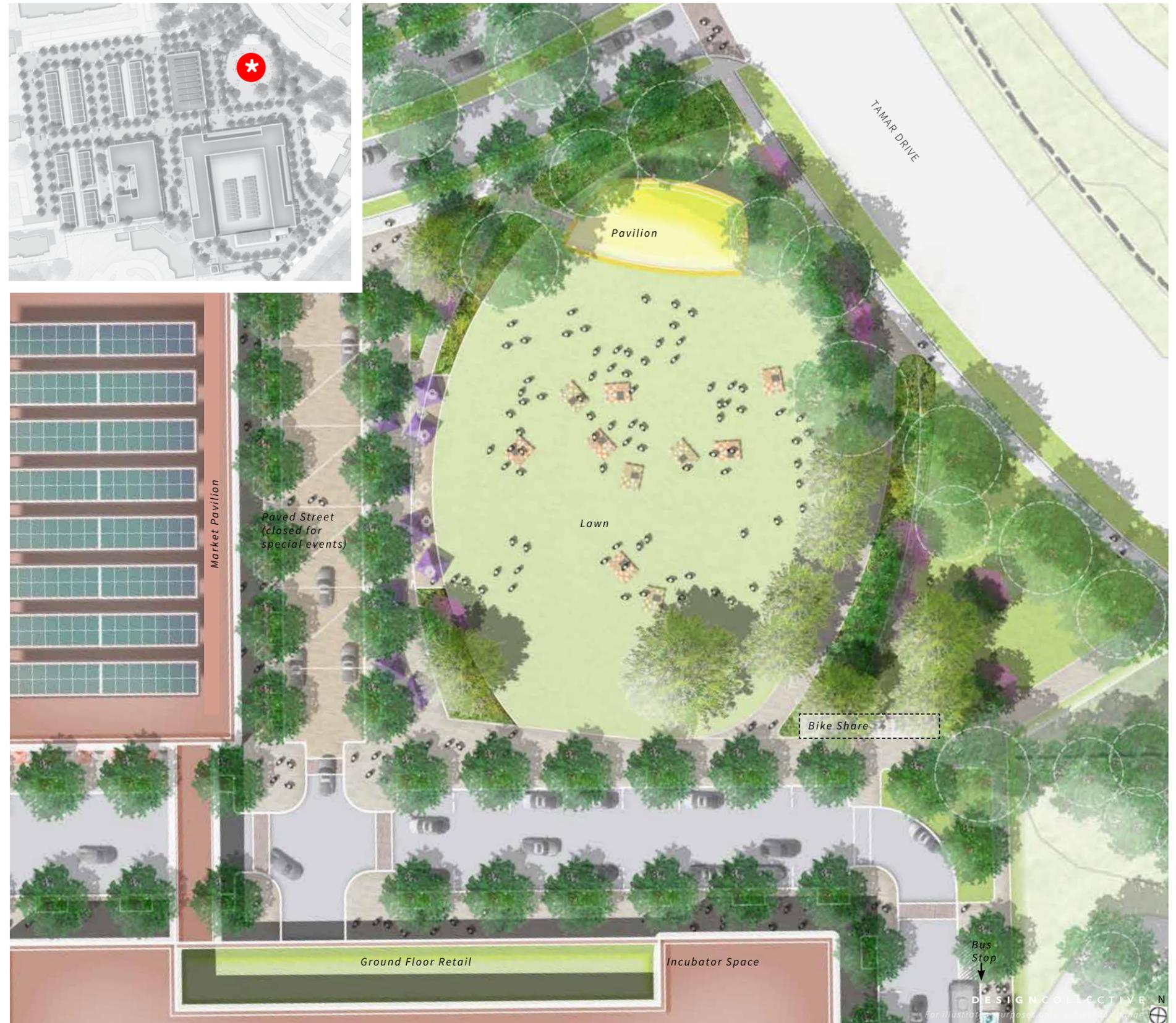
- Village Green
- Plaza
- Dog Park
- Mews

Final location, size, and design of the open spaces will be determined at the SDP phase, but should follow the design intent and criteria listed below.

VILLAGE GREEN

The Village Green will be a defining element and experience. It will serve as a primary amenity space, featuring an open lawn, seating, shade trees, and flexible space that can facilitate a range of passive and active recreation. The manicured green is highlighted by landscaped shoulders with native plantings, flowering trees, integrated stormwater management, and seating to establish a more conducive environment for those who live, work, and visit the center. The proposed pavilion at the corner of Tamar Drive and Cloudleap Court anchors the village center, creates a strong, formal gateway, and may serve as a performance venue. To provide a transition and buffer between the heavily-traveled Tamar Drive, a setback with existing trees and new plantings has been incorporated along the east side with a shared-use path. Along the west side of the Green, a small hardscaped plaza with vehicular access provides services and opportunities for events.

Along all sides of the Green, street trees, walkways, and crosswalks have been proposed to promote pedestrian safety, walkability, and connections to the larger trail network. A bike share location adjacent to the Village's bus stop has been shown to further promote the use of alternative modes of



4.3 OPEN SPACE PLAN AND PALETTE

The landscape plant palette for Long Reach Village Center (LRVC) reinforces the goals and design aesthetics as described in the previous sections. The proposed palette, shown in plant lists on the following pages, incorporates plants that provide many benefits, including native or non-native/non-invasive species, seasonal interest, diverse colors and textures, pollinator habitat, and ability to adapt to the appropriate environmental conditions. For areas shown that are outside of the proposed Major Village Center Redevelopment boundary, coordination and consent will be required with property owners.

TREE CANOPY TYPOLOGIES

There are several categories of trees that will help create distinction and an identifying character for each space and will reinforce the hierarchy of the streets. There are two lists for Street Trees: blocks with one single species (shown in red) and blocks where several species should be used (shown in blue). This varied pattern emphasizes the planned visual connections and helps decrease the opportunity for monocultures to dominate the site. Entry Trees have been selected for their arching canopy form to create gateways into the site. The selected Plaza trees have either a uniform profile, a light and airy canopy, or striking fall color. The Open Space Tree species shown would not be recommended for streetscape as they are either too large or have small fruits but are desirable in open spaces. The variety of species will increase the tree diversity on site while adding seasonal interest.

UNDERSTORY PLANTING

A wide variety of understory species have been included in the shrub, perennial, fern, and ornamental grass lists. Species included can adapt to a variety of conditions and will provide seasonal interest. These plants are widely available in the landscape industry and will create an enticing horticultural experience at the village center.

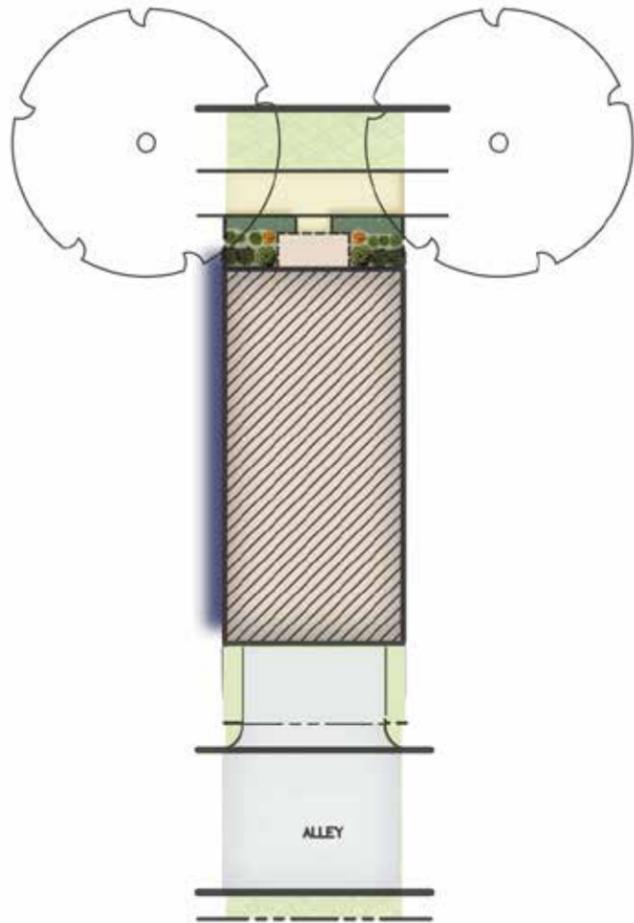
STORMWATER PLANTING

In addition to open space plantings, stormwater plantings will be incorporated into the site design. The recommended plant list provides species that are adapted to this specific ecological condition - able to survive brief water inundation and mild drought. These species also support the aesthetic goals of the site and support the local ecology.



LOT LANDSCAPE PLANS - TYPICAL

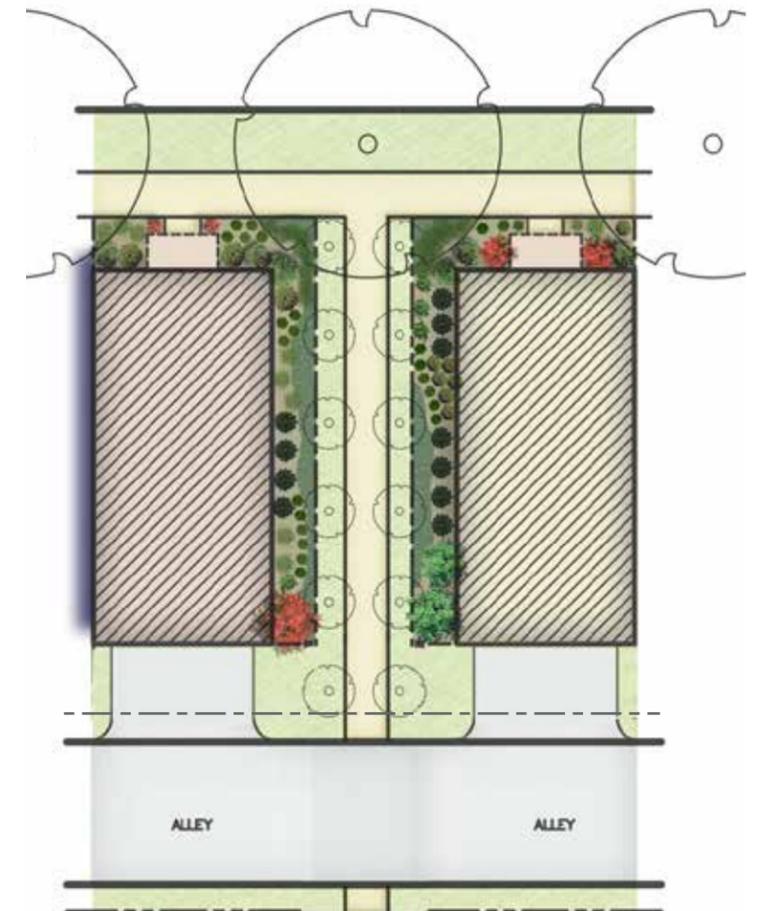
SFA Mid-Block Lot



SFA Mid-Block Lot

Size	Qty	Description	Possible Options
6-10'	2	Upright Evergreen	Thuja occidentalis 'Smaragd', Ilex x aquipernyi 'Meschick'
24-48"	4	Medium Evergreen Shrub	Ilex crenata, Buxus ssp.
18-30"	2	Accent Shrub	Abelia x grandiflora, Azalea, Itea virginica 'Little Henry'
18-30"	3	Low Evergreen	Juniperus 'Blue Pacific', Buxus 'Jensen'
18-24"	3	Flowering Shrub	Azalea 'Delaware Vally White', Hydrangea ssp., Forthergilla gardenii
1 Gallon	20	Groundcover/Perennials	Hemerocallis ssp., Salvia 'Blue Hill', Carex 'Ice Dance', Nasella tenuissima

SFA Mid-Block End Lot



SFA Mid-Block End Lot

Size	Qty	Description	Possible Options
6-10'	1	Understory/Flowering Tree	Cercis canadensis, Magnolia virginiana, Prunus 'Kwanzan'
5-8'	2	Upright Evergreen	Ilex x attenuata 'Fosteri', Ilex x 'Nellie Stevens'
30-48"	3	Pyramidal Evergreen	Buxus 'Fastigiata', Ilex 'Centennial Girl'
24-36"	6	Medium Evergreen Shrub	Ilex crenata, Ilex glabra 'Compacta', Abelia x grandiflora
18-24"	6	Flowering Shrub	Rosa x 'Knockout', Viburnum carlesii, Spiraea japonica
18-24"	5	Accent Shrub	Callicarpa dichotoma 'Early Amethyst', Itea virginica 'Little Henry'
18-24"	10	Low Evergreen	Juniperus 'Blue Pacific', Cotoneaster
18-24"	20	Dwarf & Large Grass	Liriope muscari, Panicum virgatum 'Cape Breeze'
1 Gallon	30	Groundcover	Achillea 'Moonshine', Leucanthemum 'Becky', Nepeta 'Walker's Low'

The Lot Landscape Plans shown here are conceptual only and subject to change. Final Lot Landscape Plans will be developed by the selected builder at the SDP phase.

An aerial architectural rendering of a city block. The scene features a large, multi-story building complex with a prominent courtyard in the center. The courtyard is filled with numerous trees and a large fountain. The surrounding area includes streets with cars and more buildings. The entire image is overlaid with a semi-transparent blue filter.

5.0 ARCHITECTURAL DESIGN

- 5.1 OVERVIEW
- 5.2 ARCHITECTURAL ELEVATIONS
- 5.3 ARCHITECTURAL MATERIAL AND ELEMENT STANDARDS

5.1 OVERVIEW

PURPOSE

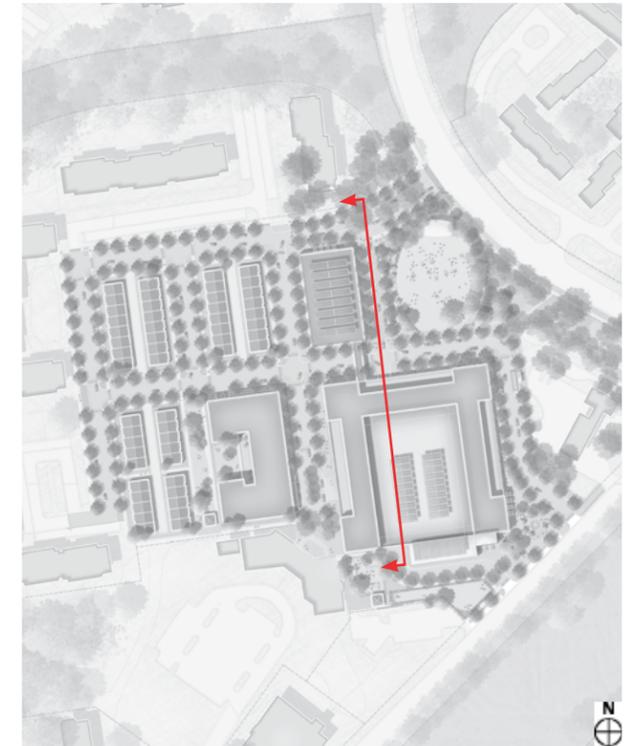
The primary purpose of the Architectural Criteria in this document is to guide the design and character of the Long Reach Village Center (LRVC) architecture in material, configuration, and technique (i.e., what materials are permitted for each component of a building, how materials shall be used, and what finishes or details are acceptable).

The Elevations shown on the following pages are conceptual only and will evolve as the development program and design evolves through the Site Development Plan (SDP) phase. The final design of the LRVC buildings may vary from the current elevations shown, however, they shall comply with the Architectural Criteria below. Importantly, the design and character of the architecture should support the vision established for the community.

COMPONENTS

The Architectural Criteria include General Provisions that provide guidance for all structures in LRVC as well as criteria that apply to specific building components. These specific components include: Exterior Walls, Building Elements (such as porches, stoops, bays, and decks), Roofs, and Doors and Windows, as well as criteria specific to Frontage and Yard components. Illustrative diagrams are included to support the criteria.



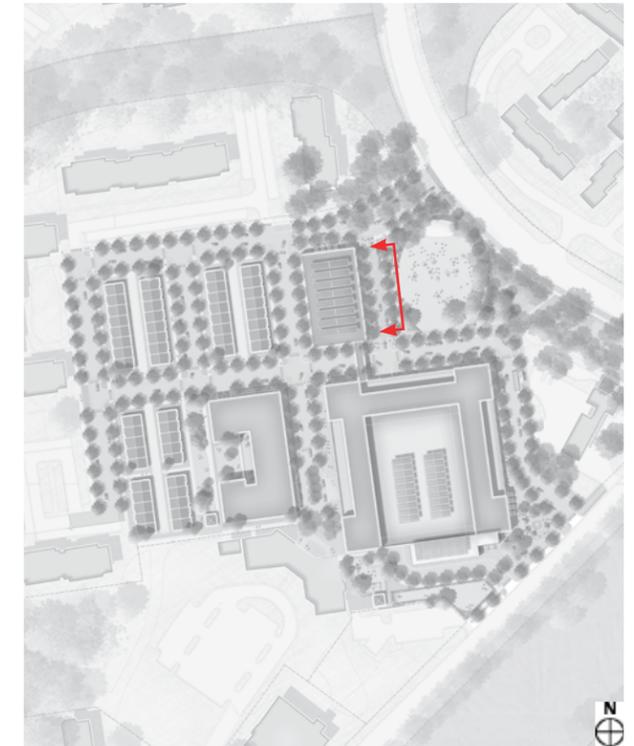


Site Section - Looking West

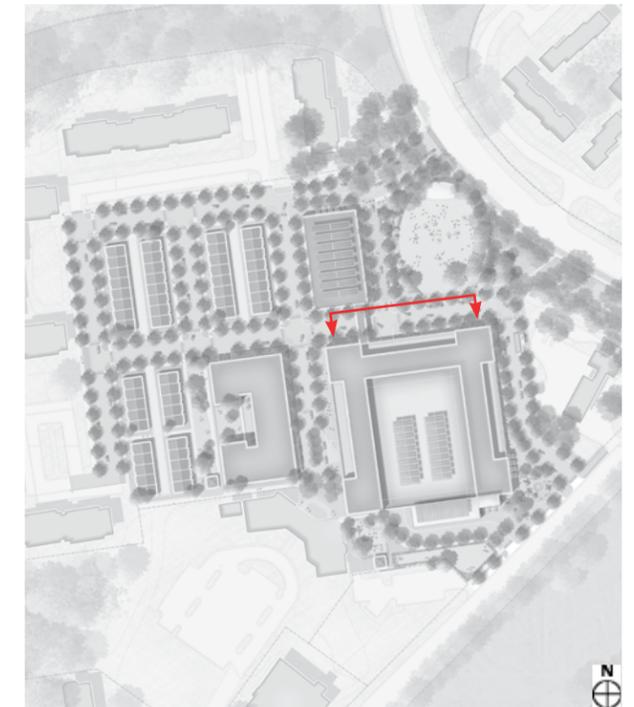
5.2 ARCHITECTURAL ELEVATIONS



Mixed-Use Retail/Office/Civic Building - East Elevation

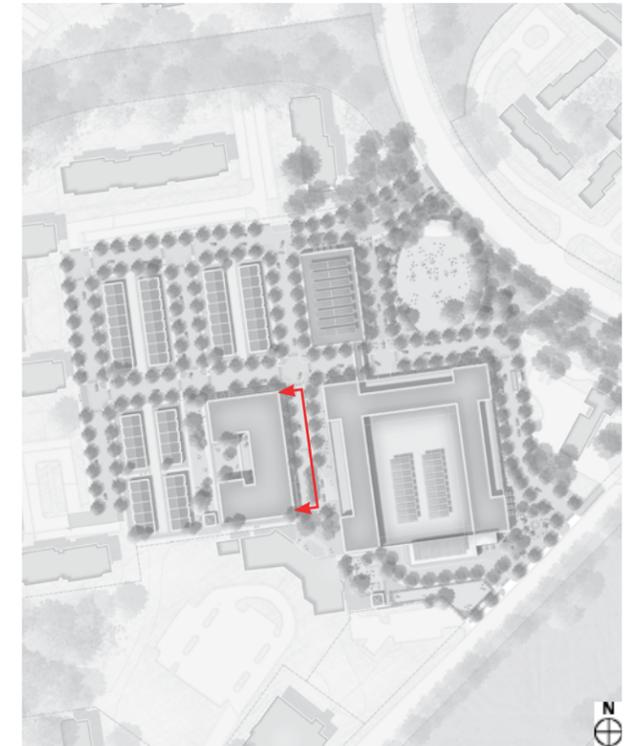


Mixed-Use Multi-family Residential/Retail Building - North Elevation

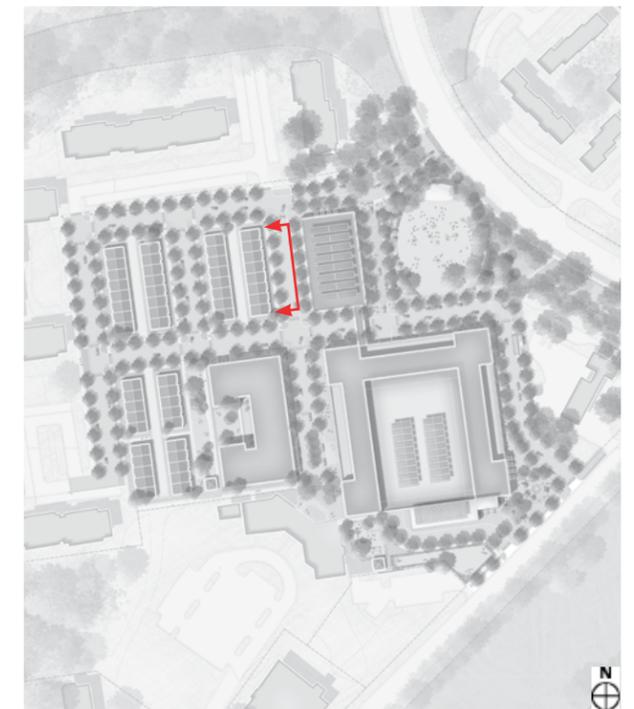




Senior Living Residential Building - East Elevation



Single-Family Attached (Townhouse) Buildings - Typical Front Elevation





6.0 SIGNAGE

- 6.1 OVERVIEW
- 6.2 SIGN TYPES AND STANDARDS

6.1 OVERVIEW

This section is comprised of guidelines to ensure that signs are an integral part of Long Reach Village Center (LRVC), welcoming visitors to the village and promoting clear wayfinding. The criteria in the Design Guidelines are aimed at achieving well-designed, coordinated signage.

While these guidelines govern the quality and character of the signs within LRVC, the current Howard County Sign Code shall serve as the overriding regulating document for all square footage requirements, sign setbacks, and height limitations.

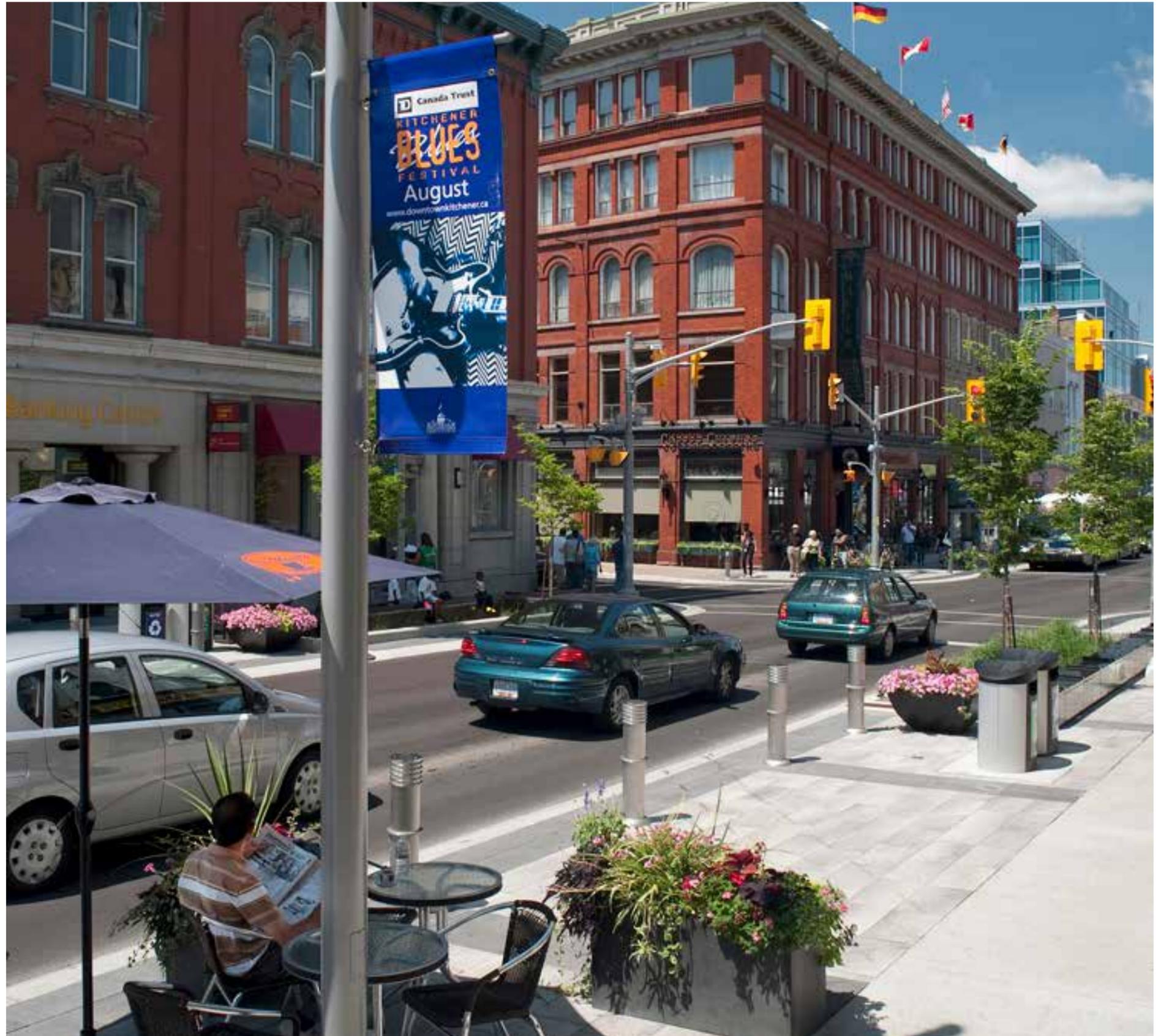
PURPOSE

The intent of the Signage criteria is to facilitate the overall vision for LRVC by creating a coordinated and aesthetically pleasing sign program for the center that is consistent with the envisioned character. These criteria encourage the use of artistic imagery, lighting, color, texture, graphics, and materials to inspire creative design for the signage. Signage should inform, direct, and orient the public in a thoughtful and meaningful way. It should also improve and complement the aesthetic qualities of a building, a streetscape, or landscape while having a positive visual impact on the entire village center.

These criteria are intended to convey required standards and to provide visual and textual examples of a variety of signs that represent the expectation for quality signage.

COMPONENTS

The Signage Criteria include General Provisions that provide guidance for all sign types within LRVC. The Sign Type and Standards include signage style and color guidance for each sign type as well as illustrative examples.



6.2 SIGN TYPES AND STANDARDS

While the General Provisions apply to all signs in Long Reach Village Center (LRVC), the following sign types require particular attention as the identification and directional signage for the community. In this important role of building the community character, further provisions specific to each of the following sign types apply.

PERMANENT IDENTIFICATION SIGNS

Located at key perimeter locations, these signs announce the primary entry points (or gateways) to LRVC. This sign type should be part of a coordinated family of signs and should be integrated within an overall wayfinding plan.

DIRECTIONAL SIGNS

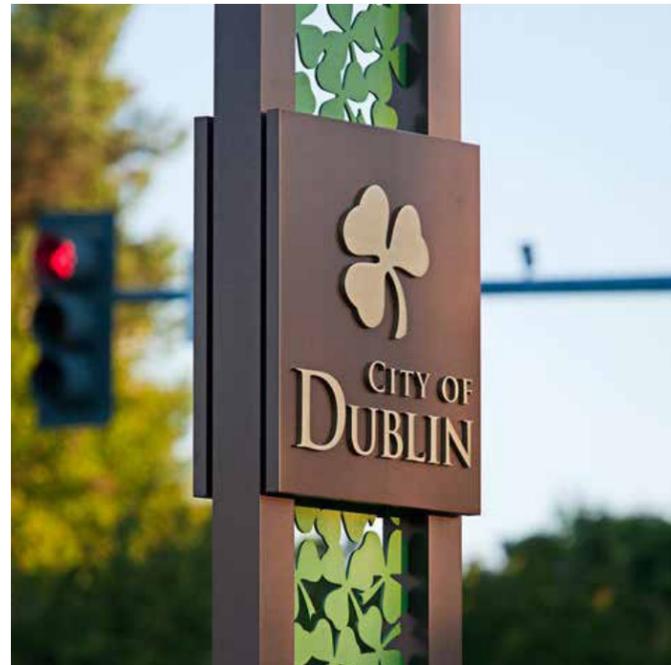
These signs promote convenient wayfinding within LRVC and include the following types: Vehicular Directional Signs and Pedestrian Directional Signs.

STREET SIGNS

These signs, attached to poles, offer an opportunity for customization. Including the Long Reach Village Center logo and/or typeface along with the street name can add to the sense of place and distinguish LRVC.

BANNERS

Banner signs are permanent or temporary signs that add visual interest and color to the streetscape. They are vertically oriented and should be compatible with the overall character and color of the community's graphic identity. Banner signs along the streetscape may be attached to light poles to provide a simple means of displaying the community's identity and/or promoting special community events, holidays, or seasons.



PERMANENT IDENTIFICATION SIGNS

Permanent Identification Signs announce Long Reach Village Center, highlighting the entry points and/or major gateways to the community. These signs play an important role in establishing an identity for LRVC that welcomes visitors to the village center.

Materials and Standards:

- Shall be designed as an integral part of the center's hardscaping and landscaping.
- Shall be compatible with the architecture of LRVC.
- Sign materials may include fabricated aluminum, natural metals, stone, masonry, and/or glass.
- Messages on LRVC Identification Signs should be limited to the name, "Long Reach Village Center", but may also include "Welcome to" or similar supporting text.
- Signs may contain internal and/or remote illumination.



PEDESTRIAN DIRECTIONAL SIGNS

These signs provide directional wayfinding for pedestrian use. Pedestrian Directional Signs may also be used for cyclists, particularly along the Shared-Use Path or trail connections within Long Reach Village Center.

Materials and Standards:

- Signs shall be designed and constructed as a family of signs that enhances the pedestrian experience.
- Shall be pedestrian in scale and height (see below).
- Shall be used to direct and inform pedestrians throughout LRVC.
- Pedestrian directional signage should be designed to be consistent and uniform throughout LRVC and shall contain a coordinated logotype.
- Directional text shall contain generic uses (such as “Parking”, “Community Center”, “Plaza”, ”Shops”, “Hotel”, “Restaurants”, “Grocery”, and similar) and wording of a directional nature.
- Signage panels shall be fabricated of aluminum and be ground and/or post-mounted.
- Any projecting overhead sign item located within the streetscape shall be mounted no less than 8’ above the ground level.
- Signs should not contain internal illumination, rather they should be illuminated by ambient or remote sources.
- Text for signage shall be fabricated and/or cast painted aluminum letters and applied vinyl.
- All text shall take sightline visibility into consideration when determining the appropriate font sizes to be used. A minimum text height of one inch and maximum cap text height of three inches is recommended.



STREET NAME SIGNS

These signs, attached to poles, offer an opportunity for customization. Including the Long Reach Village Center logo and/or typeface along with the street name can add to the sense of place and distinguish LRVC.

Materials and Standards:

- Shall be designed with an emphasis on clarity and readability for vehicular occupants, taking into account vehicular speeds and sightlines.
- Street signs shall be designed to be consistent and uniform throughout LRVC.
- Signage panels shall be fabricated of aluminum, post-mounted, and contain white reflective vinyl text.
- An alternative background color other than the normal guide sign color of green may be used for Street Name Signs, subject to approval by Howard County Planning.
- Recommended Minimum Letter Heights for post-mounted street signs:

Multi-lane Street (40 mph or less):
 Initial Upper-Case Min. Height 6 inches
 Lower-Case Min. Height 4.5 inches

Two-lane Street (25 mph or less):
 Initial Upper-Case Min. Height 4 inches
 Lower-Case Min. Height 3 inches

- Any projecting overhead sign item located within the streetscape shall be mounted no less than 8’ above the ground level or 18’ above any roadway, driveway, or alley.

