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TOWN OF UPPER MARLBORO

Design Guidelines



Abstract

TITLE : Town of Upper Marlboro Design Guidelines

AUTHOR : The Maryland-National Capital Park and Planning Commission

SUBJECT : Design Guidelines for the town core of the Town of Upper Marlboro

DATE : July 2014

PLANNING AGENCY : The Maryland-National Capital Park and Planning Commission

SOURCE OF COPIES : The Maryland-National Capital Park and Planning Commission
14741 Governor Oden Bowie Drive
Upper Marlboro, Maryland 20870

SERIES NUMBER : TBD

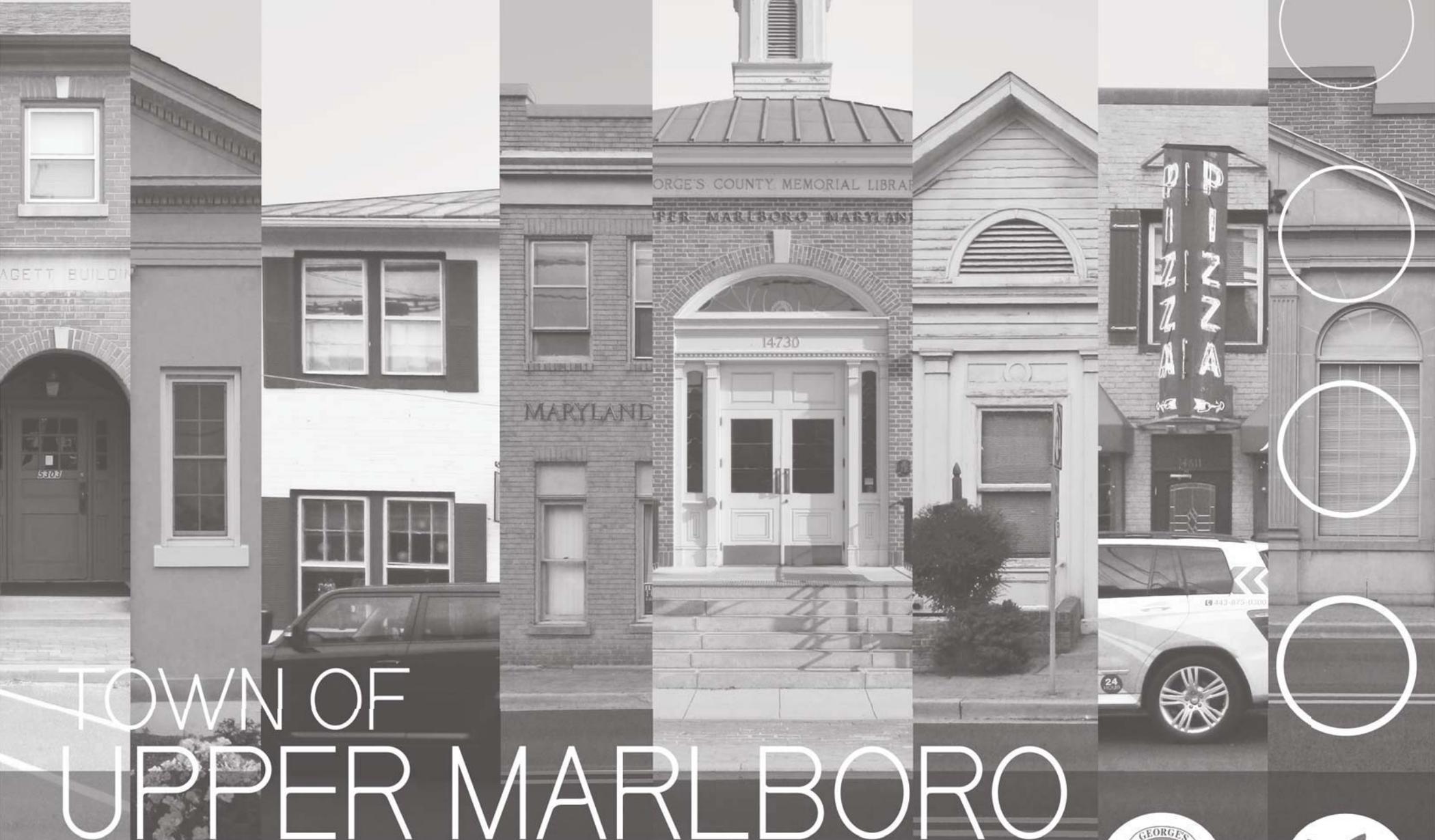
NUMBER OF PAGES : 38

ABSTRACT :

This document updates the 1981 *Upper Marlboro Design Guidelines* and refines urban design and public realm design recommendations from the 2009 *Upper Marlboro Town Action Plan*. The written and graphic design guidelines of this pattern book are intended to create a shared vision for the physical form of the town core buildings and the public realm. This document is meant to be used as a reference manual in making public, private, and non-profit development decisions involving new construction, additions, alterations, renovations, restoration, signs, street furniture, and landscaping.



DRAFT



TOWN OF UPPER MARLBORO

Design Guidelines





"A city is not an accident but the result of coherent visions and aims."
-Leon Krier, *The Architecture of Community*

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Upper Marlboro 2008 Vision Statement

"The town core is the **historic heart** of the Town of Upper Marlboro. In the future, it will be an attractive and vibrant place to **work, dine, shop,** and **enjoy the town's natural beauty.** While still a small town, Upper Marlboro will be known throughout the region as a pleasant **historic village** with a strong reputation as a **family-friendly community.** The town's water and natural amenities will create opportunities for **passive recreation,** new **residential living,** and **community-based activities** that celebrate the town's heritage. Upper Marlboro will also be a place where local residents and visitors will be able to **enjoy the town core,** whether browsing the local shops, relaxing at a café, attending a community function at the Old Marlboro Academy building, or meeting friends for an evening meal and walk along the pond. In the future, a new **town/county partnership** will help address long-standing issues and give Upper Marlboro residents a greater stake in the future of their community."



Introduction

Fueled by an influx of citizens who want to live within or visit historical walkable environments, government and the private sector are focusing on reinvesting in small towns across the United States. Capitalizing on opportunities for economic growth, towns have invested in infrastructure, created design guidelines, preserved and re-purposed historic buildings, promoted locally-owned restaurants, and created many family-oriented activities to re-ignite their town core.

Based on this new economic influx of citizens looking for walkable environments, the Town of Upper Marlboro includes the historic village necessary to become a thriving economy with a great sense of place for people living

and working within the town and its adjacent neighborhoods.

The objective of these design guidelines is to deliver a context-sensitive framework for enhancing, preserving, and elevating the visual character of the Town of Upper Marlboro. The use of these guidelines will result in reinforcing the scale and rhythm of the various spaces and structures; and providing a harmonious interface between the architecture, forms, textures, and colors comprising the town core's physical environment.

Purpose

The purpose of the Town of Upper Marlboro Design Guidelines is to provide a visual representation of opportunities to enhance the humanscape environment and existing thoroughfares within the town core. Use these design guidelines as a tool in making public and private town improvement decisions concerning the character of place-making.

These guidelines are not intended to restrict the imagination of private property owners when it comes to building and site design, or other innovations. To the contrary, these guidelines are an easy way to understand, interpret, visualize, and achieve a common goal of creating a welcoming environment for those looking to invest, promote, serve, live, work, or visit the Town of Upper Marlboro, Maryland.



Existing Conditions

The Town of Upper Marlboro covers 284 acres, or roughly 0.4 square miles in Prince George's County. It is one of the oldest southern Maryland towns and was established in 1706 as a port town. It later became designated as the county seat in 1721.

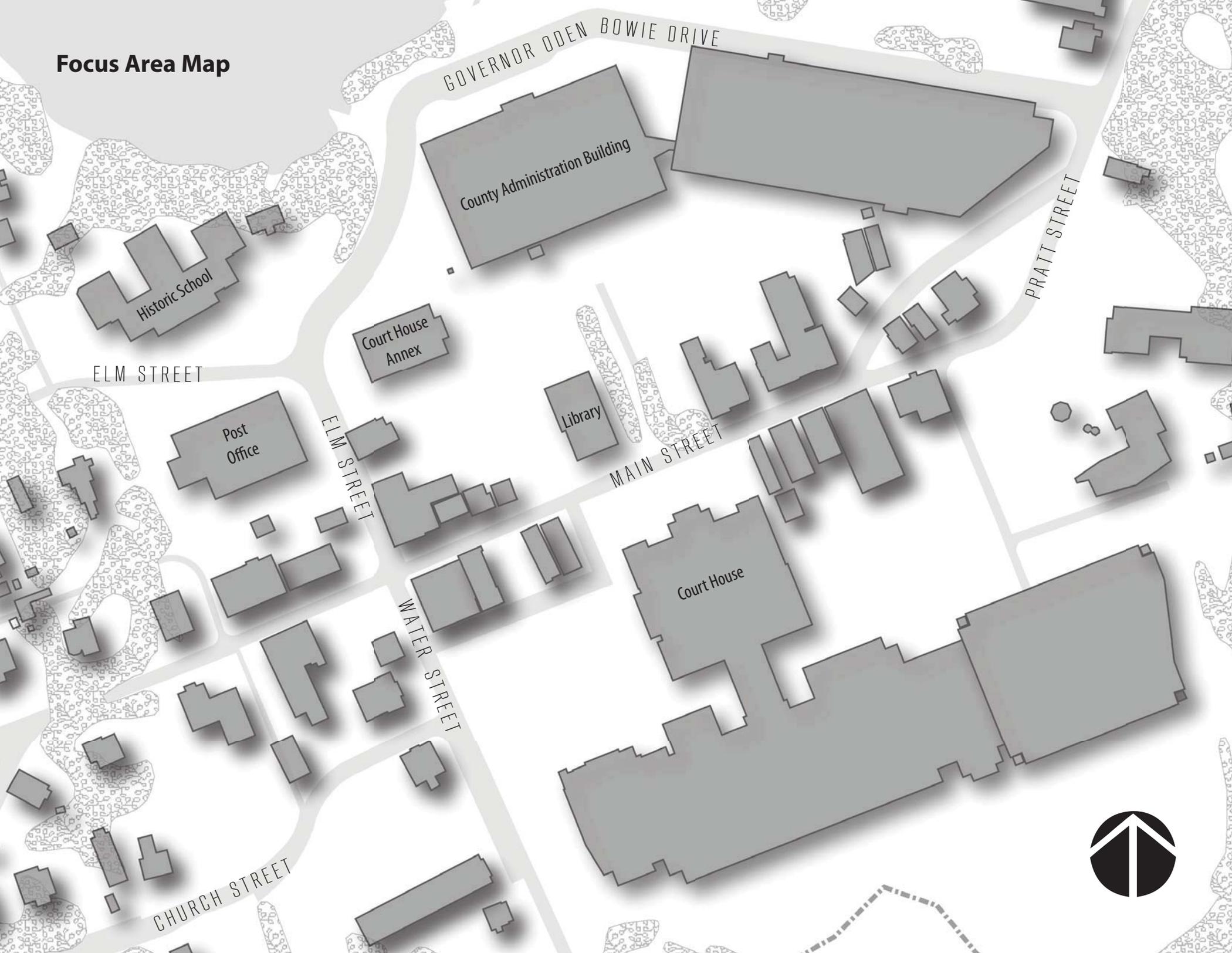
The town has a unique rural appeal as well as quiet, small town character. The town's distinctive town core is generally divided into four quadrants by two primary, commercial-oriented streets: (1) the north-south Elm/Water Street; and (2) the east-west Main Street corridor. Main Street is looped by two streets serving major government offices, Governor Oden Bowie Drive to the north and Judges Drive to the south. The northwestern quadrant holds the post office, the Old Marlboro Academy/Marlboro High School, the old Marlboro Primary School, Dr. William Beane's grave site and a variety of Main Street and Elm Street businesses. The southwestern quadrant is primarily comprised of retail and office uses lining Main and Water Streets. The northeastern quadrant is much larger and is anchored by the County Administration Building (CAB) and its parking garage, the Duvall building (which serves as a county annex), the Upper Marlboro Public Library, and an assortment of law offices, eateries,

and retail shops with rear surface parking. The largest town core area, the southeastern quadrant, is anchored by the largest user, the county courts and its parking deck, surrounding offices, restaurants, and a few retail establishments lining Water and Main Streets.

The many significant buildings and sites in and around the town core characterize a valuable resource that should be preserved. Special consideration should be given in the case of new development proposals occurring near these significant buildings and sites to assure compatibility of the proposed development with the existing townscape.

Within the town core, many of the buildings have retained their original character. While the federal and colonial styles of architecture are predominant in the town, later styles are also apparent. These later buildings, generally of brick construction and in keeping with a modern style, do not have the level of detail and variety commonly seen in the woodwork and brickwork of earlier buildings. Most brick buildings still have retained their traditional red color, and this has provided a look of consistency and continuity along the major streets in town.

Focus Area Map



GOVERNOR ODEN BOWIE DRIVE

County Administration Building

PRATT STREET

Historic School

ELM STREET

Court House Annex

Library

MAIN STREET

Post Office

ELM STREET

WATER STREET

Court House

CHURCH STREET





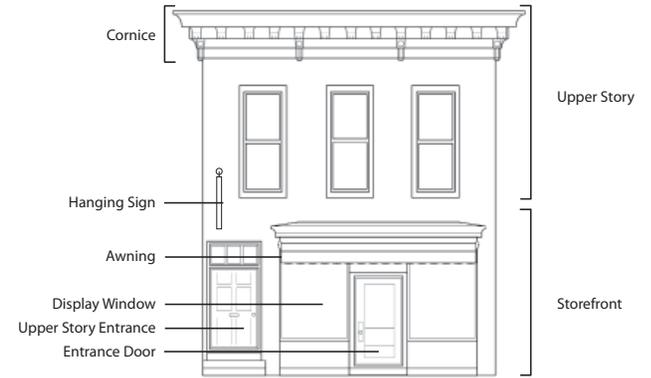
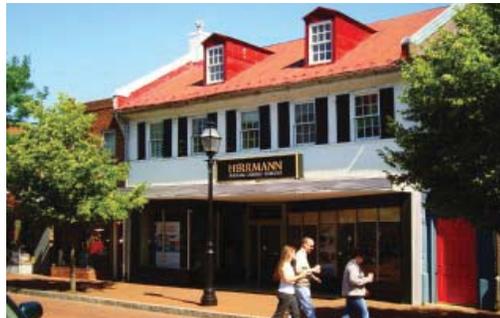
Façade

The façade of a building is literally the “face” of the building and serves to define the limits of the streetscape and public realm. From a design standpoint, it is often the most important element, as it sets the tone for the rest of the building. For this reason, it is important to the town’s businesses, nonprofit organizations, government entities, as well as residents and visitors that façades do more than look strikingly individual; individual building façades must work together to form a cohesive, attractive, and inspiring image of the historic mood that people will remember and return to.

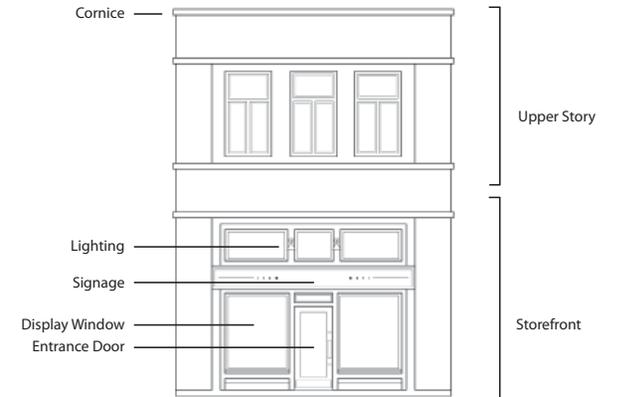
Façades are composed of several elements that comprise the overall storefront(s) of a business, and each of these elements is covered in more detail in the following sections. The façade section provides specific design guidelines for building façades as well as important details and features of a storefront. These guidelines are intended to create a character for individual storefronts while respecting the town’s overall historic village character. Ingenuity, virtuous design, and innovation are encouraged to maximize design results.

Guidelines

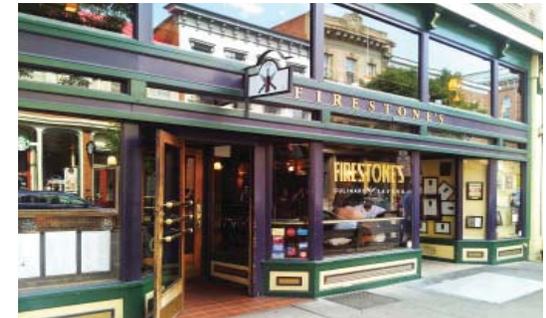
- Façade improvements should result in a cohesive storefront appearance.
- Care should be taken to determine the original condition of the building through detailed review of the context of the building in the surrounding streetscape and/or examination of historic photographs.
- Strive to maintain, preserve, restore, or recreate original architectural details around the façade.
- Renovations should be well-suited and complement the building’s features. Any renovations should preserve and add to the historic village character of the town.
- Replacement materials should match original materials as closely as possible to restore or preserve historic features.
- White lighting should be used to accentuate the architectural features of the building.



TRADITIONAL FAÇADE



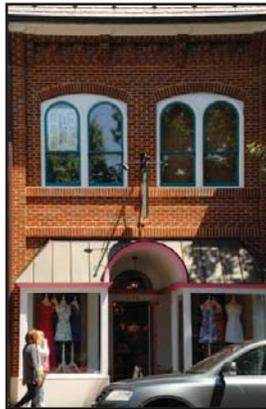
MODERN FAÇADE





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Color

Achieving a harmonious townscape can be done with coordinating colors and textures for design elements such as building façades, paving, benches, trash receptacles, kiosks, and roofs. Color can also give an identity to a building and within the context of an individual building, the use of contrasting color should be considered to accentuate features or details. Color, through the use of carefully selected paints, can be one of the most inexpensive ways to give a building a facelift and to visually enhance an area.

Guidelines

- When repairing, replacing, or constructing new roofs, light grey or other light “earth-tone” colors are preferred for metal and shingle-type roofs. For roof replacements, choose durable materials with high solar reflectivity to mitigate environmental impacts. The use of solar panels should also be considered.
- Use the same color mortar in the original brickwork when repointing the brick.
- The use of bright colors for trim and accent elements are welcomed. This will highlight architectural details on the façade.
- When designing additions, renovations, and repairs, building materials should be matched as closely as possible in size, color, and texture to the original building materials.





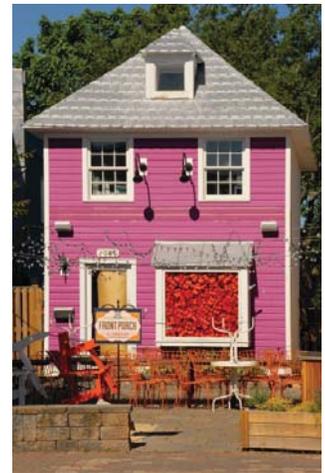
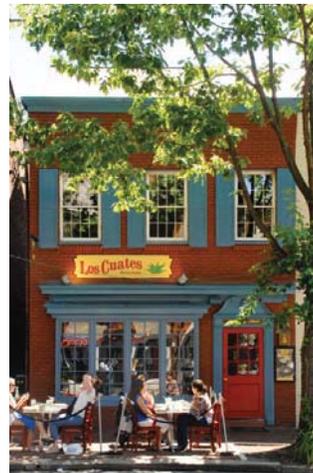
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Doors

Aside from the primary purpose of providing an entrance to a building, doors should be a welcoming way for pedestrians enter a store, business, or restaurant. Doors also secure the business and contribute to the overall energy efficiency of the building.

Guidelines

- The type, size, style, and pattern of door(s) should be consistent with the building's original scale and architecture. When possible maintain original door(s).
- Deteriorated historic doors should be repaired rather than replaced. Where the severity of deterioration requires replacement of a historic door, the new door should match the old door in design, texture, size, and other visual qualities. During replacement or repair, every attempt should be made to match original materials "in-kind." Replacement doors should also be energy efficient.
- Doors that have been previously replaced and are not in harmony with the original architecture of the building should be replaced.
- Doors should incorporate glass into the design to act as viewing panels.
- Doors may be used to display signage for the business as long as it is compatible with the building, neighboring buildings, and the character of the town. Refer to Subtitle 27 of the Prince George's County Code for regulations pertaining to dimensions and setback, particularly if a door contains signage.
- Replace or restore boarded-up or filled-in doors.
- Framed doors are recommended.





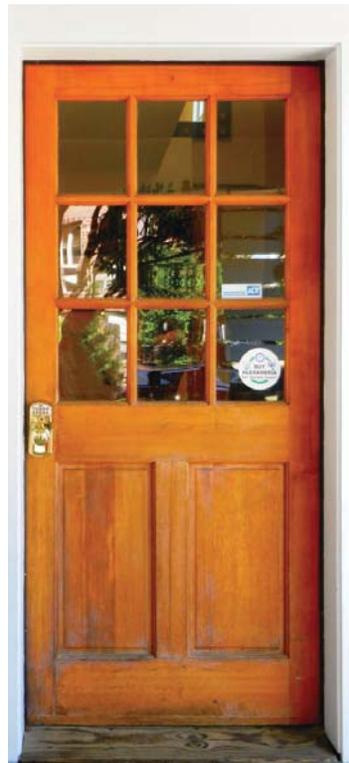
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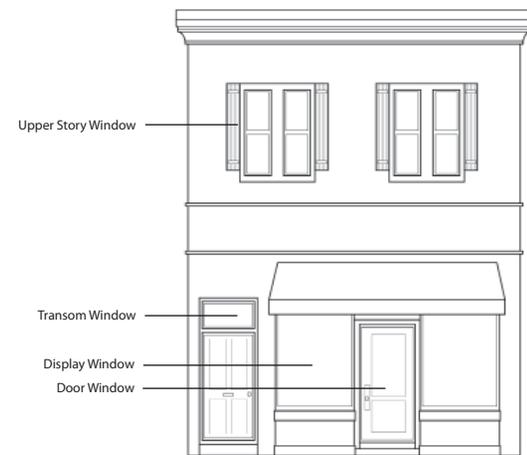


Windows

Windows play a vital role in attracting and welcoming pedestrians into a business. Especially for retail and restaurant uses, window displays entice customers to enter the business. Windows allow natural light into the building interior and increase security by allowing pedestrians to see inside. The Town of Upper Marlboro can incorporate design details and elements into windows and window displays to promote a harmonious townscape.

Guidelines

- The type, size, style, and pattern of window(s) should be consistent with the building's original scale and architecture. When possible maintain original window(s).
- Deteriorated historic windows should be repaired rather than replaced. Where the severity of deterioration requires replacement of a historic window, the new window should match the old window in design, texture, size, and other visual qualities. During replacement or repair, every attempt should be made to match original materials "in-kind." New windows should also be energy efficient.
- Ground floor windows should be positioned at the pedestrian level, and should be large, transparent and well lit.
- Large windows should be used to display merchandise and products. Displays in windows should be clean, fun, purposeful, and enticing to the pedestrian.
- Broken, tinted, or cracked windows should be avoided at all times.
- Replace or restore boarded or bricked-up windows to restore the building façade to its original character as well as to increase light into the building.
- Framed windows are recommended.





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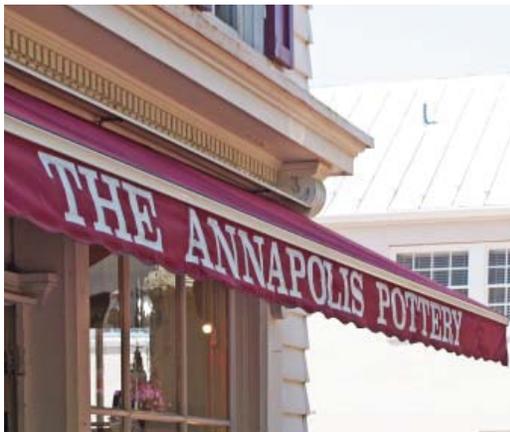
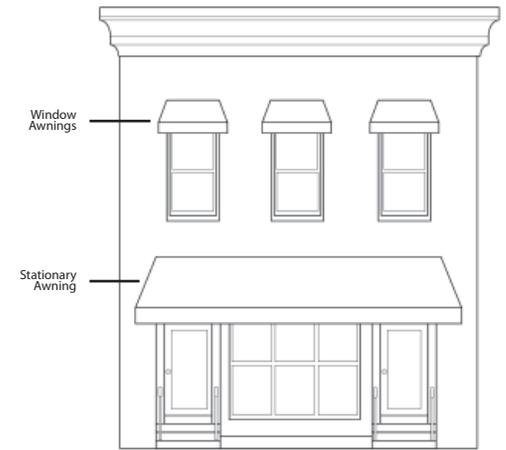
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Awnings

Awnings are versatile and enhance storefront appeal. They are an attractive design feature that offers benefits such as shading the sidewalk, reducing glare, protecting pedestrians from inclement weather, and framing windows or entranceways. From the automobile point of view, an awning may serve as a more refined way to display the name of businesses or services. Choice of storefront awning will vary based on existing conditions, the town's character, and public realm constraints.

Guidelines

- Awnings are encouraged for first floor businesses.
- Awnings should be designed to be in proportion with the building, its elements, and the overall width of the sidewalk adjacent to the building.
- Awnings should be designed to coordinate with the design of the building and other awnings along the same block face or in close proximity.
- Consider the pros and cons when selecting a permanently fixed or retractable-arm awning.
- Materials that have longer wear and increased resistance to fading should be selected.
- If the name of the establishment is to be shown on the awning, it should be appropriately scaled and should not dominate the awning.
- Refer to Subtitle 27 of the Prince George's County Code for regulations pertaining to dimensions and setback, particularly if an awning contains signage.





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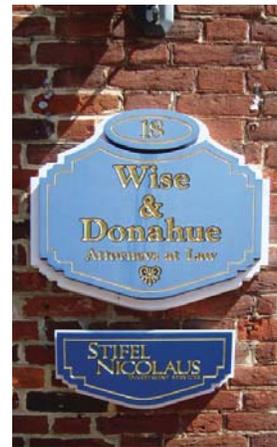
Signs

Signs within the town core should be seen in a variety of sizes, shapes, and colors, while maintaining a sense of harmony through consistent mounting locations. Creative and clear signage design can create visual interest, attract customers, and create a more human-centric environment.

Guidelines

- Sign scale should relate to pedestrian traffic.
- Signs should be placed below the building's cornice/roof line or below the second-story level.
- Sign color should be appropriate for the sign's style and the intended message, and should be compatible with the overall design of the building and the town's character.
- Sign message should be legible and concise. Information redundancy and crowding should be avoided at all times.
- Sign lighting sources or elements should complement the building's architecture.
- Materials and workmanship used for the sign should be high-quality, permanent, and low-maintenance.
- Refer to Subtitle 27 of the Prince George's County Code for regulations pertaining to signage.

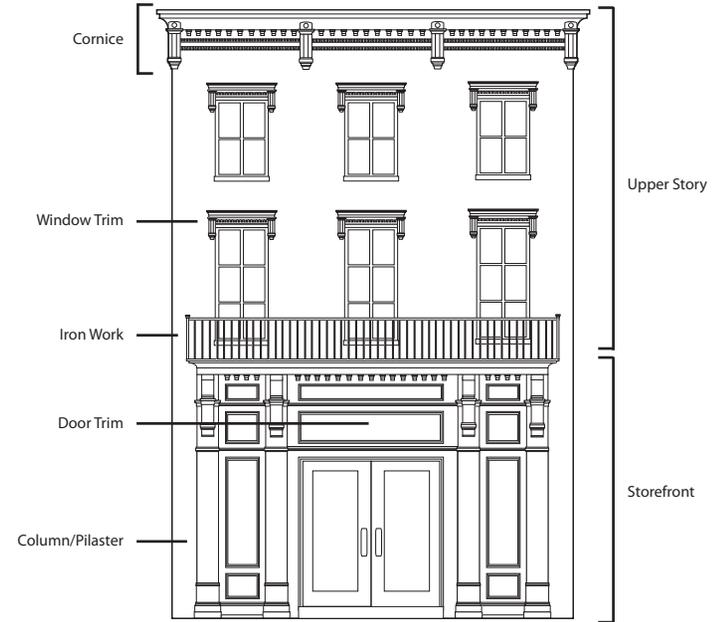




Architectural Details

Architectural details consist of the trim work around windows and doors, iron work, cornices, columns, and murals. The details should be consistent with each other and may be used to make a large flat wall visually interesting. These features improve the character of the building. Architectural details also help play a vital role in connecting the people to the townscape.

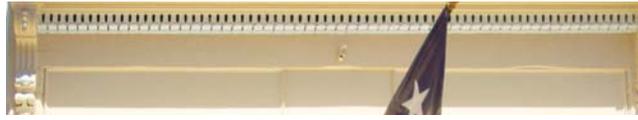
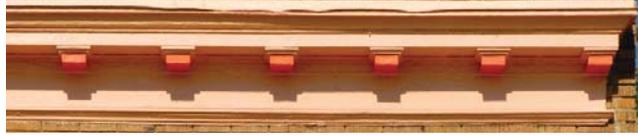
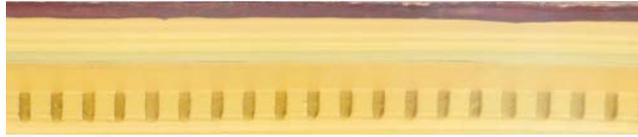
Window Trim



Door Trim



Cornices



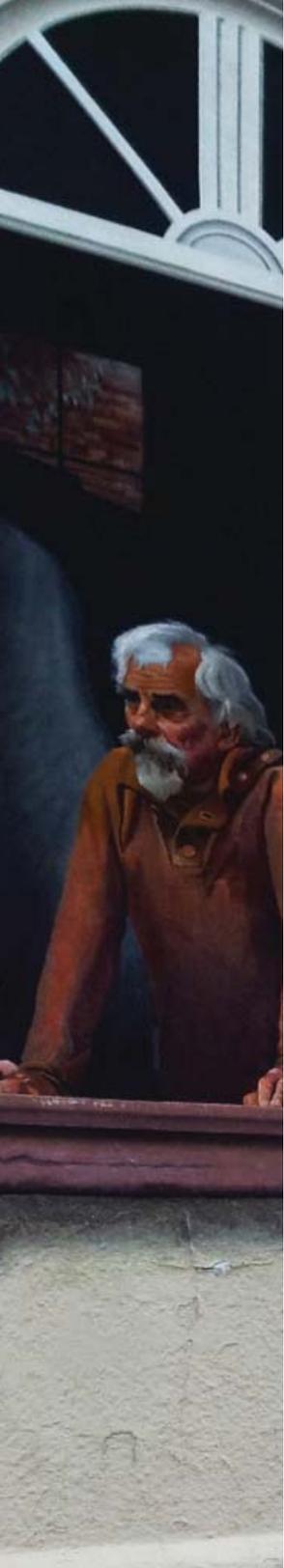
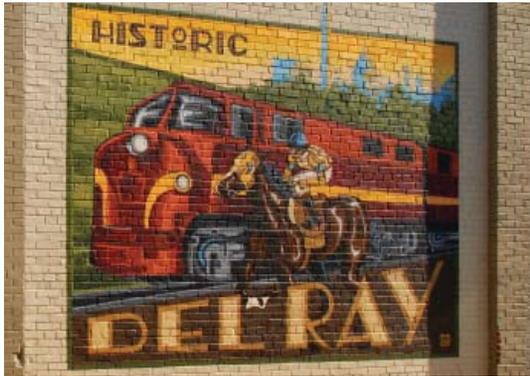
Iron Work



Columns & Pilasters



Murals and Public Art





“When public spaces are successful [...] they will increase opportunities to participate in communal activity.”

-Carr, Francis, Rivlin and Stone, 1993 p.344





Public Realm

From the pedestrian point of view, the public realm is one of the most important factors in an human-environment settlement. Attractive public areas, well-maintained infrastructure, intermodal connectivity, inviting retail and restaurants, civic buildings, and open spaces are necessary cornerstones in a society that is endowed...unalienable rights [of] life, liberty, and the pursuit of happiness. The following guidelines are intended to create a welcoming landscape for those pursuing a great sense of Ethos while preserving the fundamental rights for an economically successful society.

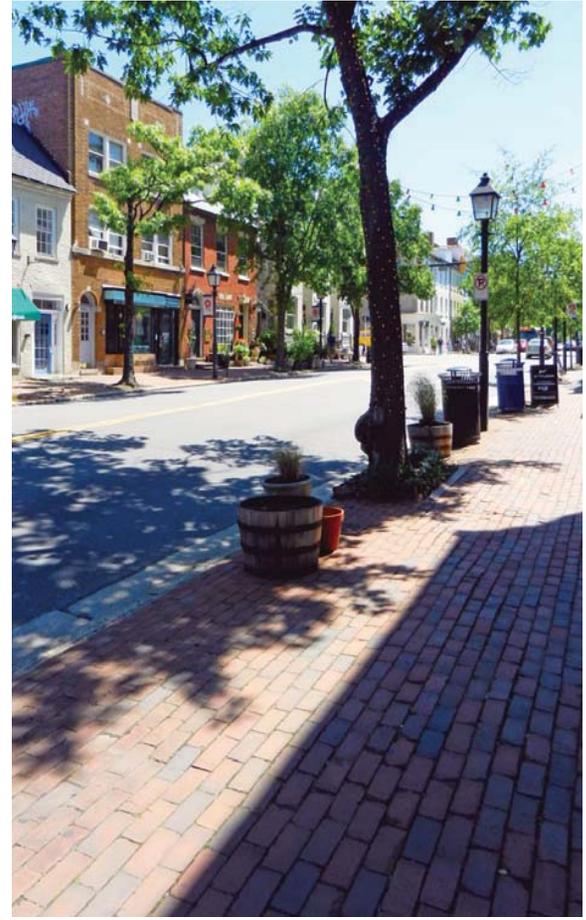
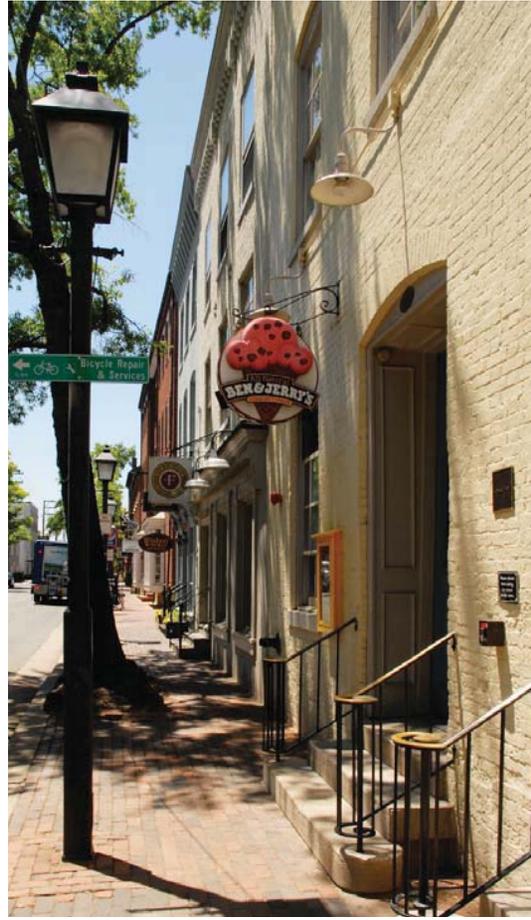
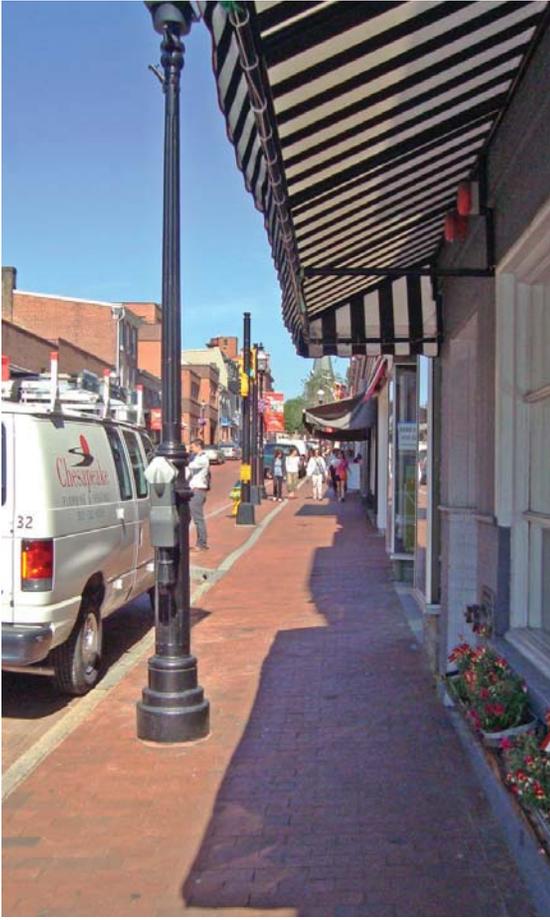
Pedestrian Network

Heavy pedestrian traffic is imperative in an economically successful town core environment. Well-designed sidewalks provide the means to create an inviting and aesthetically pleasing public realm. The Town of Upper Marlboro's sidewalks vary in width, condition, and materials; however, all sidewalks shall meet ADA requirements and be designed to minimize pedestrian-vehicular conflicts. Furthermore, sidewalks should be interconnected in all areas of the town core and its limits to effectively entice people to walk safely to and from the core.

Guidelines

- Sidewalks within the town core and vicinity should be functional, connected, and well-maintained.
- Where it is possible, sidewalks should be a minimum of five feet and a maximum of 20 feet wide, especially on Main Street.
- All sidewalks leading to an intersection should meet minimum ADA requirements for pedestrian ramps.
- All intersections should have paint and signs, which alert motorists that pedestrians may be anticipated within defined areas of the intersection.
- Where the sidewalk traverses a driveway, the entry should be defined by an apron and the grade of the driveway and sidewalk should match and be depressed.
- Where sidewalks are wider than 12 feet in width, trees, benches, recycling bins, and trash bins should be included.
- Existing brick, stone, exposed aggregate concrete, and other appropriate paving materials should be maintained and used for sidewalks, walkways, and promenades.
- Alleys between buildings should be designed to guarantee a safe walkway for pedestrians accessing the rear of the buildings; they should have lighting fixtures; and they should be free of trash and other debris.





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Parking

While walkability and bike connectivity should be prioritized for a successful town core, parking must be provided for those who drive to their destination. Parking should be safe and guarantee an easy way to get in and out of town. The following guidelines are intended to create safe, welcoming parking facilities within the town core and the town limits.

Guidelines

Surface Parking

- All surface parking lots shall abide by the Prince George's County Landscape Manual.
- All surface parking lots on Main Street should be located at the rear of the buildings.
- An interior surface parking lot should not be fenced, and should be open for easy pedestrian access.
- Shared parking programs should be adopted to increase parking counts during and after work hours.
- When possible, access to parking lots should be located on secondary "B" streets or service roads.

Multi-Level Parking

- Parking structures should have a safe and efficient parking pattern; entrances should be well-located and easy to find so as not to create traffic congestion.
- The structure should be designed so that vehicles are hidden from the street level and located to the rear of buildings to prevent and detract from the historical character of the town.
- The structure should be designed at a scale which is compatible with surrounding development or concealed with liner buildings.
- When a parking garage is visible from the public street, external walls should be covered with landscaping, public art, murals, or other creative ways that enhance the town's sense of place.





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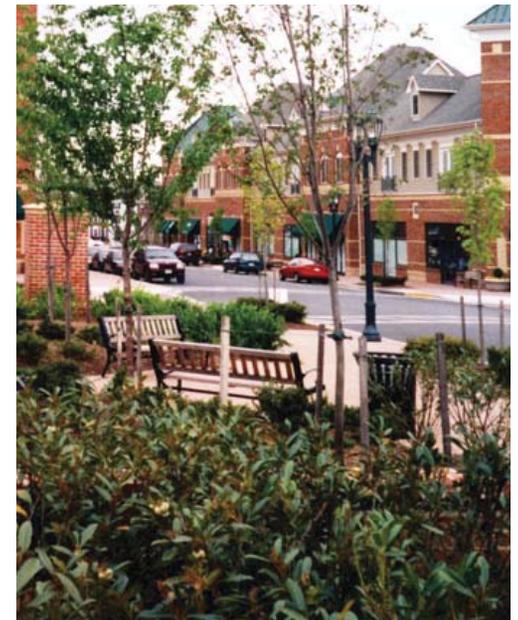
Landscaping

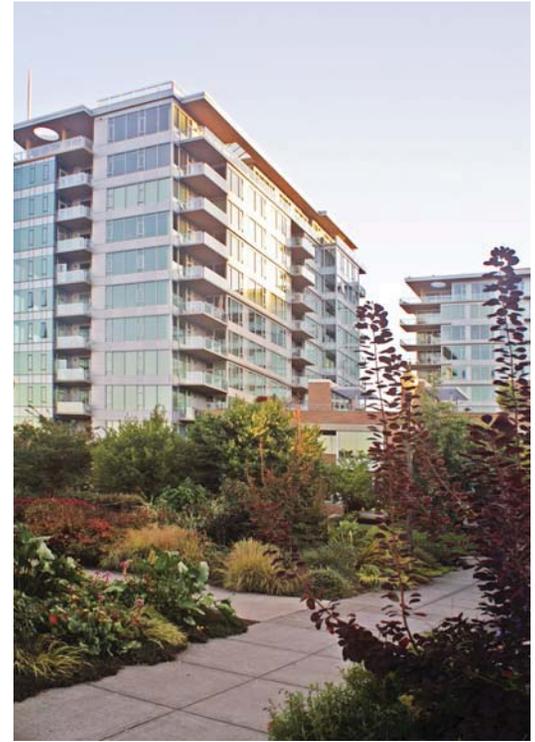
Increasingly, desirability and appeal of neighborhoods is tied to the quality of the natural environment, including parks, trails, trees, landscaping, and open space. Physical conditions of a community reflect and guide the way residents and visitors use, perceive, and treat their neighborhoods. Trees and landscaping can improve the quality of life and increase property values in communities such as the Town of Upper Marlboro. The town core would benefit from the undergrounding of utilities as well as street tree plantings where suitable to enhance and unify the visual and aesthetic quality of the community.

The following includes landscaping and selected plant material guidelines for treatment of public spaces and private building grounds. As a design element, landscaping defines spaces, screens objectionable views, and frames vistas. Landscaping also provides environmental benefits to diminish glare, noise, and heat, reduce hard surfaces, and provide relief from urban conditions.

Guidelines

- The use of native tree, shrub, and plant species are strongly recommended as species which are native to the region are better suited to local climatic conditions and should require less maintenance.
- Avoid the use of non-native invasive tree, shrub, and plant species.
- Tree, shrub, and plant types should be selected with their mature size in mind. Large open spaces or blank walls can support larger plantings, while smaller spaces need appropriately scaled tree and plant species. Ensure that selected plant material will not hide architectural building details like windows and trim.
- Coarse-textured plants should be used with restraint, only as accents.
- The best means to attain low-maintenance flower color is to use woody plants that produce seasonal flower displays without any special care.
- Flowering trees such as dogwood, magnolia, and crapemyrtle and flowering shrubs such as azalea, spirea, and viburnum are good, low-maintenance choices.
- Longer-lasting floral displays can be attained through prepared beds planted with bulbs, annuals, and perennials, but these beds will require considerable maintenance.





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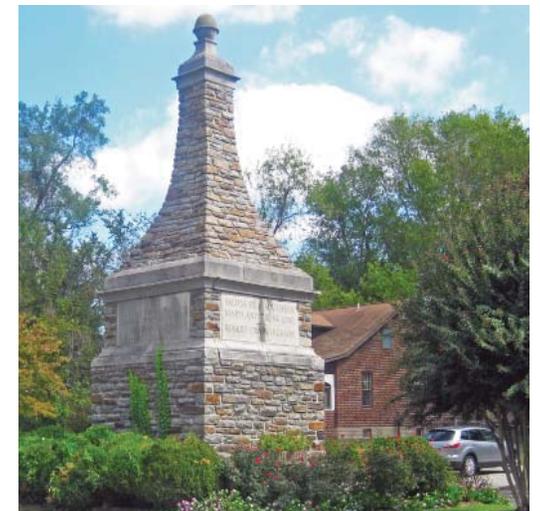
Street Furniture

Monuments

Prominent monuments add to the character of historic towns. Additionally, monuments are used as an orientation point or icon when strolling along sidewalks. A monument also serves as a town gateway. Efforts should be made to preserve and improve the location of existing town monuments so that their significance can become widely known and appreciated.

Guidelines

- Maintain and improve existing monuments by providing appropriate seating, lighting, and landscaping at the site.
- Detailed planning and design efforts should be undertaken when developing around or for these significant areas.



Light Fixtures

Lighting can promote safety, create visibility in the evening, and bring attention to architectural details of a building. Light fixtures can be on the sidewalk, attached to the building, or from inside the windows. The fixtures should direct light onto the building façade or the sidewalk and be more pedestrian oriented.

Guidelines

- Light fixtures should be architecturally compatible with the history, styles, materials, and details of the building as well as the town core.
- Use decorative or historical light fixture poles to illuminate public and private realms. Full cutoff light fixtures should be used to reduce light pollution.
- Light should only be directed on the façade and/or signage, being mindful of neighboring buildings and creating light pollution.
- LED or compact fluorescent bulbs should be used when possible to save energy costs over the life of the bulb(s).
- Consider the use of goose neck or other extended arm light fixtures to externally illuminate façade signs or sign bands above transom windows



Walls and Fences

Walls and fences should be used in a way to hide visually unappealing structures or define a space such as a sidewalk cafe, and not to make barriers along the streetscape.

Guidelines

- The fence or wall should complement the architectural style of the building or townscape in terms of color, material and appearance.
- Fences or walls should be constructed of wood, brick, stacked stone, stucco, or wrought iron. They should be constructed of durable and high quality materials that are resistant to outdoor elements.
- Trees and vegetation are encouraged to be used as a wall or fence.
- All fences and walls must be maintained in good repair and in a safe condition. Any deteriorated, missing, decayed, or broken structural and decorative elements, missing fasteners, bent elements, damaged pieces, split wood, rusted metal, loose fasteners, insecure posts, etc. should be promptly replaced or repaired.





Benches

Benches provide several functions for the townscape: a place for people to gather as well as adding visual appeal to the streetscape. Benches should be a part of the pedestrian network and should be designed in conjunction with landscaping elements.

Guidelines

- Benches should be placed outside of pedestrian flow areas, but in prominent public spaces.
- Benches should be grouped with other street furniture such as trash receptacles and transit stops.
- Consider the comfort of the user when selecting types of and locations for benches. A bench placed between street trees will provide a welcome respite from the summer sun.
- The bench design and appearance should be in keeping with the surrounding area.
- Benches should be constructed of durable materials that are resistant to outdoor elements.



Trash and Recycling Receptacles

A well-maintained and attractive environment is necessary in the town core, because of it, trash and recycling receptacles are an important streetscape component to minimize littering in the public realm and to encourage sustainable practices such as recycling.

Guidelines

- Waste receptacles should be placed outside of pedestrian flow areas and should be located where people congregate, such as busy intersections close to the crosswalks, next to take-out food shops or food vendors, at bus stops, in plazas, and near street furniture.
- Waste receptacle appearance should be in keeping with the surrounding area.
- Waste receptacles should be easily identified as a place to deposit litter and should be easy to use.
- Waste receptacles should be constructed of durable materials that are graffiti-, fire-, rust-, and stain-resistant.
- Waste receptacles should have liners to prevent litter from leaking or falling out of the container and on to the sidewalk.
- Waste receptacles should be easy for maintenance personnel to empty.



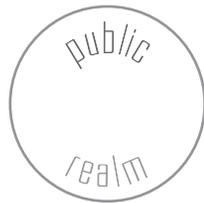


Transit Stops

Traditionally, one of the main modes of transportation to and from the town was via the Patuxent River and its Western Branch. Today, river transport no longer exists and the town is outside WMATA's Metro service. Prince George's County's "The Bus" serves the town with several routes that connect passengers to the Orange and Blue Metro lines. The transit stop on Water Street adjacent to the courthouse serves multiple lines and many passengers each day. Well-placed and well-designed transit stops will improve the experience of transit passengers into and out of the town, while ensuring entrances and roadways are not blocked or impeded by buses.

Guidelines

- Due to limited right of way width on some town streets, locate transit stops within public parking lots or provide a bus turn-out to ensure entrances are not blocked and traffic flow on town streets is not negatively impacted.
- Provide an accurate and up-to-date bus stop sign, and an information case with detailed service schedule and route map.
- Provide amenities such as bus shelter(s), bench(es), bike rack(s), and trash and recycling receptacle(s). Provide more than one shelter if the number of boardings per day exceeds 300.
- Ensure the paved boarding area adjacent to the curb meets ADA standards and is adequately sized to serve the daily number of users.
- Provide adequate lighting.





Historic Preservation

The Town of Upper Marlboro contains a rich mosaic of historic buildings that reflects the town's growth from the 18th through the 20th century, including its role as the County Seat. Within the town core, there are currently two Prince George's County Historic Sites on Main Street and one on Pratt Street that have been designated by the County's Historic Preservation Commission. These include the Upper Marlboro Post Office at 14730 Main Street, Magruder's Law Office at 14708 Main Street, and the Saint Mary's Beneficial Society Hall at 14825 Pratt Street.

The preservation of the structural character creates a sense of place and a way to tie the town to its past. The Town of Upper Marlboro should strive to preserve all historical buildings within the town limits.

Guidelines

- Renovation of existing buildings, whether designated historic or not, should be designed to follow or be compatible with the original architectural style of the building. Building materials and other elements in the renovation such as siding, windows, doors, and trim should be as closely related to the existing building as possible to ensure integrity and visual harmony of the design.
- Deteriorated historic features should be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature should match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features should be substantiated by documentary, physical, or pictorial evidence.
- New additions, exterior alterations, or other new construction should not destroy historic materials that characterize the property. The new work should be differentiated from the old and be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

County-designated historic sites and resources within the Town of Upper Marlboro limits follow the Department of Interior's Standards for Historic Preservation. These include guidelines for the four treatments of historic buildings: preservation, rehabilitation, restoration, and reconstruction. For more information, please consult the following link:

<http://www.nps.gov/tps/standards/four-treatments.htm>

Any alterations or additions to the exterior of structures designated as a Prince George's County historic site require application and completion of an Historic Area Work Permit (HAWP). Owners of historic sites and resources within Prince George's County are eligible for tax credit and grant incentive programs. More information on the Countywide Planning Division, Historic Preservation Section, including grants and the HAWP process, can be found here:

http://www.pgplanning.org/About-Planning/Our_Divisions/Countywide_Planning/Historic_Preservation.htm



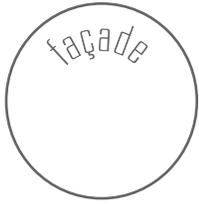
Conclusion

The Town of Upper Marlboro Design Guidelines that have been outlined throughout this document create a road map, which can be utilized by property, business, and nonprofit owners who are considering façade or other exterior building enhancement.

These guidelines form the basis for the design and review of:

- New construction, alterations, additions, renovations, restoration, and overall facade improvements;
- The installation of signs, street furniture, or landscaping;
- Restoration or new construction of surface or structured parking.

Making use of these design guidelines will ensure that the visual charm of the Town of Upper Marlboro is preserved and enhanced.



Lexicon

ADA

Americans with Disabilities Act (www.ADA.gov)

Alley

An alley is a narrow service thoroughfare running through the middle of the block that permits access to the rear of the property. Alleys provide access to off-streets parking, and typically are used for utility easements service, and trash removal. (Thadani, Page 15)

Awning

awnings are an additive building feature, usually made of flexible fabric. The location of an awning on a building may be above a window, a door, or above the area along a sidewalk. For commercial buildings, awnings serve as the primary signage or billboard in addition to providing shade from sun, a break for strong winds, and protection from rain or snow. (Thadani, Page 610)

Band/Board Sign

A band or board is sign board that is affixed to a building façade. The location of the board on a building is usually above the storefront, centered above the entry. (Thadani, Page 610)

Banner

Banners are an inexpensive, non-permanent, and changeable form of signage that can be effectively utilized to inform, advertise, and celebrate local events and traditions. (Thadani, Page 610)

Bench

A bench is a seat for two or more persons. It may be located in the busiest or quietest of places, and invites the passerby to stop and sit for conversation, relaxation, or reflection. (Thadani, Page 280)

Blade Sign

Blade signs are pedestrian-oriented, as they protrude perpendicularly from a building façade, directly facing pedestrians walking on the sidewalk. Blade signs may hang from a wall-mounted bracket, or the sign may be mounted directly onto the built façade. (Thadani, Page 611)

Canopy

A canopy is a horizontal projection from a building façade that is used to define and project the entrance of the building. The canopy may encroach into the public realm, and is usually required to have a defined setback from the right of way or ground level to ensure that it does not obstruct the movement of pedestrian and/or service vehicles. (Thadani, Page 128)

Color

Color in architecture is a potent vehicle for emphasis, delineation, and marketing. As such, it should be viewed as a decorative resource. Color has an inherent property often referred to as radiant energy, which is capable of triggering a human response regarding aesthetics, emotion, identity, memory, and communication. (Thadani, Page 183)

Centered

A center sign is a sign placed on center on a building façade, preferably on a building façade that is symmetrically composed, or portion of the façade that has an identifiable local symmetry. (Thadani, Page 612)

Corner

As the name implies, a corner sign is mounted on the corner of a building so as to make it visible from both sides that define the corner. It may be mounted at the angle to the building façade, making it equally visible from both streets, or aligned with one of two sides, giving priority to the primary street. (Thadani, Page 613)

Cornice

A cornice is a horizontal projection that crowns a building, or wall. Cornices provide a visual termination between the walls and ceiling of the interior of a room, or between the walls and ceiling of the interior of a room, or between the wall/roof and sky on the exterior façade. (Thadani, Page 191)

Court

A court is an exterior space that may be defined by buildings, fencing, vegetation, balustrades, or walls. The perpetual limits of the space are defined. (Thadani, Page 198)

Decorated Shed

A decorated shed is a utilitarian building that has exterior surfaces which are painted to communicate a message. The simple, unornamented structure is decorated with large-scale text or symbols to communicate what is being sold or announce the function of the building. (Thadani, Page 613)

Driveways

Driveways are a vehicular access ways within a private lot that connect thoroughfare to a garage. (Thadani, Page 227)

Enclosure

Enclosure is a physical attribute of thoroughfares and spaces that contributes to the establishment of a public realm and creates a sense of place. The façades of buildings defining the public realm are similar to the walls of a room that define the space within the room. (Thadani, Page 239)

Encroachment

Encroachment is a term that implies “advance beyond proper limits,” and has different interpretations depending on the context. (Thadani, Page 241)

Façade

Facade is derived from the French language, literally meaning “frontage” or “face.” The facade of a building is its public face, usually the entry elevation that is parallel to the thoroughfare. The façade of a building is the vertical element that defines the public realm. It is the equivalent of a wall in a room, and similarly, it should be organized, detailed, and decorated to be aesthetically pleasing. (Thadani, Page 249)

Frontage

The layer between the façade of a building and the property line that abuts the public right-of-way or public open space. The building frontage, street entrance, materials, scale, and ground level elevation all play important roles in the creation of a bursting, human-scale pedestrian environment. (Thadani, Page 272)

Hanging Sign

A hanging sign is suspended from brackets, a pylon, archway, or the building façade. Hanging signs may be suspended to permit free movement in the wind, or mounted rigidly. (Thadani, Page 613)

Harmony

The term harmony from two Greek sources meaning “joint, agreement, concord” and “to fit together,” “to join.” This definition can be applied to architectural design as the pleasing combination of contrasting elements, similar to high and low musical pitches that produce a synergetic effect when combined. (Thadani, Page 324)

Information

Information signage can take many forms, from the simplest pole-mounted sign that communicates the names of streets or significant places, to kiosks with touchscreens. Information signs are integral part of any environment and should be designed, sized, and illuminated to meet the needs of diverse population. (Thadani, Page 615)

Integrated Sign

Integrated signage is incorporated into the surface material of the structure or building. This could be letters that are carved into stone façade, or etched into metal surface, or recessed when a concrete wall is cast. (Thadani, Page 615)

Kiosk

A kiosk is a free-standing structure on which messages are posted. It serves a utilitarian purpose and can be simple vernacular or elaborate. (Thadani, Page 365)

Landscape Form

The physical form that landscaping provides in the composition of a space should be considered in all dimensions. The physical form of planting can be designed to have linear (one dimensional), planar (two dimensional), or solid (three dimensional) impact. Plant size, form, texture, color, scent, and seasonal changes all contribute to a changing dynamic in the landscape. (Upper Marlboro: 1981)

Mixed Use

Mixed use refers to a development that includes two or more physically integrated uses on one site or within one structure. (Thadani, Page 414)

Mural

Murals are paintings that are applied to, and made integral with, the surface of a wall or ceiling. (Thadani, Page 423)

Neon

Neon signs consist of narrow tubes shaped into words and images, which are lit internally by energized gas. (Thadani, Page 616)

Numbers

Numbering is a system of giving a unique number to each building on a street or urban space. (Thadani, Page 617)

Restoration

Restoration describes the process of renewal and refurbishment of the exterior and interior of the building. The word covers a wide span of activities, from cleaning of a facade, to major repair such as replacement of mechanical and electrical systems, to the extensive rebuilding of damaged or derelict buildings. (Thadani, Page 569)

Path

A path or promenade in a garden is the intended route the visitor is directed to use by means of design. (Thadani, Page 287)

Plaque

A plaque is an applied or integrated sign that communicates significant information about the building it is on, such as historical data, famous personalities associated with building, recognition received, date of construction, or name of the donor architect, or construction company. (Thadani, Page 617)

Pedestrian Frontage

The experience of the pedestrian is determined by the building frontage alongside. The pedestrian's response to specific ground floor frontages varies, with storefronts, outdoors cafes, and street vendors stalls being most desirable, followed by porches, fenestrate walls, and landscape yards. (Thadani, Page 624)

Signage

Signage is essential to identify an address or place, inform visitors, mark historical structures, and advertise commercial establishments. (Thadani, Page 609)

Tenant

A tenant (or lessee) is a person or a group who pays rent in exchange for the right to hold, possess, inhabit, cultivate, or occupy for some period of time a piece of property, house, office, retail store, or like. (Thadani, Page 649)

Street Furniture

Street furniture includes all fixtures and shelters that are located in the public right-of-way: benches, bike racks, bike shelters, bus stops and shelters, newsstands and vending dispensers, street lights, traffic signals, parking meters, mailboxes, planters, waste and recycling receptacles, public toilets, light poles banners, and public art. (Thadani, Page 640)

Urns

Urns are vessels of clay, stone, metal, or concrete used as punctuation points in the landscape. They may demarcate corners, or line up to denote an edge, or be paired to reinforce an axis. (Thadani, Page 294)

Wall-Applied Sign

A wall-applied sign is painted directly onto a wall surface. The wall surface may be wood siding, brick, stucco, or some other exterior material. (Thadani, Page 619)

WMATA

Washington Metropolitan Area Transit Authority (www.WMATA.com)



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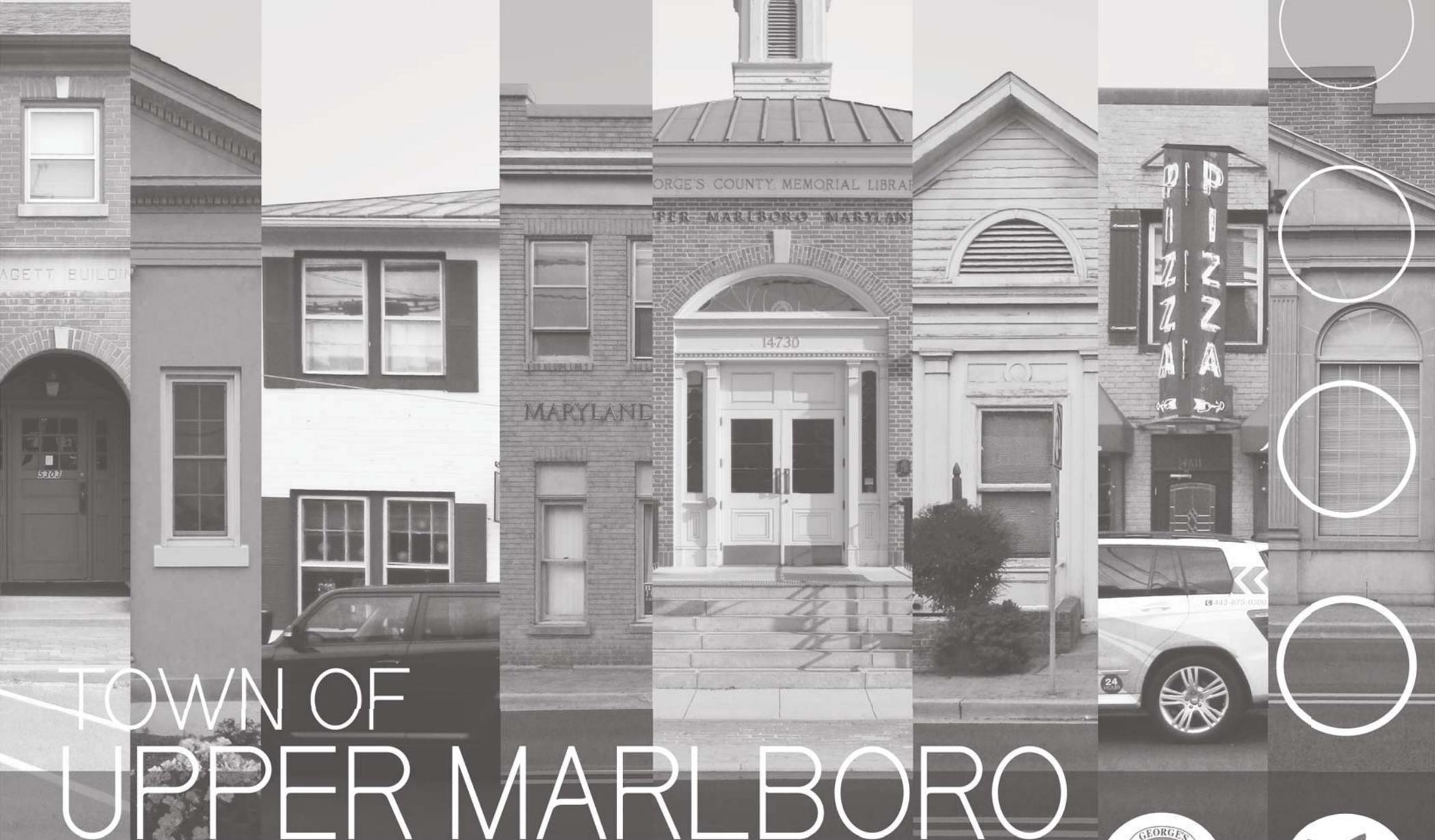
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TOWN OF UPPER MARLBORO

Design Guidelines

