

• Baltimore County • Focus on Community •

THE CATONSVILLE PLAN

As Adopted By The Baltimore County Council on October 7, 1991 with Amendments

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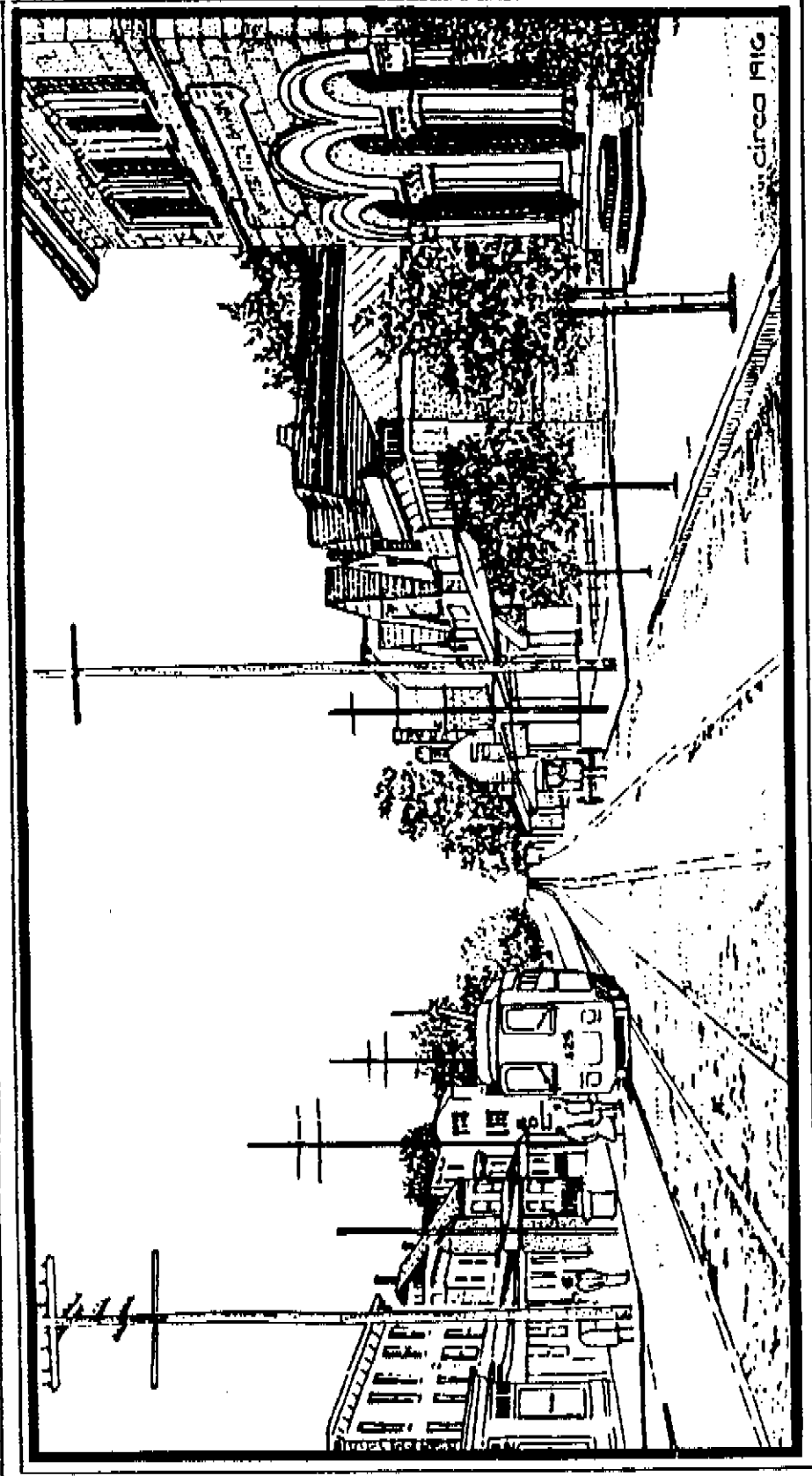
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THE CATONSVILLE PLAN

As Adopted By The Baltimore County Council on October 7, 1991 with Amendments

THE CATONSVILLE PLAN

**SUBMITTED TO THE BALTIMORE COUNTY COUNCIL
AS ADOPTED BY BALTIMORE COUNTY PLANNING BOARD APRIL 18, 1991**

Prepared by:

**Legg Mason Realty Group
Cho, Wilks & Benn Architects
Douglas & Douglas**

Comments & Analysis by:

**Catonsville 2000 Inc.
Office of Planning & Zoning
Economic Development Commission**

Baltimore County Government
Planning Board



401 Bosley Avenue
Towson, MD 21204

887-3211

RESOLUTION
Adopting and Recommending
THE CATONSVILLE PLAN

WHEREAS the Baltimore County Master Plan 1989-2000 recognized the work underway on preparing a plan for the Catonsville area; and

WHEREAS the Office of Planning and Zoning, with assistance by Legg Mason Realty Group, et al., and active participation by Catonsville 2000, Inc., and in cooperation with other business people, property owners and residents, has prepared a plan for the central "village" area of Catonsville along and near Frederick Road, which is a logical unit for planning with Baltimore County; and

WHEREAS the Draft of The Catonsville Plan, as submitted on February 21, 1991, was the subject of a public hearing by the Planning Board on March 21, 1991, at which time the Plan was generally endorsed, subject to certain amendments; and

WHEREAS an Addendum has been prepared to modify the Plan in response to community concerns;

NOW, THEREFORE, BE IT RESOLVED, pursuant to Section 22-12 of the Baltimore County Code, 1978, that the Baltimore County Planning Board hereby adopts The Catonsville Plan, January 1991, including the April 4, 1991 Addendum, as amended, to constitute a part of and an amendment to the Baltimore County Master Plan 1989-2000; and

BE IT FURTHER RESOLVED that it is the Planning Board's intention that the final Plan should be modified, in addition to the changes in the addendum, so that the comments and recommendations by Catonsville 2000, Inc., as published in the right-hand columns of the pages in the January 1991 draft of The Catonsville Plan, shall take precedence over any inconsistent corresponding text or illustrations elsewhere in the Plan; and

BE IT FURTHER RESOLVED that The Catonsville Plan and Addendum shall be transmitted to the Baltimore County Council for adoption in accordance with Section 523(a) of the Baltimore County Charter.

DULY ADOPTED by vote of the
Planning Board this 18 day of
April, 1991



P. David Fields
Secretary to the Planning Board

PDF/TD/prh
RESOLUT/TXTPRH

ADDENDUM TO THE CATONSVILLE PLAN,
AS AMENDED ON APRIL 4, 1991 BY THE AD HOC COMMITTEE
ON MASTER PLAN AND COMPREHENSIVE ZONING MAP, AND
RECOMMENDED FOR ADOPTION BY THE PLANNING BOARD

The following is a listing of changes to be made in the written text of The Catonsville Plan.

1. Page 1.3

On map, remove Spring Grove Hospital and University of Maryland at Baltimore County as sites "identified in Chapter 8."

2. Page 2.1

In Executive Summary; third column, second paragraph, add new fifth sentence:

This work effort should include a detailed traffic study to determine the impact of such redevelopment.

3. Page 4.14

Second column, second paragraph, add new fourth sentence:

The impact of such a complex on the capabilities of the Bloomsbury/Frederick Road corridors should be thoroughly studied.

4. Page 8

Under "A. Large, Single Use, Single Owner sites", delete #1 University of Maryland at Baltimore County and #2 Spring Grove Hospital Center as study items.

5. Page 8.5a

Third paragraph, revise to read:

The Committee believes that relocation of the firehouse to the site is not advisable, but recommends instead other locations be investigated, including the northwest corner of Edmondson Avenue and Winters Lane.

November 1, 1990

Mr. Harold Reid, Chairman
Baltimore County Planning Board
County Office Building
111 W. Chesapeake Avenue
Towson, Maryland 21284

Re: Catonsville Plan Transmittal Letter

Dear Mr. Reid:

On behalf of Catonsville 2000, Inc., it is my pleasure to forward the Catonsville Plan which we respectfully request the Planning Board to review, approve, and send on to the County Council for final adoption into the Master Plan.

An effort like this is, as you know, a significant undertaking. We have been ably counseled and guided by the Office of Planning; Mr. Bill Hughes, First District Planner, has been of remarkable assistance throughout the duration. We have also received many comments and suggestions, analyses and recommendations from the residential and business communities in Catonsville. We have made every effort to assure that the Plan received as much public exposure, review and input as possible throughout the entire process, from concept to final report.

The Board of Catonsville 2000 has devoted more hours of debate and discussion, analysis and hard work than I could possibly enumerate. Comprised of Catonsville residents, merchants, community leaders, property owners and developers, I believe it is as fair a cross-section of our community as we could hope to achieve. None of us agrees with every recommendation, but motivated by a spirit of compromise and community concern, we are pleased to have produced a consensus final product.

Finally, we owe a debt of gratitude to Councilman Iton Hickenethel, who sparked this effort from the very start and worked hard to secure County funding for the study phase of the project. Without his enthusiastic support, the Catonsville Plan

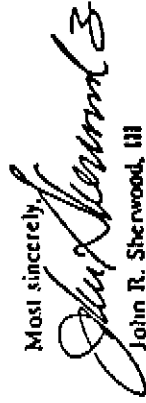
Shortly before this report went to press an event occurred which has special significance for downtown Catonsville. That was the closing of the Hardees restaurant in the central part of the downtown area on the north side of Frederick Road adjacent to the Revenue Authority parking lot. It is important that this property not remain vacant for long. At the same time, your consultant team believes that the fast food restaurant structure, especially given its location well back from Frederick Road and its particular "fast food" architectural character, is not a positive contributor to this part of the downtown. Certainly we support a fast food restaurant at this location versus a vacant building, but we would prefer to see the parcel redeveloped with a new building, one more in keeping with the architecture of its neighbors, and at least part of which would front on Frederick Road.

We believe that the vacant structure and the relatively large amount of land associated with it, and the fact that it is adjacent to the publicly owned parking lot, constitute a unique opportunity to introduce a retail complex that is more compatible with the aesthetics and economics of downtown Catonsville. We suggest that county officials, including the Revenue Authority, and representatives of Catonsville 2000 meet with the property owner to discuss the owner's plans for that site. Depending on the results of that meeting, the county and representatives of the community might work with the property owner to devise a development program specifically for this site which would make it a strong contributor to downtown Catonsville.

The Catonsville Plan provides guidelines for working with property owners and business operators in downtown Catonsville under a variety of circumstances, including business closings such as Hardees. We sincerely hope that the various county officials and community individuals who have actively participated in the study will remain involved to help with implementation. If this occurs, there is little question in our mind that downtown Catonsville and the Catonsville community around it will continue to be the interesting, attractive, viable places that they are today.

Thank you for the opportunity to be of service.

Most sincerely,



John R. Sherwood, III
Study Director



LEGG MASON Realty Group, Inc.

311 South Calvert Street
Baltimore, MD 21202-1476
(301) 249-3400

July 19, 1990

Mr. William P. Hughes
Baltimore County Office
of Planning and Zoning

Mr. Michael L. DeLuca, President
Catonsville 2000, Inc.

Gentlemen:

On behalf of your consultant team, it is my pleasure to transmit herewith the final report presenting the Catonsville Plan. This document provides the citizens of the Catonsville community, merchants and other business operators, property owners and the county with information concerning the operation of Catonsville's downtown area and a program for improvements to the downtown. Such improvements would benefit citizens, business people, property owners and the county by assuring that downtown Catonsville remains viable and productive.

We want to thank the many people who have helped us in the course of doing this study. In particular, we have benefited from the substantial input of the members of the board of Catonsville 2000. We appreciate the information provided by the citizens of the area at the several public sessions that were held in connection with the study. We also appreciate the guidance furnished by the many county officials who have been involved in this effort.

It is noted at several points in the plan that we find that the economy of downtown Catonsville is in good shape. However, operationally the downtown area needs improvement, particularly in the areas of parking, traffic flow, and aesthetics. In addition, we suggest that it is important to build on the momentum established by this study, and demonstrated by Catonsville 2000 and the citizens and merchants of Catonsville, to improve communications among the various business and public interests and to coordinate merchant activities more effectively. Specifically, the merchants need to work together to carry out, in concert with the county, the various program elements recommended in this plan.

would not have happened.

A few words about format are in order. What you have received is Legg Mason's complete and unedited final report located on the left three-quarters of each page. In the far right hand column are Catonsville 2000's analysis, recommendations, and comments related to the corresponding Legg Mason text. Where no corresponding Catonsville 2000 comments appear, our Board was in general agreement with the consultant's comments. Where we disagree, we say so. We attempted to highlight all those particular areas where we either disagreed with the consultant's conclusions, or agreed but felt that more explanation was needed, more emphasis was required, or priorities needed to be established. Where we disagreed with a recommendation that appeared throughout the report (e.g., the extensive use of median islands in Frederick's Road, which we do not support to the extent proposed), we generally dissented whenever the proposal first appeared, but to avoid redundant comments, did not take issue every time the recommendation was reiterated.

A synopsis of our analysis appears in the commentary which accompanies Legg Mason's Executive Summary in Section 2.

Thank you for the opportunity to make this presentation. We of course look forward to discussing it with the Planning Board and hope that we can answer any questions or concerns you and the Planning Board may have.

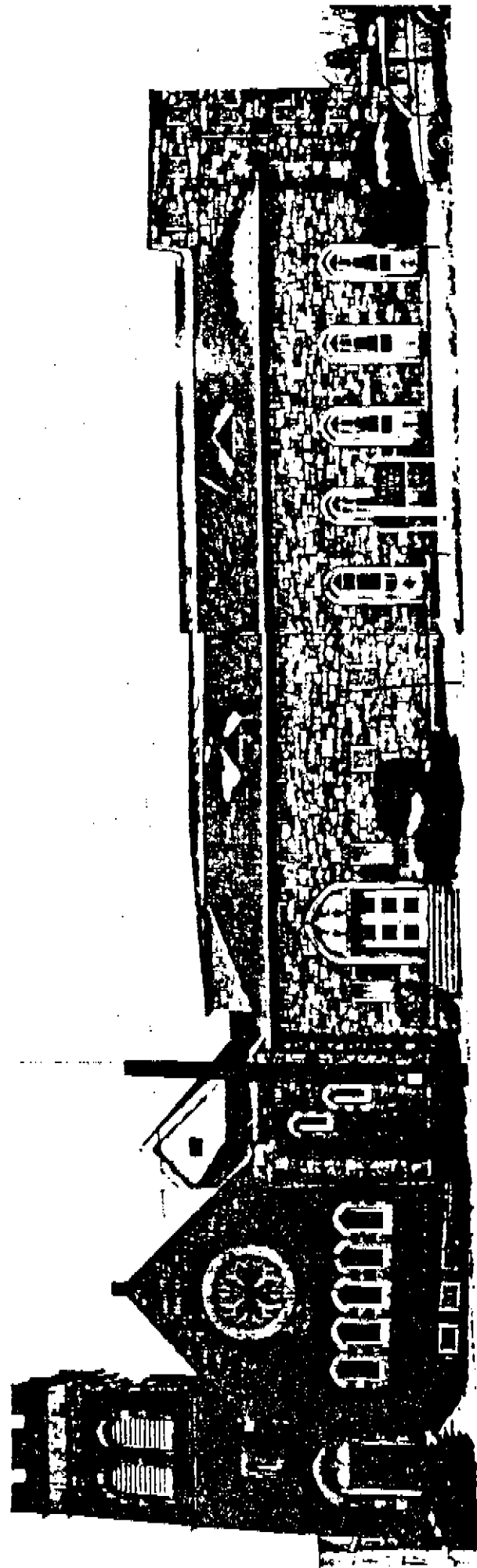
Sincerely,

CATONSVILLE 2000, INC.

Thomas E. Howell
President

Table of Contents

1. Introduction	1.1
Purpose of the Study	1.1
Work Performed	1.2
Study Areas	1.2
Organization	
2. Executive Summary	
3. Economic Framework for Planning	3.1
Calonsville's Regional Context	3.3
Development Framework	3.9
Development Issues	
4. Market Context for Planning	4.1
Economic Trends and Projections	4.6
The Markets	4.11
Potentials	4.14
Downtown Development Strategy	4.16
Conclusion	
5. Traffic and Parking for Planning	5.1
Traffic	5.5
Parking	
6. Design Context for Planning	6.1
Analysis	6.7
Conclusions	
7. Design Plan	7.2
Goals	7.4
Streetscape Concept	7.9
Plan Summary	
8. Plan Recommendations for Key Sites	8.1
Large, Single Use, Single Owner Sites	8.3
Large, Multi-Use, Multi-Owner Sites	8.4
Small Sites in Single Ownership at Isolated Locations	8.6
Frederick Road	
9. Plan Components and Implementation Strategy	9.1
Architectural Guidelines	9.6
Signage Guidelines	9.9
Implementation Strategy	
10. Appendices:	
Calonsville Shopper's Survey	A.1
Calonsville Merchant Survey	B.1
Inventory of Calonsville Business	C.1
Traffic and Parking Data	D.1



1. Introduction

1. Introduction

The citizens of Catonsville have a long history of involvement in their community. Over the past several years, some of Catonsville's citizen and business leaders have expressed concern about the future of the Catonsville Community's commercial core — its village area.

In January 1989, Catonsville 2000, Inc., held a public meeting to air some of the issues confronting the community. Also in the winter of 1989, the Southwest Coalition conducted a survey of residents to solicit their thoughts on various matters relating to conditions in and the future of the village area. These efforts are examples of the interest that various components of the community have in the future of Catonsville.

A. Purpose of the Study

In the course of thinking about their community and working on its behalf, it became clear to many of the area's citizen and business leaders that a plan should be prepared to help guide future actions with regard to the village. This plan would be integrated into the county's master plan for the Catonsville area. In conversations with the County Office of Planning and Zoning and the Baltimore County Economic Development Commission, the community determined that qualified consultants should be retained to analyze the various elements of development occurring in and around Catonsville and formulate the plan.

In February 1989, the county distributed a request for proposals for the Catonsville Community Plan. After review of submitted propos-

als, a team lead by Legg Mason Realty Group, Inc., and including Cho, Wilks & Benn and Douglas & Douglas was selected to prepare the plan. This team began its work in October 1989.

The consultant team work program consisted of analysis of economic conditions and the market for new investment in the Catonsville village area (Legg Mason Realty Group, Inc.), analysis of parking and traffic conditions and preparation of recommendations for solutions to current problems (Douglas & Douglas) and analysis of the physical character of the Catonsville Village area and preparation of the plan itself (Cho, Wilks & Benn). In addition, the study process involved a strong community participation component.

In summary, the purpose of the consultant team effort has been to help Catonsville area citizens have a better understanding of the way their village area is working, to address certain problems, and to establish a direction for the future. It has also been to provide county officials with information needed to make decisions with regard to county program activities in Catonsville.

B. Work Performed

The consultant team has performed an extremely wide range of research and analytical tasks in connection with this assignment. Some of the most significant of these tasks are summarized below.

1. Public Participation: The consultant team

has had extensive and continuing contact with its clients (Baltimore County and Catonsville 2000) throughout the study and with the public on several occasions. Principal meetings held between the consultants and these organizations are summarized below.

- November 7, 1989: Kick-off meeting with county officials.
- November 14, 1989: Kick-off meeting with Board of Catonsville 2000, Inc.
- December 19, 1989: Public information meeting.
- January 9, 1990: Public meeting.
- February 6, 1990: Workshop with Board of Catonsville 2000, Inc. and public.
- Preview meeting of presentation of study draft to Board of Catonsville 2000, Inc. and county officials.
- March 19, 1990: Presentation of preliminary study draft to public.

2. Work Performed by Economist:

- Conducted field inspections of the Catonsville Village area and surrounding areas.
- Research into development and market conditions relevant to the study area.
- Analysis of data relating to development and market.
- Distribution and analysis of shoppers and merchants surveys.
- Formulation of recommendations for market supportable future development of the village area.
- Interviews with individuals associated with

- certain key sites
- Formulation of recommendations for key sites.

3. Work Performed by Traffic/Parking Consultants:

- Field inspection of parking facilities in the Catonsville Village area.
- Research and analysis with regard to the way parking is currently working.
- Research and analysis with regard to traffic flows in the village area, especially Frederick Road.
- Analysis of state highway traffic volume data.
- Formulation of recommendations with regard to parking.
- Formulation of recommendations with regard to techniques to guide and to control traffic flows.

4. Work performed by planner.

- Field inspection of the primary focus area, particularly Frederick Road.
- Photography of buildings fronting on Frederick Road.
- Identification and analysis of land uses in the primary focus area.
- Valuation of characteristics of buildings and of signs along Frederick Road.
- Review zoning in the village area.
- Formulation of plan recommendations based on this research and the input of the economic and traffic/parking consultants.
- Preparation of graphics to display plan recommendations.

D. Organization of this Report

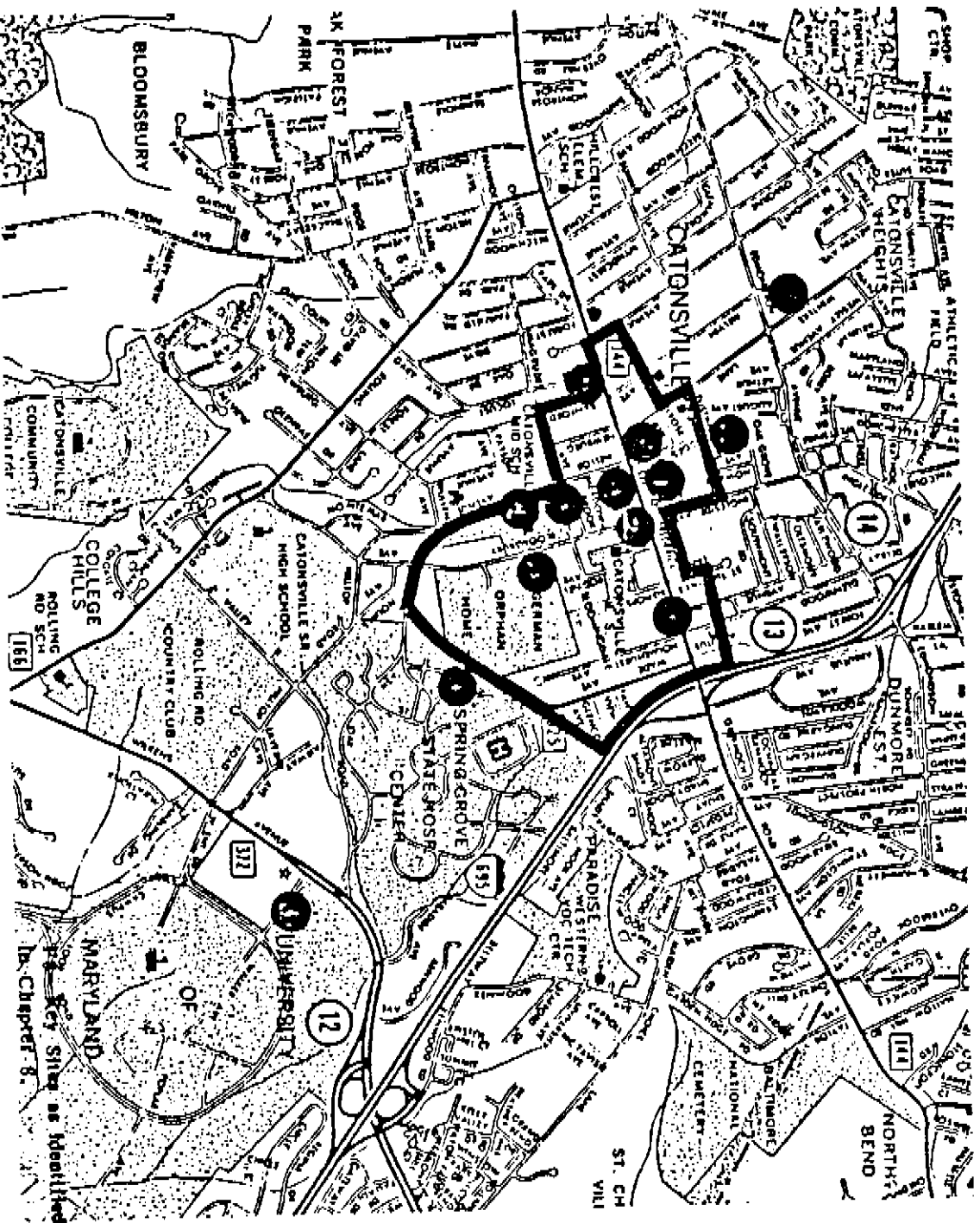
In addition to this introduction, the report consists of eight sections. These include the Executive Summary, Development Framework, Market Context, Traffic and Parking Context, Design Context, Design Plan, Recommendations for the Key Sites, and the Plan Components and Implementation Strategy. There is also an Appendix containing certain technical data.

- Preparation of design guidelines to be applied to structures along Frederick Road.

G. Study Areas

The primary focus area for this study is shown on map 1-1 on the following page. For the most part, it is the area one block either side of Frederick Road from the Beltway to about the Post Office, except the focus area extends farther south to pick up the Catonsville Middle School and The Children's Home. This is the area that will be referred to throughout this report as the Catonsville "Village". Several subareas have been defined within it. Most of the economic and planning analyses are oriented to "downtown Catonsville", which is the stretch along Frederick Road from the Beltway on the east to the Post Office on the west.

In order to properly analyze potentials in the focus area, the consultants have had to look beyond it. This has been particularly true of the economic work. As will be noted later, an analysis of development trends in an area from UMBC to about Route 40 and from Baltimore City to Patapsco Valley State Park was performed by the economic consultant. Market data were obtained for this larger area and for an even larger area covered by zip code 21228, which is the area from which the bulk of the people who patronize Catonsville stores come from.



Map 1-1

2. Executive Summary

Analysis Conclusions:

Market:

Downtown Catonsville currently functions as a moderate sized community shopping center with an appropriately scaled amount of associated office space. Downtown serves primarily a close-in market comprised of households living in an in the vicinity of the Catonsville "village". However, a few stores draw customers throughout the Baltimore metropolitan area.

Merchants find Catonsville a good place to do business. Operational problems associated primarily with parking and traffic cause some difficulty. However, business is generally good with sales on an uptrend and a favorable outlook.

Shoppers enjoy the small town atmosphere of Catonsville. They like the convenience of Catonsville, the positive attitude of the merchants, and certain types of specialty goods sold by the merchants. They find parking to be a major aggravation and traffic somewhat so.

Most shoppers do not consider Catonsville their primary shopping area. They prefer to shop the larger supermarkets in the Route 40 corridor for food and other convenience goods. They buy their clothes and other shoppers goods in shopping centers located in the Woodlawn area, Columbia, and Towson.

Downtown Catonsville has approximately 225,000 square feet of retail sales space with another approximately 90,000 square feet of

space devoted to various types of retail services, personal services, and consumer financial services. This is roughly the size and composition of a moderate-sized community shopping center and is generally consistent with the population in Catonsville's market area taking into account the competitive situation. Occupancy of retail space is essentially 100% and tends to stay that way. A high percentage of merchants own their stores. A moderate amount of office space, primarily on the second floor of buildings having retail on the ground floor, is vacant. There is little vacant space in the several professionally developed office buildings.

Retail and office space rents are low to moderate. They are relatively low for retail, but generally consistent with rents for an older community shopping district. Office rents are consistent with relatively recently developed suburban class B office space.

Population and household growth in Catonsville's primary market area over the next ten years is expected to be modest. Nevertheless, such growth as will occur, plus a general increase in the wealth of households in the primary market, will generate reasonable increases in retail sales potential in the primary market area and the demand for new retail space.

Downtown Catonsville has to compete with other areas serving the market, particularly the Route 40 commercial areas, for retail demand. However, Catonsville is viewed as a special retail district. Its particular atmosphere should keep it

competitive and make it possible to capture its fair share of the space potentials. In our judgment, there is a potential for 30,000 to 50,000 square feet of new retail space development in downtown Catonsville for the period of 1990-1995 with an additional 50,000 square feet possible 1995-2000. Any new retail development should be located on Frederick Road. Finding enough land to accommodate the retail potentials will be difficult.

The best way to implement the development of any new retail space in downtown Catonsville is to establish a "convenience specialty" marketplace which would complement existing stores and be similar to them in terms of merchant scale and character. The Belvedere Square complex serves as a good model for this kind of center. Clearing existing structures to create an area for such a development is not recommended. Should enough space become available, county officials and local developers and merchants should work together to develop such a facility. This is the kind of complex that could not easily be developed in a Route 40 context and would fit in well with the existing retail structure in downtown Catonsville.

Retailing currently works well in downtown Catonsville. Future planning and economic development efforts must be undertaken with care and sensitivity to the area's special character and somewhat fragile economics. This is not a fancy shopping area, but it is a successful one at its particular scale and characteristics.

Catonsville's current problems are primarily op-

Catonsville 2000 Executive Summary

The Legg Mason Executive Summary is a reasonably accurate synopsis of Catonsville 2000's concerns for our community; in general, we support the consultant's logic and recommendations. There are specifics with which our Board disagrees or which we might prioritize differently, detailed throughout the commentary found in the body of the report and summarized below.

LAND USE

The interaction of residential, retail, commercial, and institutional activity at a scale and density appropriate to a "smaller town" community is what gives Catonsville its "village" character. Assuring that any new development which occurs, whether residential or commercial, blends harmoniously with that Village character is of primary concern. Infrastructure must be in place or be made available to support new development adequately, including roads, schools and appropriate open space and recreational facilities.

Catonsville falls below the accepted norms for provision of open space and recreational facilities. Any opportunity to expand these amenities should be seized as and when available. The old Middle School on Bloomsbury Avenue, Spring Grove State Hospital, the Children's Home, a portion of the BGE site - all these present opportunities, whether in whole or even a small part, to add to active and passive open space in our community.

Residential and commercial redevelopment possibilities centered around and near the municipal parking lot on Frederick Road are worth exploration as part of a unified and planned land study effort. The Belvedere Square concept discussed by the consultants as a retail anchor for the Village deserves analysis if appropriately designed and scaled. A comprehensive review of properties in this area could result in a plan for redevelopment beneficial to both residential and retail activity.

rational, not market. It is important that the following steps be taken to improve the business climate in downtown Calonsville and provide a basis for increased investment:

- Rationalization of and expansion of parking facilities;
- Organization of signage;
- Reasonable improvements and coordination of store fronts;
- Organization of traffic;
- Establishment of a merchants group to facilitate coordination of marketing, advertising, hours of operation, street appearance, and so forth.

Downtown Calonsville's continued success can be helped through reasonable growth in its primary market area. This means adding households and population (shoppers) by promoting compatible residential development in the Calonsville community area -- on key sites and/or all infill locations previously bypassed by developers.

Traffic:

The citizens and business in Calonsville generate most of the traffic on Frederick Road; only 20% of the peak period vehicles are making through trips. Most vehicles circulating between parts of Calonsville must use Frederick Road because of the lack of nearby parallel streets and an adequate street grid pattern.

The large number of driveways along Frederick Road creates conflicts between turning and passing vehicles.

Frederick Road should be delineated with median islands and left turn lanes in the auto-oriented areas. The central Village segment should have left turn lanes, but retain curbside parking and loading zones where possible.

On-street parking meters and the Parking Authority Lot meters should be set for higher parking rates and shorter duration (selected curbside meters). Increased enforcement of meter use and illegal parking is essential to maintain adequate supply for customers.

Improvements to the street grid pattern should include realignment of Egges Lane to meet Melior Avenue, extending Urban Avenue west to Egges Lane and upgrading Bloomingdale between Bloomsbury Avenue and Bishops Lane.

On-street parking should be consolidated to reduce driveway entrances on Frederick Road, improve circulation between front lot and rear lot parking and provide more accessible rear lot parking. This may also improve circulation within the downtown area and reduce traffic on Frederick Road.

Design:

The analysis of the physical characteristics of Calonsville reveals a community with many assets in the process of change.

1. The village character is not consistent along Frederick Road at present. Three building patterns exist. The village character and small scale pattern should be reinforced and further erosion should be stopped.

2. Preservation of existing historic structures should be encouraged in the village core.
3. The historic character of many older buildings has been obscured by modern additions and signage.

4. The density of development in the primary locus area is low and could be increased in the village core.

5. Street density, which refers to the number of network of streets in a given area, is low. This has resulted in the creation of many private driveways and large block sizes. An increased street density in the village core would help rationalize parking and service areas.

6. More north/south through streets will help reduce traffic congestion at the Ingleside/Frederick intersection.

7. The size of the village core is good for walking.

8. There is a high proportion of public and civic institutions in Calonsville which contribute to the village character.

Goals:

1. Unify the Frederick Road corridor area to minimize damage done to the village character by newer developments and maintain the village scale by implementing a unified streetscape design.

2. Add to and alter the street systems to allow

Potential redevelopment planning for Spring Grove Suite Hospital is a major concern. We need to work closely with the State of Maryland to be certain that, if significant portions of the property are redeveloped, infrastructure is available to support any more intense development. We need to take advantage of the possibilities that this site offers for both open space and recreational areas.

MARKETING

We believe that improvement to the physical appearance of the village is mandatory from a marketing and a design perspective. While the expense of substantial changes could be detrimental to marginal businesses, we believe that investing a reasonable amount of capital to brighten the faces of these establishments, spruce up facades and improve signage may in fact attract new business to these stores and more than pay for itself in the long run.

The consultants estimate that additional retail potential for Calonsville by 1995 could run from 30,000-50,000 SF, which, interestingly, is the recommended sizing for the Delvedere Square-type development concept. This boutique retail interior concept has grown in favor with the consultants as the drafts of the study have progressed. Indeed, they devote two full paragraphs of their covering letter to the potential for this concept which the closing of the Hardee's Restaurant site has enhanced. From a marketing standpoint, we feel that the Delvedere Square concept deserves serious consideration and further exploration. Given the difficulties of assembling a sufficiently-sized parcel in the Village core to accommodate this type of use, and the availability of Hardee's site now, we recommend that immediate steps be undertaken to propose and review the potential designs for such a concept. The adjoining property owners should be requested voluntarily to hold off development plans for adjacent parcels that might be incorporated into a comprehensive scheme until site development plan alternatives can be considered by all the interested parties.

for increased alternatives in auto travel paths in the commercial area, which will also help keep through traffic out of residential areas.

3. Rationalize parking - make it more accessible and convenient in areas that need it most.
4. Direct new activity and development to the village core.
5. Add additional residential units to the village, that maintain the scale and character to the village.
6. Maintain existing recreation space and develop a system of small civic spaces in the village core to complement the residential and institutional uses.

Recommendations: The main elements of the plan include:

1. Creation of a better road network in the village core area to allow for improved traffic circulation, increased service capabilities, and increased on-street parking.

This is accomplished by:

- a. Provision of service alleys in locations indicated.
- b. Elimination of driveways and cutbacks resulting with an increase in curbside on-street parking.

2. A safer Frederick Road, both for pedestrians and vehicles.

This is accomplished by:

- a. Slowing traffic off the beltway by adding a median strip to the wide road and a traffic light at Delrey Avenue.
 - b. Narrowing Frederick Road at mid-block points in the village core section to allow for easier pedestrian crossing.
 - c. Decreasing the number of curb cuts along Frederick Road (and resulting consolidation of parking lots).
3. Streetscaping to unify Frederick Road and to provide a village scale as desired.

This is accomplished by:

- a. Providing for gateways to Catonsville with low planted center medians and entry markers.
- b. A center median with trees, controlled signage, and planting in the auto-oriented "strip" area to bring it back down to village scale.
- c. Limited street trees in the village core with increased on-street parking.

4. Improvement of building character to reinforce village character.

This is accomplished by:

- a. Architectural and Signage Guidelines.
- b. Revised definition of R.O. zoning.

The consultants have recommended certain types of retail uses as additions to the current mix, as well as a potential mix for a new Square-type marketplace. In furtherance of these proposals, we recommend (as do the consultants) that both a detailed household study of the primary market area and a more sophisticated merchants' analysis be made to evaluate what additional goods and services might be profitably provided. County and/or private funds could be solicited to perform these studies promptly, since they are the basis on which further marketing and development decisions should be made.

A program for establishing cooperative advertising and marketing strategies and creation of a viable merchants' association both need to be pursued.

TRAFFIC & PARKING

The three highest priorities in this category are as follows:

- 1) Installation of a traffic signal at Delrey and Frederick.
- 2) Improvement of Urban Alley as a convenient service road and to provide additional parking for nearby retailers.
- 3) Provision of additional municipal parking facilities in the 800-900 blocks of Frederick Road, identified by the consultant as the most highly utilized parking area in the Village.

Items #1 and 2 should be undertaken promptly as demonstration projects to get the implementation phase of the Catonsville Plan underway.

Better access must be provided to the existing municipal lot. We feel that a rear access would be invaluable and recommend that the adjacent rear property owners should be required to provide such access as part of any development proposal for the area.

We do not generally support removal of parking spaces from Frederick Road except where individual spaces near major intersections impede traffic flow.

A special center turn lane analysis should be performed to evaluate its feasibility along Frederick Road. We do not support an extensive raised median island along the length of Frederick Road, but subject to engineering feasibility, would recommend consideration of some sort of gateway treatment at both ends of the Village.

Parking meter fees for premium spaces on Frederick Road need to be raised substantially and meter hours shortened to encourage use of the municipal lot and private parking.

Private driveways and private parking lots should be consolidated and connected wherever possible to reduce access points on Frederick Road and encourage shared parking. Development of rear parking lots and rear access to retail stores should be a priority item.

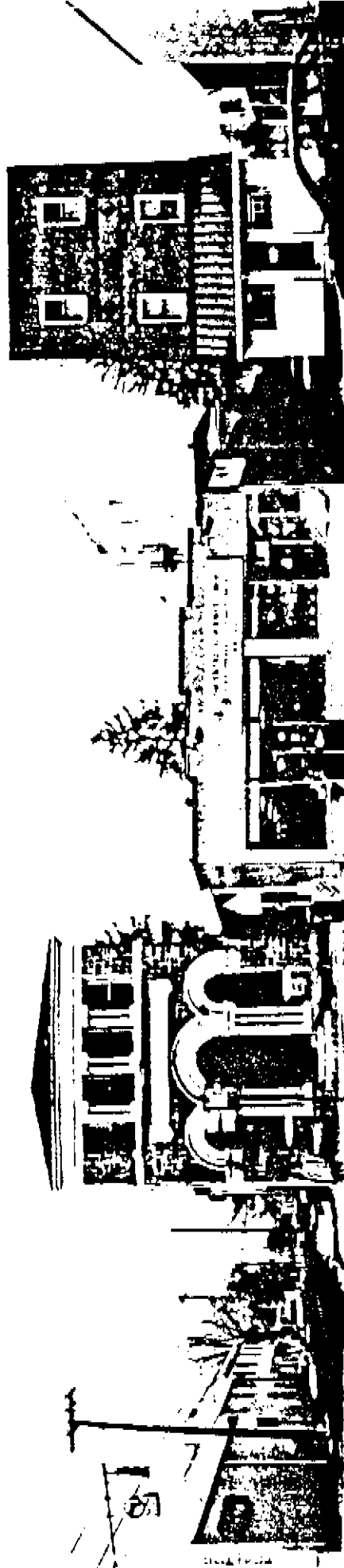
Enforcement of parking restrictions needs to be re-emphasized.

ARCHITECTURE AND STREETScape DESIGN

We support the concept of attractive gateways to the Village, but prefer that median islands may not be the only or best solution. Attractively landscaped islands extending into the parking lane, decorated with architectural grade lighting fixtures and appropriate signage may achieve the same end and work more efficiently. The answer to this issue is best achieved by an engineering feasibility study to see what works and a design proposal to gauge its aesthetic impact.

Tree planting along Frederick Road is a desirable goal, where there is sufficient sidewalk width to accommodate this landscaping and as long as it does not obscure retail store visibility or signage.

We wish to emphasize as a high priority the need to encourage facade renewal and signage guidelines along Frederick Road and throughout the Village. We recognize the financial impact requiring exterior improvements may make on small businesses, but argue strenuously that reasonable guidelines should improve business results in the long run. We believe that facade and signage guidelines should be adopted, applicable to all new construction and renovation activity within the Village Study Area, and that compliance with such guidelines should be reviewed and enforced as an integral part of the development approval process. We request that the Planning Board adopt the Catonsville Plan architectural and signage guidelines within the revision to the County's CMIP manual currently being undertaken by the Office of Planning and Zoning.



3. Economic Framework

3. Economic Framework for Planning

The purpose of this section of the report is to examine the general development context within which Catonsville exists and operates. The objective is to identify significant factors affecting the way the Catonsville community works, particularly the primary focus area -- the "village". These include such factors as its location within the region, past and recent development patterns, relationship to other areas and major uses, and so forth.

The information upon which this analysis is based has been derived primarily from the consultant's inspections of the village and other parts of the Catonsville community. The consultants have spent a considerable amount of time in the village, photographing street frontages, observing the relationships of uses to each other, noting the character of structures, and looking at parking and traffic matters. These observations also draw on points made by members of the Catonsville community as expressed at the live public information sessions that were held as part of this study and observations made by the board of Catonsville 2000 in the two work sessions that were held with that organization. They also use some of the data referenced in later sections, including the results of the shoppers and merchant surveys conducted in the course of this study.

A. Catonsville's Regional Context

There is no perfect definition of "Catonsville". Generally, however, it is viewed as that residential, commercial, and institutional community focusing on Frederick Road between the

Baltimore Beltway and the westernmost portion of Rolling Road. On the north, its boundary might be considered Route 40, though that is a little farther north than some would agree to. On the south, the University of Maryland Baltimore County campus, provides a dividing line between Catonsville and Arbutus.

1. Highway Access. Several highways significantly affect the development character of the Catonsville area.

- The Baltimore Beltway is a major regional thoroughfare, carrying about 130,000 vehicles per day. It provides excellent access for Catonsville area residents to other parts of the region. It helps bring residents from elsewhere in the Baltimore region to Catonsville. Traffic tie-ups occurring on the Beltway affect traffic traversing the Catonsville community, where some local roads provide perceived alternatives to the Beltway.

- Route 40 (Baltimore National Pike) on the north is also a major regional thoroughfare, but with a strong commercial orientation. While Route 40 continues to carry traffic between the City of Baltimore and points west, at a rate of 55,000 vehicles per day, its greatest significance in this area is as a local service highway for commercial establishments.

- Frederick Road was the earliest regional highway in this area, and was replaced by Route 40. Frederick Road connects south west Baltimore City with Ellicott City. It is

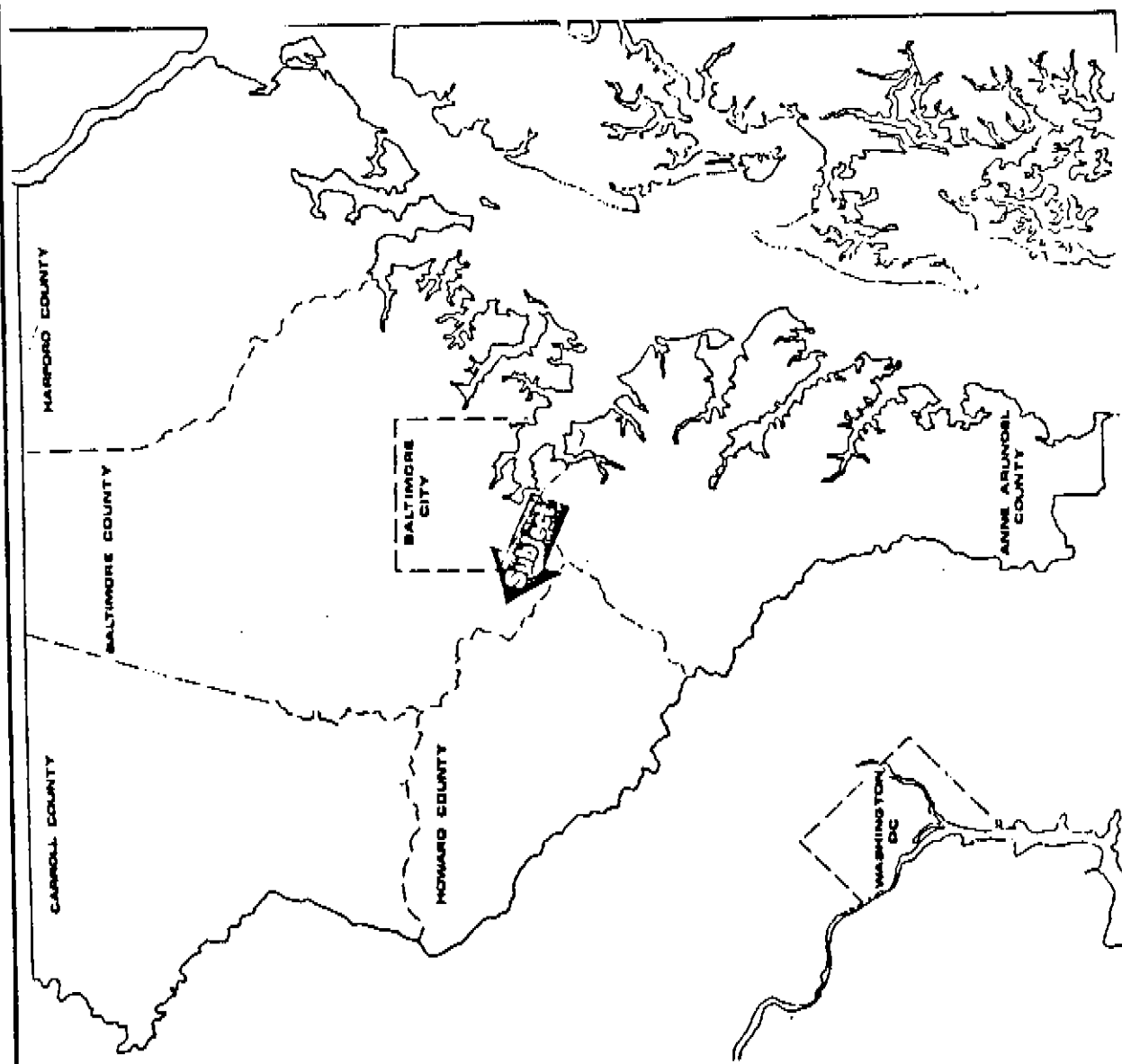
now a primarily a local service thoroughfare, although it does carry some through traffic between the Beltway and northeastern parts of Howard County.

- Wilkens Avenue on the south edge of the Catonsville area is not especially significant west of the Beltway because it dead ends at Rolling Road. However, it is a major commercial thoroughfare connecting the Beltway and the southwest portion of the City of Baltimore.

- Rolling Road is a primarily residential thoroughfare, but carries significant amounts of north/south regional traffic. As mentioned previously, it is sometimes perceived as an alternative to the Beltway. Rolling Road is used by local residents as a means of accessing the western portion of the Catonsville area. Its significance has increased with its connection on the south end to I-195, a limited access expressway providing access to I-95.

Except for Frederick Road, these thoroughfares tend to route traffic around the Catonsville village area, although some would probably debate that observation as regards Rolling Road. These highways provide generally excellent access between the Catonsville area and the region. As indicated in responses to the shoppers survey, Catonsville area residents frequently shop far afield (Owings Mills, Towson, Columbia, Glen Burnie), while at the same time, residents from these same areas shop at some of Catonsville's

This chapter consists largely of economic background analysis, defining what "Catonsville" is and where it fits in the economic and demographic market. For the most part, this evaluation is on target.



especially stores, especially the music stores. The relationship of the village area to the Beltway is considered especially significant in this regard, and is viewed as a positive asset to the village commercial community.

2. Historical Aspects: Calonsville is an older community. It was first developed as a suburban residential village in the late 1800's. This was when Frederick Road was the principal regional thoroughfare. Thus, Calonsville has a long history as a commercial center. It has survived as such during periods of extraordinary change in the economy of the Baltimore region and the structure of regional development. Over the decades, since World War II, development has flowed from the City of Baltimore to the surrounding county areas along highway corridors. Frederick Road served as such a corridor in the early part of the 20th Century. The development of Baltimore National Pike as U.S. Route 40 provided an alternative development corridor.

Significant amounts of Calonsville's land area had been built upon before World War II. Thus, the regional growth that occurred after the war tended to "leap frog" Calonsville. In addition, development of the Beltway opened up other areas on the fringes of the city. Consequently, Calonsville's development in the 1950's and 1960's was somewhat more orderly than in much of the rest of the suburbs. As an area of traditional large homes, much of the development that did occur, after the war,

maintained that character. Complementing this was a mixture of generally moderate to low income families, frequently new to the Baltimore region, and frequently from points of Maryland and West Virginia farther to the west, who found Calonsville a convenient and comfortable residential location. This diversity exists today and represents one of the features tending to make the Calonsville community interesting.

3. Nearby Development Areas: The development of Calonsville has been influenced to some degree by development occurring to the east in the City of Baltimore. The western portion of the city closest to Calonsville is one of generally pleasant, though moderate priced homes. Portions of Baltimore County and Baltimore City along Frederick Road east of the Beltway, are generally consistent with the character of Calonsville, although most of these communities are actually newer in terms of time than Calonsville itself and somewhat lower on the socio-economic ladder. The presence of the Beltway has served to define the western extent of Baltimore City - type expansion and the eastern edge of Calonsville.

To the west, Ellicott City is another community like Calonsville, at least from a commercial standpoint. However, the traditional residential structure around Ellicott City's commercial area is not as strong as Calonsville's, and the commercial area itself is constrained by physical limitations. Nevertheless, Ellicott City serves as a complemen-

tary neighbor to Calonsville in helping to reinforce the "traditional" nature of the Frederick Road corridor.

4. Summary: In summary, therefore, Calonsville can be viewed as benefiting from a generally fortuitous location in the Baltimore region with good to excellent access. Its pattern of historical development significantly shapes the way it looks and works today, and needs to be taken into account in the planning process. As revealed through the surveys and public information sessions, residents of the Calonsville area are quite aware of this character, and feel that the most important thing that this planning process can do is reinforce, not detract from, that character.

B. Residential Development Framework

Historically, the Calonsville village commercial district has served a fairly well defined area around it. While earlier in its history, before the Beltway, it was to some degree a regional center, it has not been such for a long time. It does attract shoppers from other parts of the Baltimore region, but the shoppers' survey revealed that the vast majority of shoppers consider it their secondary, not primary, shopping district. This means that the ability of the village commercial district to survive is linked primarily to its ability to effectively serve the population in its traditional market.

Any growth in the commercial district would be linked to growth in the number of people in this

Emphasis is placed on the "village" character of the Calonsville core, and we agree strongly with the summary statement in paragraph A-4, that it is important to reinforce, not detract from that village character.

market area and/or the ability of these shops to attract more customers from outside of its traditional market. The latter would probably require that the nature of the retail establishments in the village change to become more acceptable to the broader regional market, operations able to advertise regionally, and businesses with recognizable national or regional names. Based on comments received from the public, Catonsville 2000 board members and respondents to shoppers' and merchants' surveys, this does not appear to be what people want.

This brings the focus back to nearby residential areas. Survivability of the commercial district is linked, therefore, to the survivability of these nearby residential areas and reasonable growth within them or near them. The purpose of this part of the development framework analysis is to assess the character of the residential community in the Catonsville area, its recent growth, and its prospects.

Catonsville has evolved from a small village to estate country, to street car suburb to highway oriented post-war suburb. "Old" Catonsville is essentially built-out, similar to other older suburban villages in Baltimore County such as Towson and Durdalk. Residential development is occurring on the southern fringe of the primary market area along South Rolling Road and Hilton Avenue. Substantially more residential development is occurring in surrounding parts of Baltimore and Howard Counties.

1. Residential Development of Trends: A good perspective on the amount of residential de-

velopment that has been occurring in the Catonsville area can be obtained from an analysis of building permits issued over the past nine years. These data are shown in Table III-1. It should be noted that, while building permits are very useful in an analysis of this nature, not all permitted units are developed. LMRG estimates that, perhaps, 85 percent of the units for which permits are issued are actually built. At the same time, these data do not take into account renovations of homes or conversion of commercial structures to residential. Nor do they take into account subtractions from the residential inventory due to fire, other forms of physical loss, or conversion to non-residential use.

The Regional Planning District (RPD) conforming most closely to the Catonsville market is RPD 324. In the period 1981-1989 (through September), a total of 1,388 residential units were permitted in RPD 324, an average of 154 per year. However, 452 of these units were in multi-family structures, which generally represent special situations. The other 936 were about 40 percent single-family detached units and 60 percent single-family attached (townhouses). Most of the recent development has been single-family detached, with 1989 being the most active year in terms of permits issued for SFD structures. Nevertheless, during the 1980's, an average of only about 40 SFD structures per year have been permitted in RPD 324.

Surrounding RPD's have experienced significantly greater residential development

activity. This is especially true of the eastern portion of Howard County, directly across the Patapsco River from the Catonsville area. Here, almost 11,000 units were permitted during the 1980's, an average of 1,200 per year. A little less than on-half of these were single-family detached. There has been a significant amount of multi-family development in RPD 606, which is the area of Howard County south of the Catonsville area and adjacent to I-95. While this growth has a potentially beneficial impact on Catonsville's commercial area, it is unreasonable to assume that much Catonsville business will be generated by these households. The shoppers' surveys indicated that relatively few people from these areas shop in Catonsville at the present time, and it would seem unlikely that the number would expand unless dramatic changes were made in the nature of Catonsville's retail establishment.

2. Primary Market Area - Residential: The majority of "old" Catonsville is built out, typical of an older suburb. There are very few large, undeveloped residential parcels in the primary market area in private hands with most of the undeveloped land owned by private institutions or the County or State government. Major residential development in the primary market area is concentrated in the southern portion of Catonsville along the South Rolling Road and Hilton Avenue in the vicinity of Catonsville Community College. Two large developments are currently active, Patapsco Woods and College Hills.

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The synopsis on pages 3.5-7, section D, accurately reflects the situation for residential development. While additional development in Catonsville could assist the economic viability of the Village businesses, traffic and land planning concerns require that new development generally be limited to low to moderate densities.

With the exception of Ellicott City, the vast majority of Howard County was rural until the development of Columbia in the 1960's. Since that time it has developed into an archetypal 1980's suburban county characterized by service oriented employment, large scale and increasingly expensive residential development and a highly educated, wealthy population.

Housing development within the Ellicott City area, along with Elkridge, the most Baltimore oriented areas of the County, has long attracted Catonsville area households, especially those purchasing move-up housing. Overall new housing in Howard County is among the most expensive of any jurisdiction in the Baltimore region. Virtually all new detached housing is base priced above \$200,000 with some production projects priced well into the mid-\$300,000's.

4. Residential Development Opportunities and Constraints:

- Residential projects developed in Catonsville over the past several years have generally been successful.
- A Catonsville location offers good access to downtown Baltimore, the Baltimore-Washington corridor and Howard County.
- Unlike many other new suburban areas that developed in the post-war period Catonsville has its own functional downtown district, a differentiated, well maintained housing stock, established neigh-

area just north of Interstate 70. The major project here is Parkview Trails which consists of townhouses and single family detached units. The price positions of new housing in the Security area is substantially lower than new home products in the primary market area. Housing products in this area generally target the first-time buyer currently residing in the large number of rental units in this area.

Another major development occurring just south of the PMA is River Chase, a townhouse project located northeast of the I-95/Metropolitan Boulevard interchange in Arbutus. Units here are based priced at \$100,000. In the Westchester/Rockwell areas of far western Catonsville, several smaller scale residential projects have been built over the past few years. Current projects include the 108 unit Westchester condominium and Preakness Falls North townhouses. Small developable parcels have been available in this area and in-fill type projects have been developed on a regular basis this decade.

The amount of residential development in both the primary and secondary market areas in Baltimore County pales compared to development activity within northeastern Howard County. The Howard County portion of the secondary market area is functionally different from the primary market area. Howard County is located within the heart of the Baltimore-Washington corridor and has been one of the latest growing jurisdictions in the Baltimore region for two decades.

Patapasco Woods is a 185 unit single family detached subdivision located east of Hillon Avenue and west of Catonsville Community College. Units here are selling for base prices in the \$220,000 to \$250,000 range. The principal market for this development are local trade-up buyers. College Hills is a 175 unit luxury townhouse project located on a 72 acre site west of Rolling Road and east of Catonsville Community College. This project, which started construction late last year is selling 24 foot wide units base priced in the \$200,000 to \$210,000 range.

Other developments have been built in the South Rolling Road area over the past few years include Highfields and the initial single family detached section of College Hills. Residential projects developed in the primary market area over the last five years have generally been very successful. Currently there area no other major residential development projects within the primary market area. Scattered development on lots in existing neighborhoods is typical. Other small in-fill projects have been developed within the primary market area in recent years.

3. Secondary Market Area - Residential: Residential development is much more frequent outside of the primary market area. In the Baltimore County portion of the secondary market area the vast majority of this development is occurring in areas that are not considered Catonsville, even given its broadest geographic definition. One development node is in the Rolling Road/Security

CATONSVILLE 2000
ANALYSIS

neighborhoods, a racially and economically mixed population and definite sense of place.

- There is a lack of residentially developable land.
- Residents have expressed concerns regarding higher density development.
- There is traffic congestion along major arteries (Rolling Road, Frederick Road).
- Intentions of landowners of major institutional parcels (Children's Home, Spring Grove State Hospital, UMBC) will affect future development.
- Underutilized residential land within downtown Catonsville north of Frederick Road could be developed at moderate densities.

C. Commercial Development Framework

As noted above, Catonsville has had a commercial core area for almost the entire length of its existence. In fact, comparison of photographs of this area today with the early part of the century, reveals an amazing consistency in the physical character of the area.

Frederick Road is the local point of this commercial activity. Commercial development on Frederick Road begins about 600 feet west of the Beltway and ends about 3,800 feet west of the Beltway. Some side streets accommodate significant amounts of non-residential develop-

ment, but, for the most part, the commercial focus is on Frederick Road.

The first few blocks of commercial development west of the Beltway are clearly oriented toward customers using automobiles. Facilities in this area tend to be set back from the thoroughfare with parking in front. They are typical highway-oriented businesses such as gasoline stations, other automobile related services, fast-food restaurants, and business services. The village area's largest general occupancy office complex, the Catonsville Professional Center, is located in this area on the south side of Frederick Road.

At about the Catonsville Elementary School, or approximately 1,800 feet from the Beltway, the character of the commercial strip changes. From this point to the end of the commercial area at approximately the post office building on Sanford Avenue, the commercial character is more typically "urban" with businesses in storefront locations adjacent to the street. To the extent that there is one in Catonsville, the "100 percent corner" (the local point of principal commercial activity) is the intersection of Frederick Road and Bloomsbury Avenue. Between Bloomsbury Avenue on the east and Writers Lane on the west, the village has a strong community commercial center feel.

A wide range of types and sizes of businesses occupy space in this area. They range in size from the extremely large, like the John S. Wilson lumber/hardware complex, to extremely small shops. They include a moderate sized supermarket, several apparel stores, several stores catering to music businesses, florist shops,

restaurants, business services like banks and finance offices, professional offices, and others. Based on the commercial character of this area and the amount of space occupied by these businesses, this shopping complex might best be described as a "community shopping center". That is, it is larger than a pure "neighborhood" shopping center, but not as large or as well structured as a "regional" center.

Unlike a major regional center, this strip lacks a strong general merchandise facility to serve as a drawing card through its size and promotional activities. In fact, many of the businesses do not fall into the important "shoppers' goods" category that covers such things as apparel and furniture. Rather, the commercial context is oriented primarily towards convenience goods or "other retail" such as hardware, and so forth. This is not to say that the area lacks significant business attractions, it is just that these firms do not fit the mold of a regional center. They include Wilson, the music stores as a group and several of the stores individually, Muir's Hardware, Plymouth Wallpaper, the restaurants as a group, and several of the clothing stores. Most of these establishments fall into the category of "specialty goods" since they offer rather specialized merchandise and tend to cater to either a narrow market or a highly specialized component of the broader market.

The shoppers' surveys also revealed the importance of the banks as magnets drawing people to the area. There are a number of banks in the village "downtown" and highway strip commercial areas. Visitors tend to combine shopping

Characterization of the Village business district in section C, is generally accurate. The area is not a primary shopping district and "shoppers' goods" are of relatively minor significance. The Village is a convenience shopping area oriented toward zip code 21228 as its primary market, with a heavy service orientation toward banking and professional services. Additionally, specialty goods sold by the music stores and Plymouth Wallpaper are an important economic segment. The increased orientation toward office and service uses should not be overlooked, since employees of such firms also tend to support the existing retailers as well as providing necessary services to the nearby residential market.

A controversial issue comes to light in section C, last paragraph. Characterizing many of the retailers and service firms as small businesses operating out of "found" space, the consultant views this as an important aspect of the character of the Village and warns against implementing changes that might price these businesses out of existence. While this concern is a valid issue, we contend that investing money in improvements to brighten the face of these establishments, spruce up facades and improve signage may in fact attract new business to these stores and more than pay for itself in the long run. Reinvestment by landlords and merchants on a reasonable scale should be strongly encouraged, if not required.

recognize this character and help to enhance it, not disturb it. Such character is viewed as a general strength of the village commercial complex because it appeals to certain segments of the market and attracts them to the area. Other strengths are the presence of the office space, and, as will be noted below, institutional uses. Some of the weaknesses observed in this commercial fabric are the absence of strong "traditional" drawing cards such as a major general merchandise store or a major supermarket, the unplanned mix of businesses, and the lack of strong central authority to assure that the commercial district functions effectively.

D. Institutional Development Framework

There are a large number of significant institutional uses in the Catonsville study area. These include such large operations as University of Maryland Baltimore County, Catonsville Community College, Spring Grove Hospital Center, and The Children's Home. We would also include in this group Rolling Road Country Club and Catonsville Senior High School. These facilities in essence define the southern edge of the Catonsville community. Combined with Palapsco Valley State Park on the west and such institutions as the Western Vo-Tech Center and Baltimore National Cemetery east of the Beltway, they comprise a swath of open space and institutionally developed space that runs from the city of Baltimore to Howard County. These areas have tended to shape the distribution of development in this part of the Baltimore region, essentially focusing it on the Frederick Road and Route 40 corridors to the north, and

In summary, Catonsville's commercial area is comprised of three distinct components.

- First, there is the highway-oriented strip commercial area on the eastern edge near the Beltway.
- Second, there is the village core area comprised of a mixture of retail, office, and other commercial operations stretching from the elementary school to the post office.
- Third, there is a highly mixed commercial area on the south side of the village core between Bloomsbury and Mellor.

Overall, this area seems to work quite well.

There are extremely few vacancies of any nature, and almost none of retail. There seems to be a good balance between the nature of the spaces, what landlords are charging as rent, and what businesses can pay for the space. Some of the uses, particularly retail firms, are unusual. Many of the businesses occupy what can be described as "found" space, meaning that these are not organized shopping facilities offered by a developer, but rather opportunity spaces occupied by small businesses. This fact seems to have a lot to do with the nature of the businesses themselves, many of which are owner operated and are not part of national chains. Locally owned firms of this nature generally have difficulty paying rents in major shopping centers and seek secondary locations such as the Catonsville village area. Also, many have a long history of presence in and service to this community. As indicated in the public information sessions, it is important that the plan

with a stop at the bank and, possibly, a visit to a professional office or the post office building. In this regard, the village commercial core functions at a much smaller scale, like a typical downtown.

This downtown character is further reinforced by the fact that there is a significant amount of office space in the village core. The bulk of this is in several large buildings occupied primarily by C&P Telephone Company. The multi-story structure on the southeast corner of Frederick Road at Mellor Avenue is particularly important in this regard. Employees working in these office buildings constitute a reasonable market for retailers.

Although the commercial development focuses primarily on Frederick Road, there is a reasonable amount of such development on the east side of Mellor south of Frederick and on the west side of Bloomsbury south of Frederick. Additional C&P properties, automotive related services, Comcast cable building, and similar type businesses are located in this area. They are physically generally well related to each other. There is some mixing of commercial and residential in this area.

The largest industrial-type space in the area is the Chertkol Business Center on the east side of Mellor south of Meadowbrook Avenue. This building, which was converted from a factory, provides relatively low cost space for wholesalers and distributors and some retail-type functions including an auction house. Most of this space in this center is occupied.

the Artulus area to the south. Several of these large holdings were identified as "key sites" in the plan request and are addressed in Section VII of this report.

In addition to these large holdings, there are many small institutional uses in the study focus area, with a number of these right on Frederick Road. These include the former Middle School property, Calonsville Elementary School, about seven churches, a branch of the Baltimore County Library, the post office, and the National Guard Armory Building.

These institutional operations tend to give structure to the Calonsville community. Institutions are that they are not especially strong direct generators of business for retail and service firms in the core area, but they do provide a locus to Calonsville and attract people to the Calonsville community for various activities associated with them. It is our judgement that the institutions play a stronger direct role in the relative stability of the commercial area of the city than they are given credit. From the standpoint of the plan, therefore, the needs of the institutions should be recognized. It is important that the institutions remain in the Calonsville village area in order to promote continued stability and furnish market support for retailers and other businesses.

E. Development Issues

The analysis above provides the basis for identifying some of the key development issues that must be addressed in this plan. Issues

raised in the course of the public information sessions and work sessions with Calonsville 2000 can also be identified at this time. Some of these issues are set forth below.

- The commercial core area of Calonsville is currently operating quite well. The community generally likes the existing character of the commercial core. There are few vacancies and an eclectic, but generally successful, mix of uses. The plan should touch this area gently and not create a situation that might lead to dislocation of existing businesses and significant changes in uses.

- The residential area surrounding the Calonsville commercial core is experiencing only moderate growth. The community has expressed concern about introducing too much new residential development, should that be possible on certain key sites, and other "in-fill" locations. Nevertheless, reasonable continued residential investment is viewed as necessary to assure moderate expansion of the market available to local business establishments without having to penetrate outlying markets that generally do not look to Calonsville as their primary shopping area. Doing the latter would greatly increase the cost of doing business and the risk of business failure.

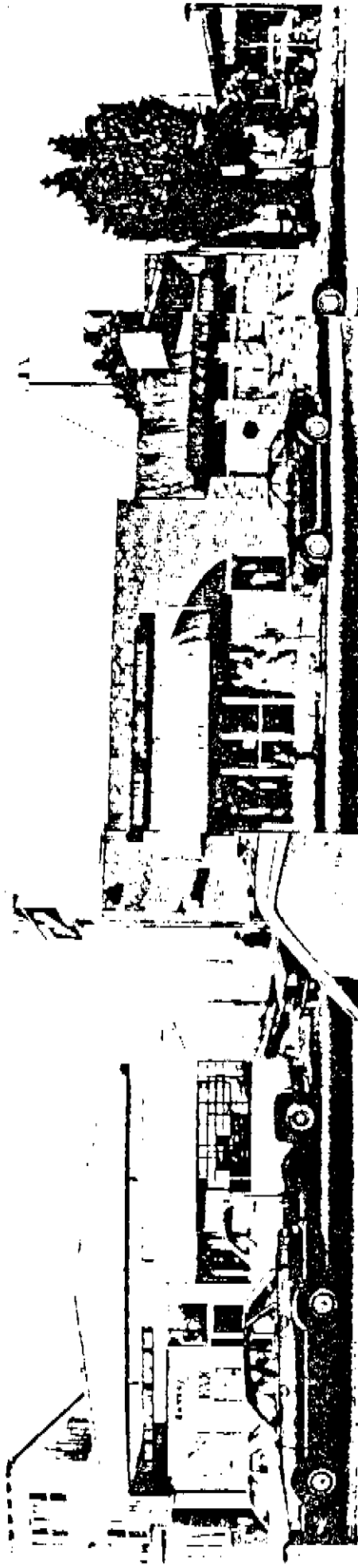
- The Calonsville market area is largely built out. Its southern and western edges are defined by major public and institutional landholdings. Its eastern edge is generally

circumscribed by the Beltway and its northern edge by Route 40. Calonsville is not going to "grow" by expanding into virgin territory. It needs to do the best it can with the land holdings available to it.

- The many institutional uses within the study area make a positive contribution to Calonsville. Their continued presence as operating institutions needs to be encouraged. They help identify the Calonsville community to broader markets that otherwise might have little reason to come to Calonsville. They are appropriate contributors to the village atmosphere that is so enjoyed by the residents.

- The Calonsville village center functions as a small scale downtown. In this regard, it has some of the problems of "downtowns" in the matter of mix of retail establishments. Nevertheless, there are important magnet businesses in Calonsville. In addition, significant amounts of office space help to support the downtown function aspect and provide market for retail sales and service establishments. This is a generally happy relationship and one which the plan should encourage.

- Frederick Road is a major regional highway. From the standpoint of the Calonsville community, however, it is primarily a local service thoroughfare. The plan must be careful to make certain that this latter capability is enhanced and not diminished.



4. Market Context for Planning

4. Market Context for Planning

This section of the Calonsville Plan report analyzes the market context for the planning program. The objective is to identify the characteristics of the market and its ability to support current and new investment in Calonsville and to project the demand for space in the downtown in the 1990's. The section concludes with recommendations regarding the nature of a program to assure the continued success of downtown Calonsville.

A. Regional Economic Trends and Projections

Given the relatively small size of downtown Calonsville, it is unlikely that economic trends occurring at the regional (metropolitan Baltimore) and county levels will significantly impact it. However, it is important to place the study area within the context of trends that are occurring at these broader jurisdictional levels.

1. **Population and Households:** Trends and projections for population and households for the metropolitan Baltimore regional and the jurisdictions comprising it are set forth in Table IV-1. Baltimore County is quickly catching Baltimore City as the most populous jurisdiction in the region. However, Howard County has been growing the fastest.

2. **Residential Development:** As can be determined from the data in Table IV-2, metropolitan Baltimore jurisdictions issued an average of approximately 14,500 residential building permits per year through the 1980's. In the last half of the decade, however, the aver-

TABLE IV-1
BALTIMORE REGION TRENDS AND PROJECTIONS
1980-2000

County	Population			
	1980	1990	1995	2000
Anne Arundel	370,775	419,300	454,000	474,000
Baltimore City	786,775	721,000	736,000	732,000
Baltimore	655,615	676,900	703,000	711,000
Carroll	96,356	116,400	132,000	143,000
Harford	145,930	171,100	184,000	193,000
Howard	118,572	173,300	207,000	239,000
TOTAL REGION	2,174,023	2,278,000	2,416,000	2,492,000
Households				
County	1980	1990	1995	2000
Anne Arundel	121,028	152,000	165,000	178,000
Baltimore City	281,414	290,200	294,000	298,000
Baltimore	237,371	271,900	285,000	298,000
Carroll	30,631	42,200	47,000	52,000
Harford	46,547	61,900	66,000	74,000
Howard	39,989	64,300	76,000	88,000
TOTAL REGION	756,980	882,500	935,000	988,000

Source: U.S. Bureau of the Census, Baltimore Regional Council of Governments; compiled by Legg Mason Realty Group, Inc.

age was over 17,800. This difference is a function of the greatly reduced level of residential development in the first half of the decade due to poor economic and development conditions and significantly faster growth to "catch up" in the second half when conditions were much better. Baltimore County accounted for approximately one quarter of these permits over the total decade, but approximately one third in the second half. These data indicate a healthy but reasonable growth in the metropolitan area as a whole and show that Baltimore County is a significant participant in this growth. Most of the residential development taking place in the county is occurring in the northwest corridor around Owings Mills, the north central corridor, north of Cockeysville, and the northeast corridor around White Marsh, not in the southwestern portion most closely associated with Catonsville. On a proportional basis, the latest growing county is Howard, which bears a relationship to Catonsville because a portion of Howard is fed by Frederick Road. Based on the shoppers survey responses, however, relatively few Howard County residents shop in Catonsville. Consequently, this Howard County growth is not regarded as especially significant from the standpoint of Catonsville businesses. Projections of residential permit activity as derived by LMRG are set forth in Table IV-3. They show a relatively conservative growth in residential development. Activity in Howard County tapers off from recent trends due to limitations on the number of units permitted. Baltimore County continues to grow at a strong rate with most

TABLE IV-2

RESIDENTIAL BUILDING PERMIT TRENDS
BALTIMORE REGION MAJOR JURISDICTIONS
1980-1989

	80	81	82	83	84	85	86	87	88	89
Anne Arundel	2,433	1,632	2,223	5,140	3,696	4,358	3,940	3,778	3,390	2,555
Balt. City	832	746	1,288	662	1,083	867	156	306	668	672
Balti. Co.	2,362	1,636	2,353	4,264	5,695	6,369	6,093	4,628	5,151	4,167
Carroll	703	546	669	1,504	1,352	1,470	1,608	1,786	1,458	1,335
Harford	697	665	563	1,559	1,677	2,142	2,574	2,706	2,990	2,779
Howard	1,271	1,323	1,523	3,005	3,287	3,532	4,011	4,161	4,101	5,348
Balt. Reg.	8,298	6,548	8,619	16,134	16,790	18,758	18,382	17,365	17,758	16,856

see 1989 Howard County total is artificially inflated due to permit cap. LMRG estimates that under "normal" conditions, permits in Howard Co. would not have exceeded 4,000 units in 1989. LMRG estimates that 15,506 permits would have been issued in Region in 1989 if Howard Co. permits did not exceed 4,000.

Source: RPC/Balt. COG Building Permit Data System, New Units Authorized by Building Permit Reports.

TABLE IV-3

PROJECTIONS OF RESIDENTIAL UNITS
BALTIMORE REGION MAJOR JURISDICTIONS
1990-1995

County	1990	1991	1992	1993	1994	1995	Average
Anne Arundel	2,700	3,000	3,200	3,300	3,300	3,000	3,100
Balto. City	600	800	600	500	500	500	600
Balto. Co.	3,800	3,600	3,400	3,400	3,400	3,400	3,500
Carroll Co.	1,400	1,400	1,400	1,400	1,400	1,400	1,400
Harford Co.	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Howard Co.	2,000	3,000	2,600	2,700	2,700	2,700	2,700
Total	13,700	14,800	14,400	14,300	14,300	14,300	14,300

of this growth occurring in the northern quadrant. These projections indicate a generally favorable environment for development in Baltimore County as a whole.

3. Impact of Economic Development Efforts:

Economic development efforts by Baltimore County and the State of Maryland targeted at areas in the vicinity of Catonsville have the potential to impact future development in and near the community and business in the downtown. A list of economic development efforts is set forth below.

- Expansion of academic programs at UMBC.
- Development of a high-technology business park at UMBC.
- Phasing out of hospital activities at Spring Grove and development of a business park to complement that being developed at UMBC.
- Commercial revitalization in the Route 40 corridor.

There is every reason to believe that these state and county economic development efforts will move ahead. If they do, the likely results for the Catonsville area will be:

- A greater number of jobs in nearby areas, generally high quality, future oriented jobs;
- More visibility for this area with the possibility of attracting associated office type investment;
- The likelihood of increased demand for good quality housing for workers at these facilities;

A Route 40 corridor that will be more competitive for retail investment than it is at present.

In summary, the proposed economic development efforts appear reasonable from the perspective of the county and the state. They would seem to fit in well with the general nature of the Catonsville area, although they will introduce more activity than currently exist at Spring Grove and UMBC. As planned, the projects are not oriented toward residential development, but they will likely generate demand for residential units. Given the fact that there is relatively little developable, residentially zoned land in the Catonsville area, it is unlikely that much of the residential demand generated by these activities will be captured near Catonsville unless specific efforts to target residential to the area are expended.

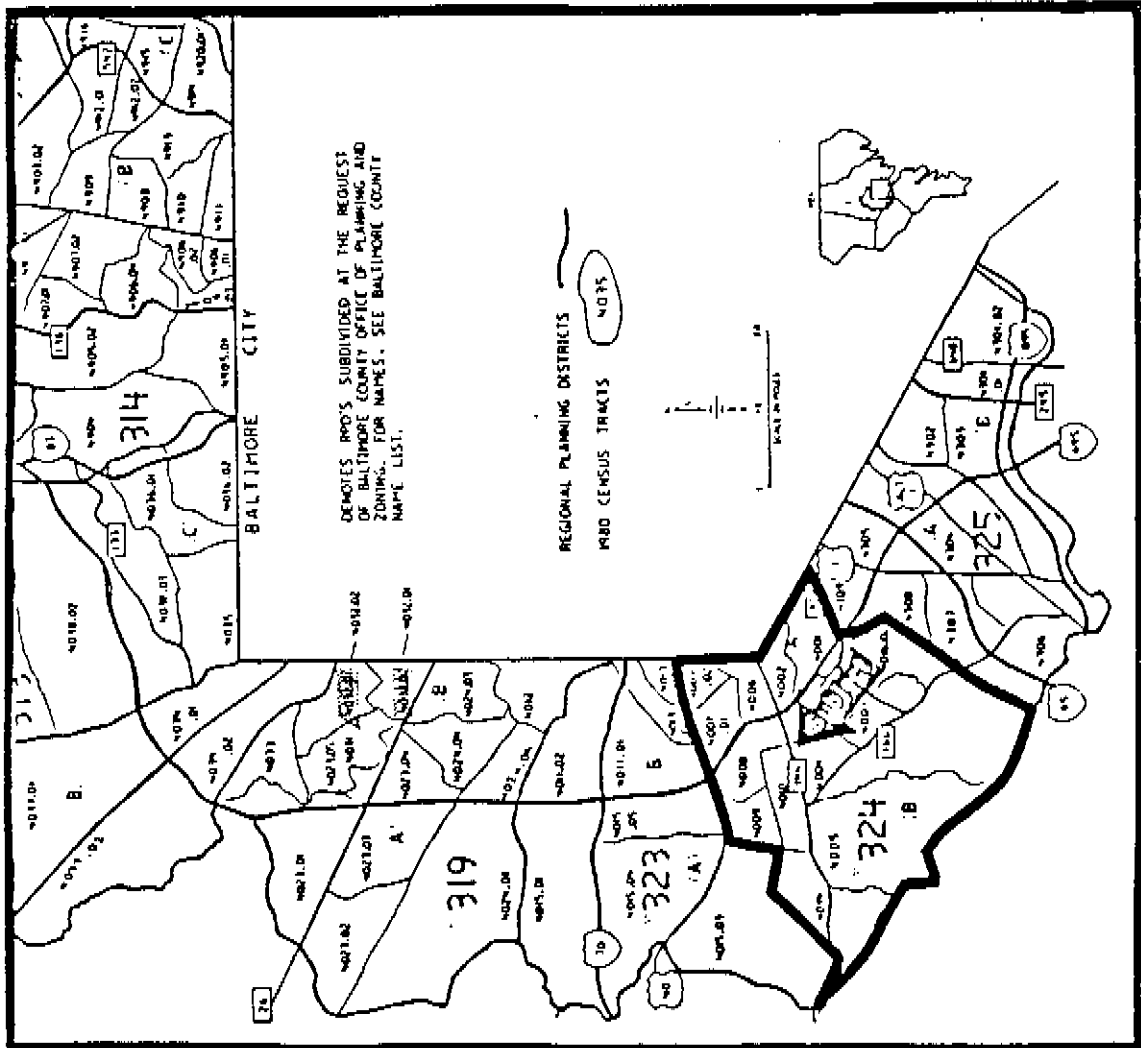
B. Market Area Economic Trends and Projections

Data for this analysis is derived from the shoppers and merchant surveys and LMRG's experience with market analyses in this part of Baltimore County.

1. Delineation of Market Areas: The market area for which downtown Catonsville businesses serve as the primary shopping area is relatively small. Most shoppers do not consider Catonsville their principal shopping area, so they are easily drawn away to shopping facilities located elsewhere in this part of the County, particularly Route 40

stores for convenience goods (food, drugs, etc.) and Security Square Mall for shoppers goods. The market area has been delineated in two ways. The Baltimore Region Council of Governments has divided the metropolitan area into regional planning districts (RPD's), which are comprised of Census Tracts. Shoppers cannot relate to RPD's since they don't know the boundaries. Consequently, another way to define the market area is by zip code on the shoppers survey, respondents were asked to provide the zip code of their residence. Based on LMRG's research, the primary market area for downtown Catonsville as expressed in regional planning districts is RPD 324. This RPD stretches generally from Palapasco Valley State Park on the west to Baltimore City on the east, UMBC on the south to Route 40 on the north. This is viewed as the best delineation of the primary market. By far the greatest number of respondents to the shoppers survey lived in zip code 21228. This zip code area includes essentially all of RPD 324 but extends much farther to the north, all the way to I-70. While it is unlikely that many of the residents of the area between Route 40 and I-70 shop in Catonsville since other shopping facilities are more convenient, zip code area 21228 will be considered the primary market for downtown Catonsville. In addition to these "primary" market areas, there is a secondary market area comprised of RDP's 323 to the north, 325 to the south, and 603 and 606 in Howard County. People in these areas might occasionally shop in Catonsville. Based on the shoppers survey, the fre-

The demographic analysis in section A appears accurate. Economic development efforts suggested here in paragraph 3 appear realistic, and should create high quality jobs to support residential and commercial values in the area. While Spring Grove Hospital may be significantly downsized, however, we do not advocate its closing. Its research and outpatient functions should be continued if at all possible.



Primary Market Area

CATONSVILLE 2000
ANALYSIS

The description and boundaries of the primary market area outlined in Section D appear accurate.

TABLE IV-4
POPULATION AND HOUSEHOLD TRENDS AND PROJECTIONS
CATONSVILLE PRIMARY MARKET AREA
1980-1993

Area	Households				Population			
	1980	1988	1990	1993	1980	1988	1990	1993
14003	360	410	410	410	1,036	1,230	1,210	1,190
14006	1,260	1,290	1,280	1,310	3,453	3,580	3,290	3,310
14005	503	600	600	600	1,724	1,640	1,610	1,580
14008	1,078	1,120	1,130	1,120	2,891	2,800	2,770	2,700
14009	729	760	760	760	1,995	1,960	1,920	1,890
14010	875	890	880	870	2,728	2,650	2,590	2,530
14014	539	630	630	630	1,493	1,640	1,610	1,580
14016.01	44	50	50	50	1,096	1,190	1,190	1,190
14016.02	10	10	10	10	1,139	1,380	1,380	1,380
14001	338	690	1,100	1,140	1,159	1,980	2,950	3,000
14002	1,195	1,210	1,210	1,210	2,806	2,880	2,830	2,780
14006	1,290	1,300	1,290	1,310	2,870	2,880	2,810	2,810
14007.01	1,063	1,240	1,240	1,240	2,262	2,470	2,430	2,390
14007.02	692	690	670	690	1,755	1,650	1,600	1,620
TOTAL PMA:	10,036	10,880	11,260	11,350	28,815	29,730	30,190	29,950

CATONSVILLE SECONDARY MARKET AREA

Area	Households				Population			
	1980	1988	1990	1993	1980	1988	1990	1993
RPO 323	11,332	13,330	13,580	13,870	31,957	34,220	34,250	34,380
RPO 325	13,283	13,750	13,840	13,850	36,922	35,820	35,420	34,860
RPO 603	9,427	11,950	13,100	14,970	24,274	33,800	36,290	40,900
RPO 606	2,599	5,150	6,170	8,070	9,008	15,080	17,590	22,440
TOTAL SMA:	35,641	55,060	57,950	62,110	120,876	148,650	153,740	162,530
TOTAL MARKET:	45,877	55,060	57,950	62,110	128,876	148,650	153,740	162,530

quency of such shopping is minimal and the analysis does not devote significant attention to this secondary market area.

2. Regional Planning District Market Area

Characteristics: RPD 324 consists of 14 Census Tracts, nine of which are located west of the Beltway. Data for the census tracts, for RPD 324 in total and for the RPD's comprising the secondary market area are shown in Table IV-4. The data show that the primary market area (RPD 324) has a population of roughly 30,000 people and approximately 11,250 households. The Regional Council's estimates and projections indicate minimal population growth, with an increase of approximately 1,500 people between 1980 and 1990. They even project a drop of about 250 people to 1993. The number of households has grown faster than population due to reduced size of the average household. Between 1980 and 1990, the number of households, which is defined as an occupied housing unit, grew by over 1,200 or about 12%. The data indicate an increase of 90 more households by 1993, despite the drop in population. The population of about 30,000 is a good sized community suitable for generating retail activity to support two or three community shopping centers of 200,000 to 300,000 square feet each. The shoppers survey revealed that relatively few of these people consider their primary shopping district although many will occasionally shop there. There are many shopping options in this part of Baltimore County. The secondary market area has a population well over 100,000

people. However, these households have little allegiance to Catonsville as their shopping district.

3. **Zip Code Market Area Characteristics:** As shown in Table IV-5, the bulk of the people answering the shoppers survey live in zip code 21228. Also, as noted, the area covered by this zip code is greater than that covered by RPD 324. Consequently, it is not surprising to find that the 1989 estimated population, according to the National Planning Data Corporation (NPDC), is 43,105 people, almost 50% greater than the population in RPD 324. This population is estimated to be growing at roughly 1% per year and should reach over 45,000 people in 1994 according to NPDC. In summary, whether using the primary market area RPD 324 or zip code 21228, downtown Catonsville has a reasonable market upon which to draw. However, this is a slow growing market, especially when compared with the other parts of Baltimore County, due to the relatively small amount of land available for residential development and competition from areas that have been targeted by the County and developers for future residential growth.

C. The Downtown Catonsville Retail Market

Downtown Catonsville is defined as that portion of the Catonsville "Village Area" (the study focus area) fronting on Frederick Road from the Beltway to the Post Office.

TABLE IV-5
AREA: ZIP CODE 21228

Trend Information (Including Health and Extended Income Distribution)									
Population and Households									
	1970	1980	% Chg	1989	1994	% Chg	1994	% Chg	1994
	Census	Census	70-80	(Est.)	(Proj.)	80-89	(Proj.)	89-94	(Proj.)
Population	41,270	39,609	-3.4	43,405	43,355	0.5	43,355	5.2	47,078
Households	15,930	14,653	-8.3	15,799	17,078	8.1	17,078	8.1	17,078
Household Size	3.17*	2.71	-14.7	2.53	2.49	-2.5	2.49	-2.5	2.49
Group Quarters		2835		2855	0.0	2855	0.0	2855	0.0
Income									
	1969	1979	% Chg	1989	1994	% Chg	1994	% Chg	1994
	(Census)	(Census)	69-79	(Est.)	(Proj.)	79-89	(Proj.)	89-94	(Proj.)
App. Income (\$M)	155.0	350.0	127.4	720.5	964.3	33.4	964.3	31.4	964.3
Per Capita (\$)	3731	8791	135.4	16715	21262	27.2	21262	27.2	21262
Average MI (\$)	12554	25199	100.7	45394	56552	24.6	56552	24.6	56552
Median MI (\$)	11066	22743	90.0	42285	53668	27.0	53668	27.0	53668
Avg. MI Health (\$)				190198	236924		236924		236924
Household Income Distribution									
	1979		1989		1994		1994		
	Count	%	Count	%	Count	%	Count	%	
Less than \$ 7,500	1634	12.0	934	5.9	793	4.4	793	4.4	
\$ 7,500-\$ 14,999	2424	17.8	3270	21.7	950	5.4	950	5.4	
\$ 15,000-\$ 19,999	1755	12.9	981	6.2	729	4.3	729	4.3	
\$ 20,000-\$ 24,999	1839	13.5	968	6.1	815	4.8	815	4.8	
\$ 25,000-\$ 29,999	1500	11.0	1048	6.6	829	4.9	829	4.9	
\$ 30,000-\$ 34,999	1331	9.2	1093	6.9	870	5.1	870	5.1	
\$ 35,000-\$ 39,999	965	6.9	1054	6.7	922	5.4	922	5.4	
\$ 40,000-\$ 49,999	1251	9.2	2409	15.2	1915	11.2	1915	11.2	
\$ 50,000-\$ 74,999	757	5.5	3899	24.1	4284	25.0	4284	25.0	
\$ 75,000-\$ 99,999	134	1.0	1420	9.0	2951	17.3	2951	17.3	
\$ 100,000-\$ 149,999	54	0.5	608	3.8	1417	8.3	1417	8.3	
\$ 150,000-\$ 199,999	4	0.0	102	0.6	334	2.0	334	2.0	
\$ 200,000 and over	10	0.1	48	0.3	115	0.7	115	0.7	

*1970 household size is an estimate based on 1970 census data. Data on income are expressed in "current" dollars for each respective year. 1989 estimates and 1994 projections produced by National Planning Data Corp.

The purpose of this part of section IV is to provide an overview of retail activity as it currently exists in downtown Calonsville.

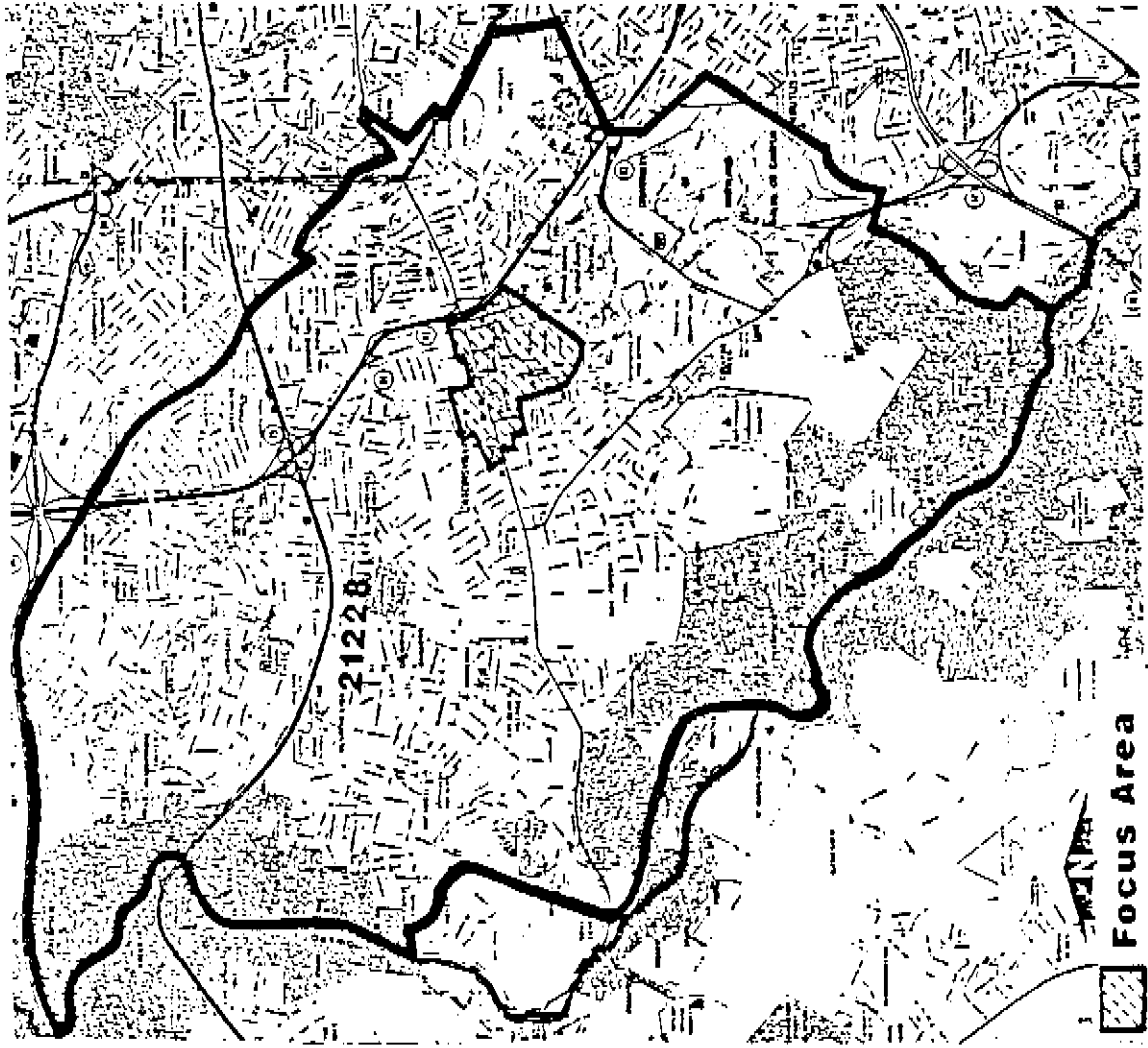
1. Inventory of Space: As part of the analysis of commercial activity in downtown Calonsville, a survey was made of retail and certain kinds of retail services space in the downtown area. It focused on "storefront" operations. The results are tabulated by Standard Industrial Classification (SIC) in Appendix C. The survey revealed 293,500 square feet of space of a retail and a retail-service nature in the downtown. Approximately 70% of this space is retail sales oriented. The remainder is in a variety of services -- personal services such as beauty salons and cleaners, and financial services such as banks. There are 16,000 square feet of the former and 34,200 square feet of the latter type uses in the downtown. It is clear that the banks are an important component of the downtown area. A total of 201,200 square feet of retail space was identified. Its distribution is shown in Table IV-6. This is approximately the size of a moderate-sized community shopping center. The distribution of this space tends to parallel the characteristics of a community shopping center, with some exceptions. The exceptions are the relatively high percentage of space (20.6%) that is in building materials and a somewhat high presence of automobile related uses. Approximately one-third of the space is in shopper's goods uses, which is somewhat on the low side, and 18.0% is in convenience goods, which is also somewhat

TABLE IV-6
RETAIL SPACE CHARACTERISTICS
DOWNTOWN CATONSVILLE
1990

	Retail Space Sq. Ft.	Distribution (%)
Shoppers Goods		
General Merchandise	0	--
Apparel	13,500	6.7
Furniture	11,000	5.5
GAF Subtotal	24,500	12.2
Specialty Retail	48,600	24.1
Shoppers Goods Total	73,100	36.3
Convenience Goods		
Food	29,100	14.5
Drugs	7,000	3.5
Convenience Goods Total	36,100	18.0
Eating and Drinking	36,800	18.3
Automobile Related	13,700	6.8
Building Materials	41,500	20.6
TOTAL RETAIL	201,200	100.0

Source: Legg Mason Realty Group as derived from Appendix C.

The inventory and rental rate information contained here and in the Appendix has evidently been reviewed and corrected since the previous draft, although some errors are still apparent. Nonetheless the data does now provide a more accurate gauge of the type of retailers and mix of uses in the business district.



Market Area Zip Code 21228

CATONSVILLE 2000
ANALYSIS

In sections C2 and C3, the consultants again discuss the "delicate balance" between low rental rates and retail sales levels, but point out that were this a "Route 40" type community shopping center of perhaps ten years vintage, sales could be as much as double. This again reiterates the need to consider at least a significant aesthetic facelift for buildings and signage to enhance the street's appearance and consequently, boost sales.

low. These percentages are reduced by the impact of building materials and automobile operations, which together account for over 27% of the space in downtown Catonsville. In summary, the mix of retail businesses in Catonsville is slightly unusual. For instance, one of the major operations is a lumber company, which one would not particularly expect to find at a location of this nature. However, John S. Wilson has been in Catonsville for many years. A business of this type has difficulty finding new space. The company is well situated with regard to its retail and builder markets, so finds Catonsville a good location to operate. The relatively large number of music stores is also a function of the historical pattern of development. Other key anchors are Plymouth Wallpaper and Muir's Hardware. In general, the retail complex is reasonably similar to a community shopping center. Instead of a large grocery store as an anchor, however, the anchors are Wilson, Plymouth Wallpaper, Muir's and the music stores. The banks and institutional uses, such as the post office and churches, are also magnets, with the banks being particularly important in this regard.

The moderate lease rates in downtown Catonsville are a function several factors:

- The age of the buildings as many of the owners of these structures have already paid off the mortgages and are not financing debt through the lease rates.
 - Limited shopper traffic compared to strip shopping centers on Route 40 translates into lower sales per square foot yields by tenants, which in turn, requires that lease rates be lower so that businesses can survive.
 - Many of the specialty stores operate on low margins which require low lease rates.
 - Many merchants own their premises and, while they tend to maintain their establishments in good order, have not made large investments in them. This tends to keep a lid on the rents in leased space.
- Overall, there appears to be a delicate balance between lease rates and sales within downtown Catonsville as most shops have been there for years and there is very little vacancy. The market does not appear to be strong enough to support higher rents. If rents were pushed higher in order to try to cater to "higher class" retail operations, the result would likely be displacement of downtown's traditional

retail shops.

2. Retail Rents: There is a wide range of lease rates for retail space in downtown Catonsville. In some of the older, storefront buildings that have been occupied for years by the same tenants, lease rates range from \$6.00 to \$9.00 per square foot. As this older space turns over, the rates rise to between \$8.00 and \$11.00 per square foot. In the newer retail buildings, lease rates range from

3. Retail Sales: The performance of existing retailers in downtown Catonsville is good to very good. Responses to the merchants survey indicated that sales in 1989 were generally up over recent prior years and expectations for the future are generally good. Based on the rents being achieved for leased retail space (retail space should generally rent for an amount in the range of 8% to 12% of gross sales), retail establishments are doing anywhere from \$100 per square foot to \$150 a square foot. This level of sales is fairly typical for an older community shopping area, maybe even slightly high. If this were a "Route 40 type" community shopping center built in the past ten or so years, sales figures would be anywhere from 50% to 100% higher. But the indicated figures for Catonsville are considered good. Based on responses to the survey and on comments made during the "merchants forum" session held during the study, the merchants are satisfied in downtown Catonsville. Space turnover is very low. At the time of completing this study, there was only one known retail vacancy, and that constitutes less than 1,000 square feet. At this particular scale of operation, downtown Catonsville retailing is successful.

4. Retail Strengths and Weaknesses: The strengths of Catonsville's village retailing are the presence of several important attractors, the general compactness of the area, moderate rents, and a building scale with which people feel comfortable. It is also

The analysis of retail strengths and weaknesses in Section 4 appears generally accurate.

Section D. The office market segment has increased in importance, both by providing direct services to the primary market, employment opportunities, and potential customers for the retail Village area. Small scale office use and conversions of functionally obsolete residences to professional and high quality administrative office use along Frederick Road should be encouraged as long as such development is of a scale and design compatible with nearby residential areas.

sional office users looking to lease between 750 and 2,500 square feet of office space. Downtown Catonsville is not likely to attract large scale office users for the following reasons.

- Existing and proposed office parks with large campus-like settings and excellent access offer space for large users (those seeking 5,000 square feet or more) at UMBC, Woodlawn and several other areas in the southwestern portion of Baltimore County.
- Downtown Catonsville lacks sites big enough to provide an optimum setting for larger office space users.
- Even if a large site became available in downtown Catonsville, it would have a difficult time competing with space available in the large scale office campuses in the immediate area.

LMRG projects that the downtown Catonsville area will continue to attract small personal and professional office space users, but will not compete for larger users within the foreseeable future. Office space will continue to contribute positively to the performance of the Catonsville village area as a true "downtown", not just a roadside strip of stores. The long term outlook for C&P's operations in Catonsville is unclear, but we are aware of no plans by C&P to discontinue them. We point out that it is in the general best interest of the community to accommodate these C&P office operations, though it would be best if they were focused on several larger sites and not spread throughout the retail area, if at all possible.

square feet. It is occupied almost exclusively by physicians, attorneys, and other personal and professional service users. This project was developed in 1984 and has quoted lease rates ranging from \$14.50 to \$15.95 per square foot, gross, plus all utilities.

The other major project along Frederick Road is the Toll House development at 583 Frederick Road. This four-story building was renovated in 1987 and contains a total of 17,700 square feet. This project is completely leased and has quoted lease rates of \$12.50 per square foot gross plus electric and cleaning services.

A number of small office suites are available along Frederick Road especially in the second floors of older retail buildings. According to local leasing agents, several of these buildings are offering second story space for low rates ranging from \$6.00 to \$8.00 per square foot just to attract tenants and occupy the space. In addition, several older homes along Frederick Road are currently being used for physicians offices and were purchased for that purpose. Overall, besides the major C&P facility, the personal and professional services offered within the office buildings are typical of smaller downtown areas and are related to the retail core of the downtown area. That is, these personal and professional services are located near the retail space as they have a synergistic relationship and promolecustomer traffic between the two uses.

Future office demand in downtown Catonsville will likely be very similar to the current mix. It will be dominated by small personal and profes-

generally accessible via a several different routes, with relationship to the Beltway being particularly important, especially for businesses that draw people in from outside of the community. The "small town atmosphere" and "friendly merchants" cited in the shopper surveys are also important aspects of the downtown area. Weaknesses in the retail structure are the lack of organization of the merchants, a somewhat confusing physical pattern of storefronts and signs, and competition from larger shopping areas, particularly centers and stores located on Route 40. These centers on Route 40 contain the large grocery stores preferred by many people (as evidenced in the shoppers surveys) and shoppers tend to combine trips to the grocery stores to other professional and personal service business located in those centers. Other weaknesses are lack of organized parking and some traffic congestion. Sales performance does not appear to be a current weakness.

D. The Downtown Catonsville Office Market

The current office market in downtown Catonsville consists of one large major user, C&P Telephone's occupancy of a 47,000 square foot building, and several other scattered office buildings with personal service tenants. The major general occupancy project is the Catonsville Professional Center located at 405 Frederick Road, which consists of two three-story buildings containing a total of 47,000 square feet of office space. These buildings offer suites sized from 720 square feet to 2,880

Financial service offices, especially banks, are also important to the Catonsville business area. Several banks in both the auto oriented and retail core parts of downtown draw customers from the primary market area. Again, this function is important in attracting customers on a regular basis and to creating a businesslike atmosphere in the village. This is true not just from a retail banking standpoint, but also with regard to a commercial banking.

Finally, a number of professional people have their offices in the downtown. The Catonsville Professional Center complex is beneficial since it provides high quality jobs in the Catonsville village area. A majority of the tenants in the professional center are doctors which creates shopper traffic as people combine doctor visits with other shopping chores. It is unclear what the outback of medical services at Spring Grove will have on the presence of doctors in this area.

E. Other Uses

In addition to the retail and office uses identified above, a variety of other uses, some of which border on industrial, are located on the fringes of downtown Catonsville. There is a significant amount of space devoted to automotive repair. Most of these occupy "off the street" locations behind buildings fronting on Frederick Road. There is also a small amount of distributor/warehousing activity, particularly with regard to the Chenkol Building on Melbor Road. Many of these uses occupy clearly secondary space in out-of-the-way locations. They make a relatively small contribution to the economy of the village.

but are important from a general context standpoint since they, like some of the other uses, introduce diversity and are traditional to the area.

F. Downtown Catonsville Retail Potentials

The purpose of this portion of Section IV is to derive the potentials for new retail investment in the Catonsville focus area. It will be possible to do this with a fairly high degree of specificity. Nevertheless, the projections should be viewed with considerable caution. The reason is that the amount of retail activity in Catonsville is relatively small compared with the rest of the southwestern quadrant of Baltimore County, which includes Route 40 and could conceivably be defined to include Security Boulevard.

Business in the Catonsville commercial district is good. Only one retail space vacancy is known to exist on Frederick Road. There are few open areas capable of being used for commercial. New investment could occur where existing buildings are removed, possibly resulting in the displacement of an existing business, but this would only be an exchange of one business for another, or one type of space for another. It is difficult to devise a retail potentials model that works well in a situation like that in which Catonsville finds itself at the present time.

The demand for new retail space in a given area is essentially a function of two factors:

- Growth in retail expenditure potentials

within the shopping complexes market area:

- The ability to capture sales that are currently flowing out of the area and being captured by establishments elsewhere.

Retail expenditure potentials for the Catonsville zip code area 21228 are shown in Table IV-7. These are based primarily on the increase in aggregate income between 1990 and 1995 and 2000. Aggregate income for 1995 and 2000 was calculated by LMRG in constant dollar terms. It should be noted that the aggregate income contained in Table IV-7 is in inflated dollars. We have chosen to project in constant dollars and to keep retail space productivity in constant 1990 dollars.

Expenditure potential by retail category is shown in Table IV-7 as a function of the proportion of aggregate income spent for various retail goods and the aggregate income. As a result, expenditure potentials generated by residents of zip code area 21228 would increase from approximately \$277.0 million in 1990 to \$336.0 million in 1995 and \$394.7 million in 2000.

Retail demand based on these expenditure potentials is derived in Table IV-8. As of 1990, the 43,100 people in the zip code area (15,800 households) created a demand for 905,000 square feet of retail space in all categories, exclusive of automotive. This is 4.5 times the non-automotive retail space existing in downtown Catonsville area at the present time. This observation highlights the fact that downtown Catonsville is a secondary shopping center for most residents. It means that the retail

Section F. Retail Potential. The consultants estimate that additional retail potential for Catonsville by 1995 could run from 30,000-50,000 SF, which, interestingly, is the recommended sizing for the Belvedere Square-type development concept. This boutique retail anchor concept has grown in favor with the consultants as the drafts of the study have progressed. Indeed, they devote two full paragraphs of the executive summary and covering letter to the potential for this concept which the closing of the Hardee's Restaurant site has enhanced and brought to the fore. From a marketing standpoint, we feel that the Belvedere Square concept deserves serious consideration and further exploration. Given the difficulties of assembling a sufficiently-sized parcel in the Village core to accommodate this type of use, and the availability of Hardee's site now, we recommend that immediate steps be undertaken to propose and review potential designs for such a concept. The adjoining property owners should be requested voluntarily to hold off development plans for adjacent parcels that might be incorporated into a comprehensive scheme until site development plan alternatives can be considered by all the interested parties.

else, either within the zip code area, such as along Route 40, or outside of it, such as at Owings Mills, Columbia, Towson, Glen Burnie. The expenditure potential increase from 1990-1995 will generate the demand for 193,000 square feet of additional non-automotive retail space and another 192,000 square feet between 1995 and 2000. If all of it were to be built in downtown Catonsville, this amount of space would make a significant impact. However, this space demand should be allocated throughout zip code 21228, which includes Route 40 and even part of Security Boulevard.

It should be noted that this is net new growth. Some existing businesses will likely fail or stop doing business for whatever reason, and the space potential generated by these losses could be added to the net demand. Nevertheless, this is not a particularly large amount of space growth. There is estimated to be more than 2 million square feet of retail space in zip code area 21228 at the present time, exclusive of the Security Boulevard area. These retail destinations serve Catonsville area residential people from surrounding communities. The bulk of these "import" shoppers patronize stores in the Route 40 corridor, Security Boulevard, and other locations, not Catonsville.

Based on a reasonable capture of space potentials, we estimate that downtown Catonsville should be able to accommodate 30,000 to 50,000 square feet of new retail space to 1995 and a similar amount to the year 2000. The total of 60,000 to 100,000 square feet would be equal to nearly 50% of existing retail space. The

TABLE IV-7

RETAIL EXPENDITURE POTENTIAL
CATONSVILLE -- ZIP CODE AREA 21228

Retail Category	Part of TPI	1990 Amount	1995 Amount	2000 Amount
Gen Merchandise	4.34%	\$12,070	\$39,266	\$46,122
Apparel/Access	2.10%	\$15,618	\$18,946	\$22,254
Furniture/Hm Furn	2.00%	\$14,926	\$18,106	\$21,268
GAIF Subtotal	8.44%	\$62,914	\$76,317	\$89,644
Misc Shppng Goods	1.27%	\$9,501	\$11,525	\$13,537
Ent/Drink	3.76%	\$28,010	\$33,978	\$39,911
Food Stores	7.06%	\$52,608	\$63,816	\$74,960
Drug Stores	1.21%	\$8,985	\$10,899	\$12,802
Liquor Stores	0.85%	\$6,322	\$7,669	\$9,003
Conven Subtotal	9.11%	\$67,915	\$82,384	\$96,771
Bldg Materials	1.77%	\$13,183	\$15,991	\$18,784
Auto Diry/Gas	11.22%	\$83,660	\$101,483	\$119,205
Misc Retail	1.59%	\$11,825	\$14,344	\$16,849
TOTAL	37.16%	\$277,008	\$336,022	\$394,701

1990 Aggregate Income estimate: \$745.4 million
 1995 Aggregate Income estimate: \$904.2 million
 1995 Aggregate Income estimate: \$1,062.1 million

Note: All figures in thousands of dollars, unless noted

Source: Legg Mason Realty Group, Inc.

TABLE IV-8
RETAIL DEMAND ESTIMATES
CATOONSVILLE -- ZIP CODE AREA 21228

Retail Category	1990 Productivity Rate (sales/sf)	1990 Demand Amount (sf)	1995 Productivity Rate (sales/sf)	1995 Demand Amount (sf)	Net Additional Demand 1990-1995	2000 Productivity Rate (sales/sf)	2000 Demand Amount (sf)	Net Additional Demand 1995-2000
Gen Merchandise	\$150	216	\$150	262	46	\$150	307	46
Apparel/Access	\$250	62	\$250	76	13	\$250	89	13
Furniture/Hm furn	\$125	119	\$125	145	25	\$125	170	25
CAF subtotal	--	--	--	0	0	--	--	0
Misc Shppg Goods	\$200	48	\$200	58	10	\$200	68	10
Car/Drink	\$250	112	\$250	136	24	\$250	160	24
Food Stores	\$350	150	\$350	182	32	\$350	214	32
Drug Stores	\$160	56	\$160	68	12	\$160	80	12
Liquor Stores	\$200	32	\$200	38	7	\$200	45	7
Conven subtotal	--	--	--	--	--	--	--	0
Bldg Materials	\$120	110	\$120	133	23	\$120	157	23
TOTAL	--	905	--	1,098	193	--	1,290	192

Note: Demand figures presented in thousands of square feet

Source: Legg Mason Realty Group, Inc.

The consultants have recommended certain types of retail uses as additions to the current mix in Section F, as well as a potential mix for a Belvedere Square-type marketplace. In furtherance of these proposals, we again recommend (as do the consultants) that both a detailed household study of the primary market area and a more sophisticated merchants' analysis be made to evaluate what additional goods and services might be profitably provided. County and/or private funds could be solicited to perform these studies promptly, since they are the basis on which further marketing and development decisions should be made.

offices, we believe that it is reasonable to estimate that there will be demand for a moderate amount of office space to accommodate professionals and business services -- 30,000-35,000 square feet of such space to 1995 in the downtown area. This would most likely be configured in small to moderate sized buildings. It is unlikely that buildings like the C&P office building or the Catonsville Professional Center would be developed in the study focus area in the next five or so years. Office demand will be attracted to such areas as in the UMBC campus and the Spring Grove project as they develop.

We expect a continuation of moderate demand for local service industrial space such as that needed by automotive shops, contractors, and similar. However, these are the first uses likely to be displaced in a community upgrading program, and they are already beginning to feel some pressures. Such businesses use "found" space at secondary locations where rents are at the low end of the scale. We do not foresee net new investment by such businesses in the Catonsville area during the 1990's.

H. Downtown Development Strategy

Market support for the retail activities in the village core and the automobile oriented portions of downtown Catonsville comes from four principal markets:

- Households residing nearby, mostly in zip code 21228 and primarily in the area south of Route 40 in that zip code;
- Travelers passing through or near the

- Fresh seafood market;
- Fresh meat market;
- Produce market;
- Health foods store;
- Special "fast food" operations like yogurt, Italian, steak sandwiches, and similar.

This complex would have to be located on Frederick Road. It would need at least some parking of its own, but would work satisfactorily if adjacent to an existing parking resource. It would need to be located in the village core area as close as possible to the intersection of Bloomsbury and Frederick Road. In the longer term, retail complexes might replace some of the larger land uses along Frederick Road. This should be scaled to be similar to the kinds of stores already existing in Catonsville.

We view Catonsville as serving a significant market in southwestern Baltimore County. We do not think it can compete regionally with the kind of upscale, specialty goods retailing that is currently occurring in Ellicott City in the historic buildings there. Nevertheless, we expect retailing in Catonsville to continue to be successful at its relatively modest scale, but a scale well related to the nearby market.

G. Downtown Catonsville Potentials for Other Uses

Unlike retail, there were no household growth or expenditure methodologies for estimating the demand for other commercial space. However, after reviewing past trends in absorption of local

of 60,000 to 100,000 square feet would be equal to nearly 50% of existing retail space. The development to accommodate this space would have to be in relatively large buildings, although the typical tenant would probably be in the 1,000 to 2,000 square foot range. The projected new space would be net of any space that would come available as a result of the discontinuation of an existing business.

We expect that the typical business in downtown Catonsville will continue to be of the community nature rather than of a regional nature. In fact, if some of the original type establishments such as the music stores should leave the area, we believe that replacement businesses will be more typical of a 250,000 square foot shopping center. In particular, future uses for which we believe there is a need in downtown Catonsville at the present time include:

- Clothing stores, especially children and sports clothes;
- Crafts and antiques;
- Interior furnishings;
- Larger drug store.

A particularly appropriate type of development for downtown Catonsville would be a "specialty convenience" center such as the Belvedere Square complex at the intersection of York Road and Belvedere Avenue. We would expect such a complex to total approximately 30,000 square feet of net leasable area of which 50% to 60% would be food oriented convenience goods and the remainder would be apparel, crafts and other types of specialty goods. The convenience goods elements should include:

area, primarily on Frederick Road, some on Rolling Road and the Beltway.

- Workers in offices and other establishments in the downtown and some workers from Spring Grove, UMBC and other nearby businesses;
- For a select group of stores, like the music stores, specific markets throughout the region.

On balance, resident households are viewed as the most important market for commercial activities located in Calonsville. Travelers are significant for the establishments located between the beltway and Calonsville Elementary School. Office workers provide market support for restaurants and retail service establishments, primarily in the village core. In order to maintain the current level of retail activity, and generate reasonable market support for future growth, attention must be paid to each of these markets.

- The residential market can be expanded through the introduction of new households in the primary market area. Downtown could also capture a larger proportion of the expenditure potential generated by local residents but being spent on purchases in other parts of the region. Some of this could be done through better promotion and better operations, but major changes in this regard would probably require the introduction of new stores with a different merchandising orientation. However, the introduction of a large grocery store chain or department store to downtown Calonsville is highly unlikely due to physical constraints and the existing

shopping areas along Route 40 and Wilkens Avenue.

Businesses having relatively large numbers of workers, like C & P, should be encouraged to stay and expand in the village. Marketing efforts should be initiated to try to get workers employed nearby to shop in the village.

Travelers are a mixed blessing since an increased number constitute a greater potential market, but the general consensus is that use of Frederick Road as a through corridor has a negative impact on the road's ability to serve as a shopping street. From an economic standpoint, it is probably better to encourage parking and a moderate amount of congestion than to facilitate Frederick Road as a through traffic carrier.

As has been mentioned before, there are a relatively large number of institutions, especially churches, in the village center. They enhance the community center orientation of the area, but their linkage to increased commercial activity is unclear. Nevertheless, institutional uses should be encouraged to stay and expand. In fact, one of the suggestions in the shoppers survey was to approach the churches along Frederick Road and ask if shoppers could use their parking lots Monday through Saturday when they are underutilized.

Based on this market context and the space demands derived earlier, the following strategies have been identified as appropriate for the development of commercial space in downtown Calonsville over the next decade.

- The commercial situation in downtown Calonsville is currently good. There is a generally satisfactory balance between types of stores, types of space, and available market. Landlords and merchants seem to be able to work together well to mutual advantage. Based on this observation, we believe that it is important that any changes in the future not be overly aggressive. It is important to create minimal disruption to the existing retailing operations. Programs that would require landlords and/or merchants to spend relatively large amounts of money for physical upgrading, should be reviewed very carefully. While the local market is reasonable in terms of depth and the capability to generate demand, the merchant base is still relatively fragile given the heavy competitive environment.

- Frederick Road must be maintained as a commercial/shopping thoroughfare. This means that the roadway's ability to carry pass-through traffic must be secondary to its ability to accommodate shoppers patronizing local establishments. As a result, parking on street should be maintained and a moderate amount of traffic or congestion, properly controlled to facilitate pedestrian access, should be regarded as positive.

- There are a few locations where new retail investments can be made, and there is the likelihood that over time some businesses will discontinue operations. The recruit-

In the conclusions, no rationale for uses such as a grocery store is provided. It is difficult to see how a full scale grocery store could be located or compete in the Village core. A specialty market such as Belvedere Square would seem better positioned to meet potential demand. Again a professional market survey might help answer these questions, as recommended in Section II, last two paragraphs.

A program for establishing cooperative advertising and marketing strategies and creation of a viable merchants' association need to be pursued.

the economies of which are trending downward. In the latter case, the purpose of the plan is to establish an economic development program that will result in attracting new investment and preventing further deterioration.

Catonsville seems to fall at a point about midway between these two extremes. There are few vacancies in commercial structures, especially retail. Rents are affordable while paying landlords adequately for their real estate investments. In general, the business environment appears stable with a moderate upward trend.

Merchants, residents, and representatives of community organizations identified the bulk of the problems facing the community as operational rather than market. Their concerns were more with how traffic was handled, parking provided, and facades and signs appeared, than with the need to attract new investment, bolster existing businesses, and introduce programs to ensure long term viability.

Consistent with these indications, and given the generally sound nature of business in the downtown, there appears to be no special need to formulate an aggressive economic development strategy for downtown Catonsville. At the same time, real operational issues and problems exist and these need to be addressed by the plan, along with establishing a "reserve" program in case business conditions turn unfavorable. The latter should include, at the least, a revolving loan program for store improvements and coordinated marketing.

- One of the most consistent themes revealed in the survey of merchants is the need for more effective coordination of merchant activities. An effectively organized and consistently administered merchant group would have a positive impact on Catonsville's retailing future.

The following areas of work could constitute continuing studies for downtown Catonsville.

- In order to better define the market area and determine what retail uses may attract more shoppers to downtown Catonsville, an extensive household survey could be initiated. The survey would also provide capture rate and expenditure outflow data for households in the market area.
- A detailed interview survey of local merchants could be undertaken in order to measure sales yields to compare them to industry standards. This survey would further define underserved market niches which could be targeted for attraction to the downtown area.

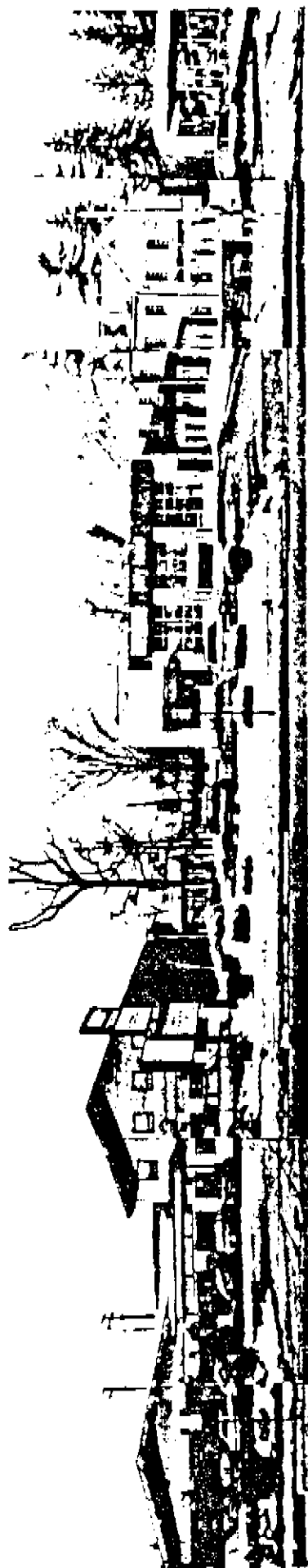
I. Conclusion Regarding Economic Development

Catonsville's situation differs from many communities for which plans with an economic development orientation are undertaken. Such plans are sometimes prepared for communities that are experiencing intensive growth and need to control and/or manage that growth. In other instances, plans are prepared for communities.

ment of new businesses should focus on the fact that this is primarily a community shopping area. Optimally, a larger, more aggressively merchandized supermarket would be the single most important addition to the retail fabric. Other stores compatible with this type of center, some of which already exist in the Catonsville village area, are drug store, hardware store, a range of clothing stores (men's, women's, children's), video store, services such as cleaners, hairdresser, gourmet wine and liquor store, restaurants.

- If possible, new retail attractors should be introduced. An expanded supermarket would constitute such an attractor. However, since this is unlikely due to the presence of three Giant Food stores serving the market area, a "convenience specialty" complex such as Belvedere Square on York Road would fit in well with Catonsville. This complex might be about 30,000 square feet, of which about half would be convenience goods -- grocery, produce, and household items stores. The other half would be shoppers goods items and services.

- Due to the substantial presence of institutional and employment uses in the area, a strategy to capture more of a "lunch-time" crowd may be appropriate. The addition of a quality delicatessen and a promotional campaign directed at UMBC and Spring Grove could increase shopper traffic during weekdays.



5. Traffic and Parking for Planning

5. Traffic and Parking Context for Planning

This chapter summarizes the traffic and parking analysis performed to support the preparation of the Downtown Catonsville Plan. In response to the concerns raised by Catonsville 2000 and Baltimore County, the analysis concentrated on traffic and parking along Frederick Road between the Beltway and Beaumont Avenue.

The description of issues and possible opportunities for improvement presented in the following sections has been organized to provide the context for making individual decisions about each street and parking place in the downtown. Specific recommendations are provided in Chapter 7, Design Plan, for each block along Frederick Road.

A. TBAREIC

A.1. Current Conditions

Citizens of Catonsville sense that driving through their downtown is not always a pleasant experience. Frequent delays on Frederick Road are caused by motorists making both left and right turns into off-street parking lots. The large number of driveway entrances and exits leads to disruption and potential accidents. The gateways to the downtown provide the motorist with unexpected changes in driving requirements. Motorists from the east who have just left the Beltway or who have been travelling at relatively high speeds on Frederick Road east of the Beltway are confronted with numerous slow-moving vehicles making turning movements. Traffic travels in an undisciplined way on 22-foot wide lanes. Motorists from the west generally are leaving relatively rural driving conditions and

find themselves in what is relatively heavy traffic with frequent stops. When the large number of driveways and intersections is added to the radical change in driving environment, accidents are quite likely.

One of the frustrating characteristics of the downtown Catonsville street pattern is that there are virtually no east-west streets to allow circulation without travelling on Frederick Road. The street density—that is the number of streets in the grid—is very low, particularly when compared with other similar small towns of equivalent age. The narrow side streets cause motorists to reduce speeds and lead to possible accidents.

Surprisingly, almost 80% of the traffic on Frederick Road appears to be residents of Catonsville or visitors to the downtown for shopping or business purposes. Our through traffic survey (see Appendix B) indicated that only 21% of the afternoon peak period traffic proceeded through the downtown without stopping.

Much of the traffic disruption, delays and minor accidents may be the result of the large number of driveways and intersecting streets which create conflict points along Frederick Road. In slightly more than 1/2 mile (2,800 feet) there are 23 or 24 driveways or street intersections on each side of Frederick Road (see Table 5.1). This is an average spacing of just over 100 feet between points where a motorist can make a turn or a vehicle can exit. Since many of the driveways and intersecting streets are not opposite each other, the actual spacing between

conflict points is somewhat below a 100 feet but more than 50 feet. Thus, there are a large number of opportunities for potential accidents caused by vehicles slowing to make turns, crossing in front of opposing traffic or trying to exit from a wayside development to the road-way.

A.1.a. Regional Traffic Patterns

Area-wide traffic patterns including north-south traffic through movements through Catonsville are under study by the Baltimore Regional Council of Governments (COG) and the Baltimore County Traffic Department. The existing data seem to indicate that growing road traffic presents a significant through traffic

problem for the section of Frederick Road lying west of South Rolling Road. The data are not so clear about the amount of through traffic using Bloomsbury and Ingleside Avenues. The study now underway by Baltimore Regional COG will be able to indicate possible traffic impacts on Catonsville streets caused by proposed major developments at the UMBC Campus, other major development projects in the southwest sector of Baltimore County and by the completion of I-195.

A.1.b. Transit

Catonsville lies within the Frederick/Woodlawn/Baltimore corridor as defined by the Maryland Department of Transportation in its Statewide Committee Assistance Study. The preliminary assessment reported in "A Study of the Appropriateness and Applicability of Light Rail Transit

in Maryland". October 1, 1988 was that there would be sufficient potential ridership in the portion of the corridor from downtown Baltimore out to the "vicinity of I-695" by the year 2010 to warrant further study of rail rapid transit, Light Rail Transit (LRT), HOV lanes/busways, commuter bus and park and ride lots. This preliminary report further recommended study of only HOV lanes, park and ride lots, commuter bus service and roadway widening for that part of the corridor which includes Catonsville, although the precise boundary was not defined. A more detailed report from the Statewide Commuter Assistance Study is due in July 1990.

As part of this study we investigated the existing right-of-way of the old B&O Railroad Caton Branch line for possible transit use. Although not currently being analyzed as part of the Maryland DOT Statewide Study of Light Rail Transit Corridors, it is possible that this branch will be studied by MDOT in the next wave of analysis. It could be used to provide commuter transportation from Catonsville to Baltimore. Use of this line for transit would necessitate study of the adequacy of parking facilities in Catonsville for commuters.

A.2 Major Traffic Generators

Based on our survey, it appears that Catonsville itself is the major generator of traffic along Frederick Road, which is the only continuous east-west roadway through the town. Most of the trips appear to be made by citizens of the town who either use Frederick Road to gain access to their residence or for shopping purposes.

Table 5.1
Conflict Points Along Frederick Avenue:
Number of Driveways/Intersections and
Average Distance Between Conflict Points

Section	Dist	North Side Nmbr Spacing	South Side Nmbr Spacing
Delray to Ingleside Ave.	1,200'	9 133'	15 75'
Ingleside Ave. to Melvin Ave.	1,600'	15 107'	8 200'
Delray to Melvin Ave.	2,800'	24 112'	23 116'

Source: Douglas & Douglas, Inc.

Aside from the commercial and residential areas of Catonsville itself, new major sources of traffic could include the redeveloped German Children's Home and Spring Grove State Hospital. Although traffic from these sites could use town streets, access roads could be required to lead traffic away from Catonsville center. Therefore, traffic from developments at these two sites plus the proposed UMBC Research Park should use Wilkens Avenue rather than Frederick Road.

A.3. Principal Issues

1. The delineation and configuration of Frederick Road throughout downtown Catonsville must reflect the type of development desired and be compatible with adjoining land uses. Within this context each of three segments of the street is treated differently.
 - a. The "Eastern Gateway" segment represents the entrance to the town beginning at the Beltway and extending west to the Catonsville Elementary school. The land use in this section is auto-oriented with commercial properties set back from the road and with off-street parking lots between the streets and businesses.
 - b. The "Village Core" extends from the elementary school west to Melvin Avenue. Here the businesses adjoin the sidewalk, and parking is either along the curb or in off-street lots behind the businesses.
 - c. West of Melvin Avenue lies the "Western Gateway" which is again somewhat more auto oriented.
 2. In the Gateway sections, there is room to reduce the Frederick Road cross-section from two 22-foot lanes to a pair of 17-foot lanes with a 10-foot median. The ten-foot median will provide for controlled left-turn lanes thereby reducing the number of conflict points. The 17-foot lanes will discipline traffic flow somewhat better than the wider 22-foot lanes but will still allow the passing of vehicles which are attempting to make a right turn into an adjoining business. In the Village Core area, curbside parking should be retained and the median replaced with a center line. A special turn lane analysis needs to be done for the intersection of Frederick Road with Ingleside/Bloomsbury Avenue, but a preliminary analysis indicated a need for separate left turn lanes on each approach. Curbside parking on Frederick Road will be removed only where absolutely necessary to allow for one through lane and one left turn lane in each direction.
 3. Should there be new roads built to provide a denser network of circulation streets? It is extremely difficult in a developed town with the charm and heritage of Catonsville to find rights-of-way for new streets. Consequently, projects have to be small in scope and sensitively designed. We have identified a possible street extension of Orban Avenue between Ingleside Avenue and Egges Lane with upgrading between Ingleside Avenue and St. Timothy's Lane. To the south of Frederick Road, the alley between Melkor Avenue and Newburg Avenue should be upgraded for circulation traffic. Implementation of these improvements could help relieve traffic congestion and allow for circulation within the downtown without using Frederick Road, and also reducing traffic in neighborhoods.
 4. Diversion of regional through traffic through provision of relief routes or other means. In the Frederick Road Corridor the only east-west alternatives to Frederick Road are Edmondson Avenue and Wilkens Avenue. These parallel roads lie in the same general corridor at some distance from Frederick Road. We anticipate that designing the Gateway and Village Core sections of Frederick Road to focus on serving the adjoining land uses will tend to prevent Frederick Road from becoming more attractive to through traffic in the future. Consequently, this will encourage traffic from Baltimore destined for points west of Catonsville to use Edmondson Avenue or Wilkens Avenue. Currently the percentage of through traffic on Frederick Avenue is not large (21%).
 5. Improving traffic flow by consolidating inter-sections and driveways. The numerous off-set intersections are difficult to signalize and present micro congestion problems since traffic going north and south must temporarily use Frederick Road as part of their trip. One opportunity to alleviate this congestion problem is through relocation of Egges Lane, moving the roadway west to an alignment

which meets Mellor Avenue. This would require special emergency signaling for the firehouse but would allow for simple signal operation except for emergencies.

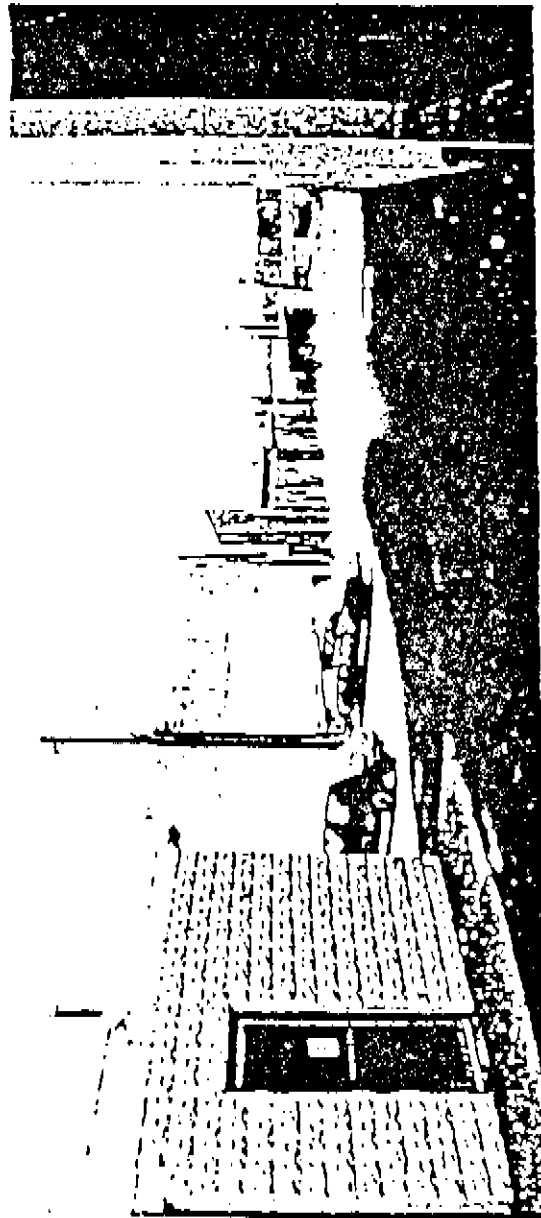
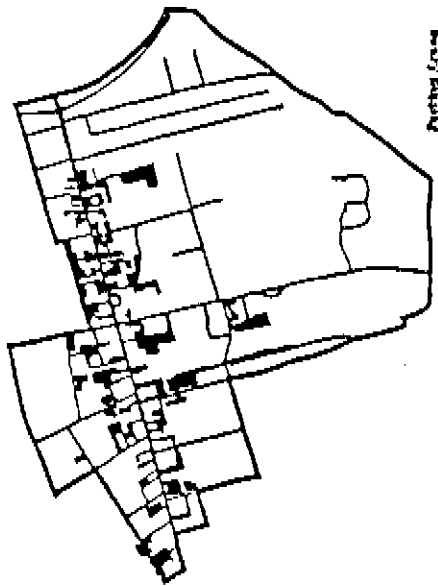
A.4. Opportunities for Improvements

The study team recognizes the need to improve the "fine grained" accessibility to businesses in downtown Catonsville in order to support current retail activities and to encourage proposed economic development. This includes improving circulation in the downtown area so that businesses can be reached without using Frederick Road as much as possible and so conflicts can be minimized where use of Frederick Road is essential. We see the following opportunities to make relatively modest near-term improvements in the street systems to accomplish these ends.

1. Provide a 10-foot median with left turn bays in Frederick Road from Delray Avenue to a location just east of the Catonsville Elementary School. The actual design of the median islands and the locations of left turn bays will have to be preceded by detailed turning movement analyses in all cases. This study did not perform that analysis and the left turn locations shown in this report are approximations. For implementation, the proposed median and left turn bays may be painted on the pavement, rather than constructed with curbs.
2. Consolidate parking lots and reduce the number of driveways onto Frederick Road to reduce the number of left turn conflicts and right turn delays.

3. Consolidate rear yard parking areas where feasible and provide a connection between rear and front yard parking. Providing rear yard access and egress will reduce traffic flow on Frederick Road.

4. Achieve additional circulation capabilities by upgrading Orban Avenue with 22' pavement, curbs and gutters. The existing irregular, but generally more than 44' right-of-way, is more than adequate for this improvement. Consolidation of parking lots and extension of Orban Avenue west to Egges Lane would also provide rear access to the Parking Authority Lot as well as the businesses located in that area. Orban Lane should connect with Jones Avenue and then to the Parking Authority lot and on to Egges Lane.



GATEWAYS (page 5.4, Sec. A.4, No. 1)
Eastern Gateway - A smaller version of the median could be located between Wade and Holmehurst Avenue or by an extension from the sidewalk, almost as large as a parking space, with planting, ID sign, etc. The Board feels this idea requires an engineering analysis and would be solved during the implementation stage.

Western Gateway - Again, it would be nice to have a small median strip as long as it doesn't create increased parking problems. Parking would not be a problem if the Post Office created off-street parking or moved their trucks from Catonsville.

MEDIAN AND/OR TURN LANES (page 5.4, Sec. A.4, No. 1)

In the Village Core area, curbside parking should be retained and the median replaced with a center turn lane. A special turn lane analysis needs to be done, especially for the intersection of Frederick Road with Ingleside/Bloomsbury Avenue, Wilsons Lumber Yard and the municipal parking lot and Mellor Avenue. Curbside parking on Frederick Road will be removed only where absolutely necessary to allow for one through lane and one left turn lane in each direction.

10 FT. MEDIAN (page 5.4, Sec. A.4, No. 1)
 The Board disagrees with Legg Mason's proposed 10 ft. median from Delray to Catonsville Elementary. We feel it should not be done. The Traffic Committee feels that if a Gateway Median is desired, it should be short and located somewhere between Wade Avenue and Holmehurst Avenue, after a traffic engineering study.

ENTRANCES ALONG FREDERICK ROAD (page 5.4, Sec. A.4, No. 2)

The Board agrees with the Legg Mason Plan that the aggregation of small lots in the study area would allow a reduction in driveways thereby reducing conflict and helping improve traffic flow on Frederick Road.

CATONSVILLE 2000
ANALYSIS

REAR YARD PARKING (page 5.4, Sec. A.4, No. 3)
The Board agrees with this recommendation

URBAN ALLEY ON LANE (page 5.4, Sec. A.4, No. 4)
Upgrade Urban Alley between St. Timothy Lane to Ingleside Avenue in order to achieve additional access capabilities. Also try to add perpendicular parking along the alley on the north side. We feel this should be just an access ALLEY with the primary purpose to serve the rear parking for the retail stores, some of which have no parking, and also helping the retail stores on the south side of Frederick Road. Some of those stores being Peirson Travel, Appalachian Divergrass and Shepherd's Place.

URBAN ALLEY TO EGGES LANE (page 5.4, Sec. A.4, No. 4)
Consolidation of parking lots and extension of Urban Alley west from Ingleside Avenue to Egges Lane would also provide rear access to the Parking Authority Lot as well as the businesses located in that area. Urban Lane should connect with Jones Avenue and then to the Parking Authority lot and on to Egges Lane. A comprehensive development plan should be created for this entire area, before any additional development takes place.

REVENUE PARKING LOT (page 5.4, Sec. A.4, No. 4)
Priority should be given to gaining an access to Egges Lane, Melrose Avenue or Ingleside Avenue from the Revenue Authority Lot. At present the use of Jones Avenue to Melrose Avenue appears to be the most likely. A comprehensive development plan should be created and merged into the Catonsville Master Plan. With the closing of the Hardee's store and the possible availability of all the parcels around the Revenue lot, now is the best time to create an orderly and planned development of this area. Care should be taken not to overbuild, which would increase parking problems and be unfair to present businesses.

CATONSVILLE 2000 ANALYSIS

ALLEY BETWEEN MELLOR AND NEWBURG (page 5.5, Sec. A-4, No. 5)

To the south of Frederick Road, the alley between Mellor Avenue and Newburg Avenue should be connected and upgraded for access to small parking areas. Implementation of these improvements could help relieve traffic congestion by allowing access within the area without using Frederick Road. A comprehensive development plan should be created for this area.

RELOCATE EGGES LANE AT FREDERICK ROAD (page 5.5, Sec. A-4, No. 6)

Move the Egges Lane roadway west to align with Mellor Avenue. This would require special emergency signaling for the firehouse but would allow for a single, simple signal operation at the intersection, except for emergencies. Make Egges Lane two-way over the newly aligned section. This will allow the closing of 808 Frederick Road's entrance to Frederick Road to be relocated off Egges Lane.

TRAFFIC SIGNAL (page 5.5, Sec. A-4, No. 8)

Install a traffic signal at the intersection of Delrey Avenue and Frederick Road. This item is an immediate priority.

GLENWOOD AVENUE (page 5.5, Sec. A-4, No. 9)

Make Glenwood Avenue one way north from Frederick Road to Lavonia. This becomes even more important if done in conjunction with a new traffic light at Delrey Avenue and Frederick Road.

MUNICIPAL LOT TRAFFIC LIGHT (page 5.5, Sec. A-4, No. 9)

We see no need for a traffic light here, especially if we get rear access to the lot. Crossing protection for pedestrians could possibly be implemented by use of a brick walk or painting a crosswalk in Frederick Road.

inventory performed as part of this study. Details of the location of the on-street and off-street parking spaces are provided in Appendix B. During a survey of parking utilization and turnover we learned that on a typical Thursday in January the parking meters on the south side of Frederick Road were generally 70% to 80% occupied with the range running between 70% and 85% during the period 10:00 AM to 4:30 PM. During this same time occupancy of the north side meters ranged between 60% and 80%, occupancy being in the 60% to 70% range most of the time. The Baltimore County Authority Public Parking Lot which is metered for long term occupancy is not well used. Between 10:00 AM and 4:30 PM occupancy levels ranged from 25% to 45% with most observations being in the 30% range. As a result the usage of the metered spaces on the North Side of Frederick Road was somewhere between 46% and 60%, generally near 50%.

At the same time, there were locations of heavy use including some all day parkers. One area of heavy use is the west commercial core between Egges Lane and Winters Lane on the north side and between Mellor Avenue and Newburg Avenue on the south side. Another point of heavy use is the post office located between Sanford Avenue and Locust Drive. It is likely that the Authority Parking Lot helps to reduce the pressure on the parking meters between Egges Lane and Ingleside Avenue.

B.2. Parking Fees

The curb meters are set for two hour limits with \$0.10 per hour fees. The parking lot meters are

opposing traffic volumes are probably not high enough to warrant a signal. Additional analysis is needed.

10. Consider closing Wade Avenue entrance to Spring Grove site when it is redeveloped. Wade Avenue to remain 2-way street.

B. PARKING

B.1. Distribution of Parking Spaces

Based on the analyses performed in this study downtown Catonsville appears to have adequate parking in terms of the total number of spaces. There are signs, however, that the parking is not necessarily located in the right place or accessible to all users. Ninety percent of the available parking spaces are located in off-street lots which are privately owned and are often restricted for use. Most of the parking spaces are in disjoint parcels and are not well managed. As a result, while some lots are underutilized there are instances of localized saturation which give the appearance of insufficient parking.

There have been complaints raised about parking encroachment in residential areas. Because of the lack of streets parallel to Frederick Road there is no delineation between the residential and commercial areas. Therefore it is quite likely that from time to time parking for commercial uses will occur at the residential fringe to the commercial area (although we did not notice it in our survey).

Table 5.2 shows the result of the parking

5. Upgrade unpaved alley between Mellor and Newburg Avenue, south of and parallel to Frederick Road.

6. Relocate Egges Lane to align with Mellor Avenue to simplify that signalized intersection. This improvement should be given high priority.

7. Retain curbside parking in the Village Core which extends west from the elementary school to Melvin Avenue. Detailed location analysis should be performed to confirm retention or removal of existing spaces to provide for safe operation and efficient through traffic flow at intersections. Remove existing metered spaces at the entrance to the Parking Authority lot and near the intersection of Frederick Road with Ingleside/Bloomsbury Avenues as needed.

8. Install a traffic signal at the intersection of Delrey Avenue and Frederick Road. This signal would serve to discipline the traffic stream approaching the Eastern Gateway on Frederick Road. It would also provide a safer access into the adjoining neighborhoods. In conjunction with this installation, Glenwood Avenue could be one-way north from Frederick Road to Lavonia.

9. Install a traffic signal at the entrance to the Municipal parking lot. This is a third-tier possibility which could be implemented to provide crossing protection and access and egress protection for the Municipal parking lot. The location is sufficiently far from Ingleside Avenue and Egges Lane but the

CATONSVILLE 2000
ANALYSIS

WADE AVENUE (page 5.5, Sec. A.4, No. 10)
Many of the businesses on Frederick Road get business from Spring Grove and closing could adversely affect their business. While the closing of Spring Grove's Wade Avenue access (except for emergency vehicles) has some traffic appeal, further marketing analysis should be done before changing status.

Additional Catonsville 2000, Inc. Comments:

BISHOPS LANE (page 5.5, Sec. A.4, No. 11)
Widen both Bishops Lane and Bloomingdale Avenue from Frederick Road to Bloomstury Avenue. This includes moving the utility poles back.

SMITH LANE (page 5.5, Sec. A.4, No. 12)
Make it one-way north to Frederick Road.

BLOOMINGDALE AVENUE (page 5.5, Sec. A.4, No. 13)
Realign Bloomingdale at the intersection of Bloomstury Avenue. This would eliminate the dog leg at Bloomstury Avenue, and make a safer intersection.

700 BLOCK FREDERICK ROAD (page 5.5, Sec. A.4, No. 14)
If the rear of this block should later be redeveloped a more dense road system for that area would have to be included in the Plan.

707 to 729 FREDERICK ROAD (page 5.5, Sec. A.4, No. 15)
There is a storm drain located in the rear of these stores which should be covered. Covering this drain would allow for the consolidation of parking lots which we hope would create many more parking spaces.

RELOCATE WINTERS LANE AT FREDERICK ROAD (page 5.5, Sec. A.4, No. 16)
Relocate Winters Lane to the rear of Schlepner's Liquor Store, 900 Frederick Road, so that it aligns with Newburg Avenue. This would eliminate the dog-leg that now creates some congestion. This could possibly open up some parking or delivery entrances not on Frederick Road.

set for the same fee as the curb meters although the time limit is set for 12 hours or more. We believe the fees on the curb meters are too low and should be at least \$0.25/per hour with the meters set for one or two hours maximum. Our study of turnover indicated that the average duration was between 30 minutes and 48 minutes depending on the block. The one exception was between Winters Lane and Egges Lane where the average duration exceeded two hours on the south side and approached two hours on the north side. This was the area where "meter feeders" were parking all day. In areas where parking is in short supply and, where high turnover is desirable, setting the maximum time limit for one hour and charging \$0.50/per hour would not be unreasonable. The fees in the parking lot should be less than those for curb meters, and we recommend retaining the all day (9 or 10 hours) time limit.

Loading and unloading for businesses presents a difficult problem today in downtown Catonsville. There are insufficient delineated loading zones, and neither the parking nor the loading and unloading zones are either policed or enforced based on our observations. Most deliveries could be made from parking lots connected to the businesses.

B.3. Major Generators

The major generators of parking demand are the businesses along Frederick Road particularly the music stores and the entertainment/restaurants. The increased use of metered spaces at lunch time in part reflects the attractiveness of

Catonsville Off-Street Parking Inventory
Total for Public and Private Lots *

Section	Number of Parking Spaces		Total
	North Side	South Side	
Deiray Ave. to Ingleside Ave.	144	404	548
Ingleside Ave. to Melvin Ave.	505	318	823
Melvin Ave. to Forrest Ave.	206	3	209
Total	855	725	1,580
Curb Meters (Frederick Ave.)	39	40	79
Total Parking Spaces	894	765	1,659
Percent of all Spaces	54%	46%	100%

* Capacities approximated for private lots without stall markings.

Source: Douglas & Douglas, Inc.

CATONSVILLE 2000
ANALYSIS

the restaurants along Frederick Road. Many of the other businesses appear to have sufficient rear yard parking or front yard parking, particularly those located in the gateway areas. A major generator of illegal parking and, consequently, of traffic disruption is the loading requirements in the 700, 800 and 900 blocks of the Village Core. This problem will require detailed analysis particularly to locate rear yard loading zones where possible. One solution would include designating curbside loading zones and policing for proper use to keep out automobiles during the morning and early afternoon, in particular, and to reduce illegal curb side parking.

B.4. Principal Issues

1. We want to keep accessible, affordable parking plus promote good traffic circulation in downtown Catonsville. There is an inherent conflict in these two objectives because curb side parking disrupts traffic flow but curb side parking also provides easy and necessary access to businesses.

2. We want to minimize the impact of commercial parking on residential land uses. This can be helped by improved commercial parking and through diligent enforcement of residential parking restrictions if that becomes necessary.
3. In general the parking quantity appears sufficient for Catonsville's immediate needs, but it is poorly distributed. One solution is to coordinate and manage the parking in front of and behind neighboring businesses. This requires considerable collaboration and

agreements including resolution of litigation and liability questions.

4. The current curbside parking cannot remain in areas where a median is installed to provide left turn bays such as in the Gateway section. Curbside parking may be retained where it supports the Village Core with its pedestrian environment and businesses built to the sidewalk line.
5. Parking restrictions during peak hour can be implemented to increase traffic flow should that be desirable, but this would tend to conflict with the idea of retaining a slow-paced environment for shoppers and pedestrians.

6. Current parking charges seem unreasonably low, and enforcement is not vigorous enough.

B.5. Opportunities for Improvement

1. Off-street parking in private lots should be combined for better utilization. The aggregation of small lots in the Gateway areas would allow a reduction in driveways thereby reducing conflict and helping improve traffic flow on Frederick Road.

2. Provision of rear exits to parking lots, consolidation of rear yard parking, and connection to front yard parking. Customers and delivery vehicles could enter from either front or rear and exit from other side reducing circulation requirements.
3. Improve signage directing motorists to the Revenue Authority Lot to increase use. A

third tier recommendation is to consider a traffic signal at the Authority Lot.

4. Examine each of the existing curb meters for retention or removal. Special consideration should be given to requirements for turning movements, stacking lanes, and line-of-sight requirements at driveway entrances and street intersection.
5. Restructure parking meter fees. As discussed above the curb meters should be set for a one hour or two hour maximum time limit with a \$0.25 or \$0.50 per hour fee. The Authority Lot should be kept at some lower fee schedule (\$0.15 to \$0.20 per hour). The time limit on the Authority Lot should be no more than 9 or 10 hours. There seems to be no need to charge parking fees in the evening, for it doesn't seem to be needed for control purposes, nor does it seem to be enforced.

6. Arrange for increased enforcement to reduce "meter feeding"; preserve curb spaces for customers rather than employees. Enforcement will also reduce illegal parking in locations which inhibit smooth flow at inlet sections.

7. Deliveries to most business can be accomplished from back lot or front lot locations. Only the businesses on the north side of the 300 block of Frederick Road appear to lack adequate facilities (their lot is too small for delivery trucks). Possible solution is to shift center line of Frederick Road south approximately 4' to allow for two 13' through lanes, a 10' median and an 8' wide loading zone lane in that block.

ENTRANCES ALONG FREDERICK ROAD
(page 5.7, Sec. B.5, No. 1)
The Board agrees that the aggregation of small lots in the study area would allow a reduction in driveways, thereby reducing conflict and helping improve traffic flow on Frederick Road.

METER FEES (page 5.7, Sec. B.5, No. 5)
The meters along Frederick Road need to be increased to discourage all day parking. The curb meters should be set for a one (1) hour maximum time limit, with a maximum \$0.25 per half-hour fee. The Authority Lot should be kept at some lower fee schedule (\$0.15 to \$0.20 per hour). The time limit on the Authority Lot should be no more than 8 or 9 hours. There seems to be no need to charge parking fees in the evening, for it doesn't seem to be needed for control purposes, nor does it seem to be enforced. The Board also feels that the first six (6) meters on the Revenue Authority Lot closest to Frederick Road should be the same premium fee as are the meters directly on Frederick Road.

ENFORCEMENT (page 5.7, Sec. B.5, No. 6)
Arrange for increased enforcement to reduce "meter feeding" and to preserve curb spaces for customers rather than employees. Enforcement will also reduce illegal parking in locations which inhibit smooth flow at intersections. Enforce the speeding laws.

DELIVERY ZONES (page 5.7, Sec. D.5, No. 7)
Commercial loading and unloading of deliveries should be provided in the Village. If Winters Lane is realigned with Newberg Avenue, the abandoned part of Winters Lane could be a good place for a delivery drop-off zone.

CATONSVILLE 2000
ANALYSIS

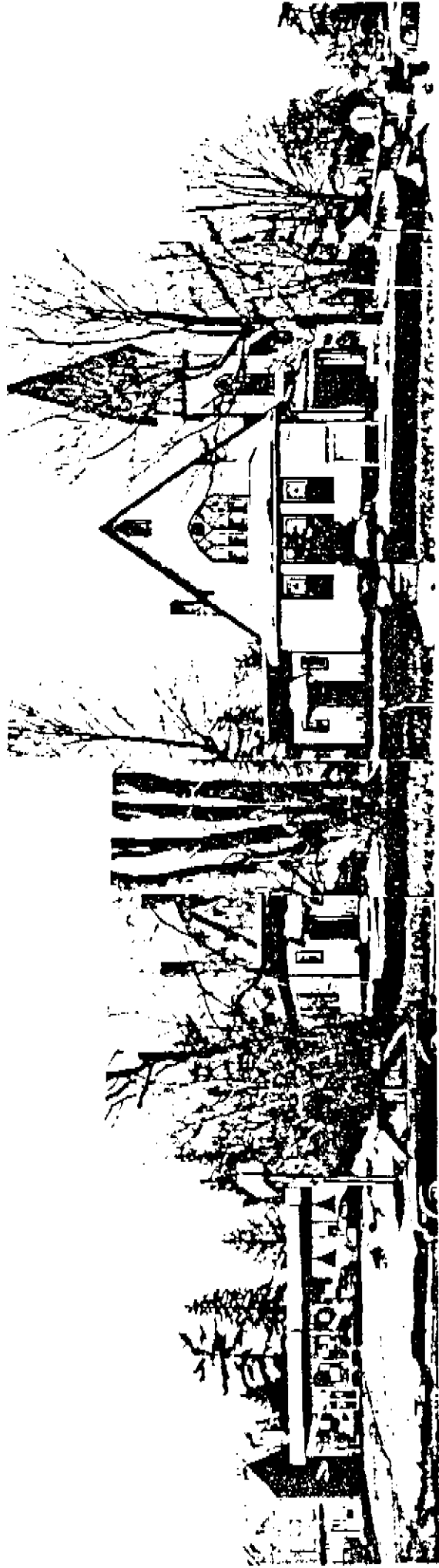
Additional Catonsville 2000, Inc. Comments:

800 and 900 BLOCK OF FREDERICK ROAD
(page 5.7, Sec. B.5, No. 8)

Both sides of Frederick Road, between Egges Lane and Melvin Avenue, represent our biggest parking problem. Off-street parking in private lots should be combined for better utilization. Encourage the Revenue Authority to purchase property in the middle of those blocks and provide a new lot, even if relatively small in size.

POST OFFICE (page 5.7, Sec. D.5, No. 9)

It is necessary that the Post Office acquire off-street parking either through purchase or lease. The Post Office needs to study their locations of mail boxes. (Particularly those boxes in front of their Catonsville branch and the box at Frederick Road and Bloomsbury Avenue.) The boxes should be moved to less congested spots. Access to the mail boxes should be on the driver's side in the few instances where that may be possible (one way streets, parking lots, etc).



6. Design Context for Planning

6. Design Context for Planning

Catonsville today is the result of many changes - from rural village, to streetcar suburb to modern suburb. Its location attracted two groups: the first, businessmen who served travelers as well as local residents on Frederick Road; the second, people looking for housing - at first in country estates, and later in suburban homes. The citizens of Catonsville 2000 have expressed their desire to retain this village character of their community. Before planning can take place for the future, it is necessary to analyze existing conditions to discover the factors that contribute to the village character and opportunities for further reinforcing that character. The primary focus area, as defined by the community, was analyzed in terms of its land use and physical characteristics to find problems and opportunities, and to determine future guidelines for growth.

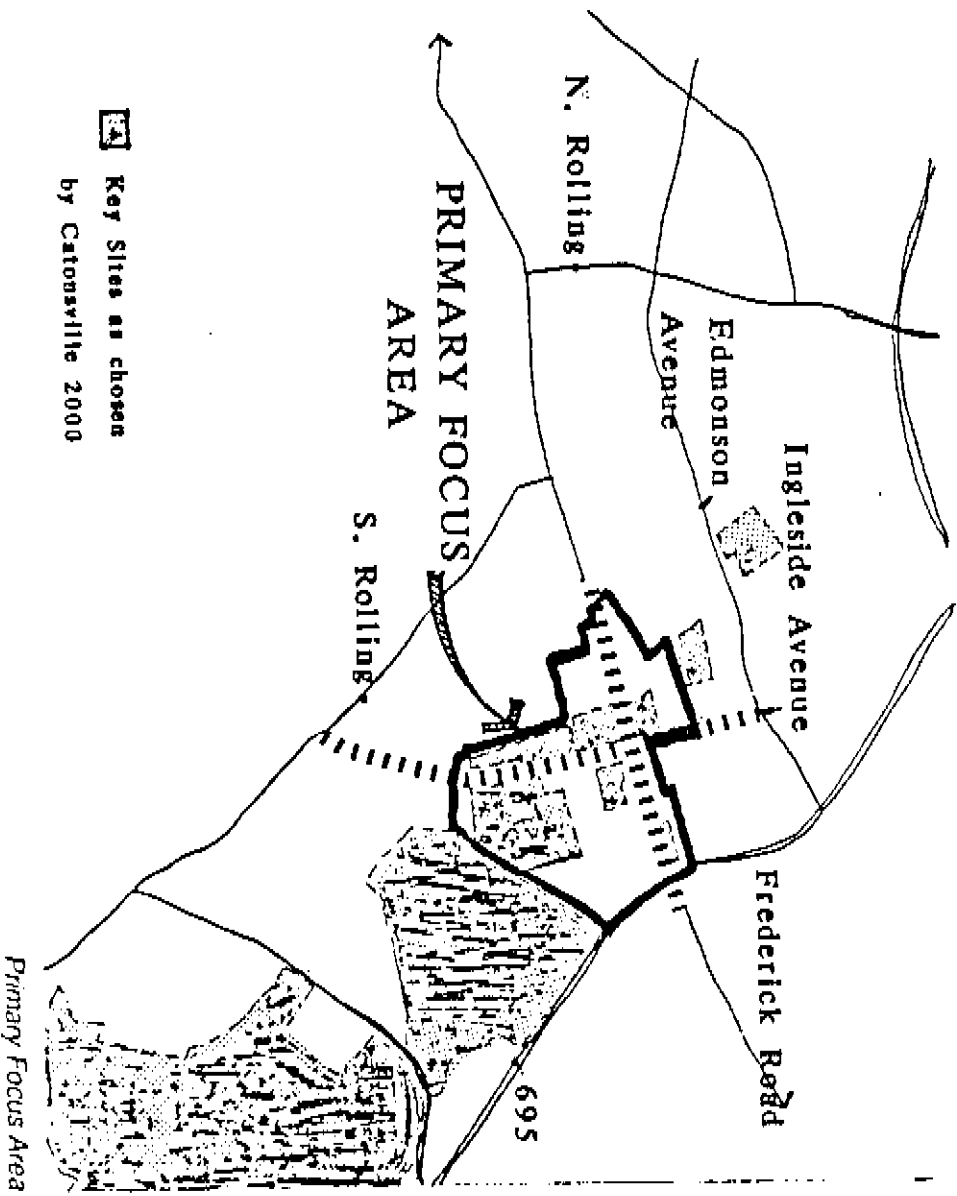
Land Use:


The primary focus area contains three general land uses: Commercial, Residential, and Public/Institutional.

Commercial uses are primarily located along Frederick Road, the main thoroughfare. As built, this commercial space falls into two physical types:

1. The older, commercial buildings placed close to the street.
2. The newer buildings, set further back from the street.

These two types of buildings form two very distinct characters along Frederick Road. The "village core", as it is called, is the area of older buildings, mostly two to three stories in height.



 Key Sites as chosen by Catonsville 2000

Primary Focus Area

In many ways, it is unchanged since the early 1900's. However, many building fronts have been extended and additional signage has been added. This has resulted in narrow 8' sidewalks and a visual jumble. A few buildings have been demolished leaving vacant space along the street.

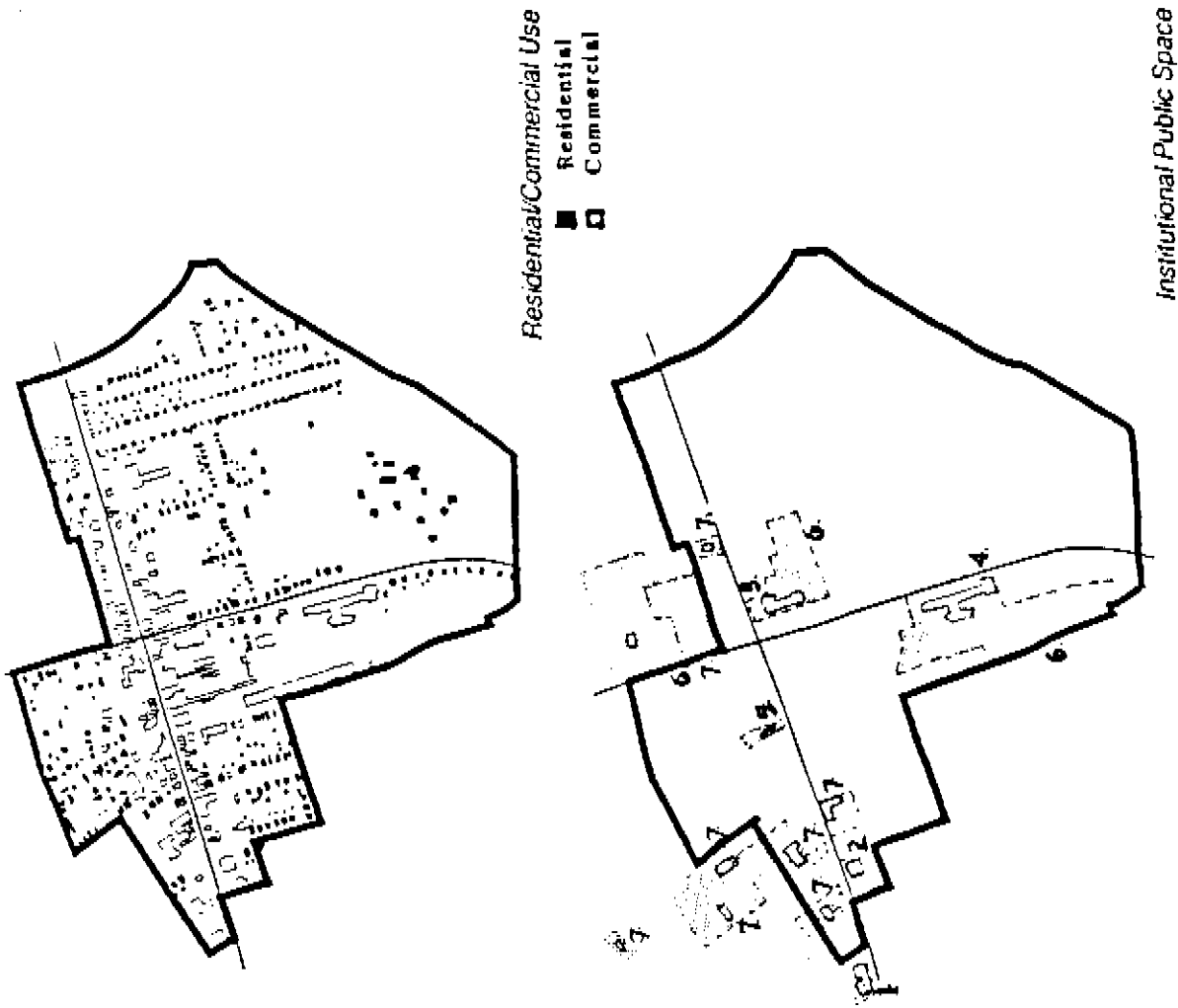
The area of newer buildings resembles what is commonly called "a strip". The old village character has been replaced by auto-oriented stores with parking in front and buildings set back from the street. The space between buildings is larger and they are often only one story in height.

Residential areas come quite close to Frederick Road and in fact some houses still exist there. This occurs mostly towards the edges of the primary focus area, though many of the older commercial buildings were at one time houses. These houses reinforce the village character.

Public and institutional uses occupy a large proportion of the primary focus area. A wide range of services are available, including:

1. The public library.
2. The post office.
3. An elementary school.
4. A former middle school (now offices)
5. A fire house.
6. Recreation fields.
7. Many churches.

These uses reinforce the feeling of community and differentiate the area from surrounding strip commercial areas.

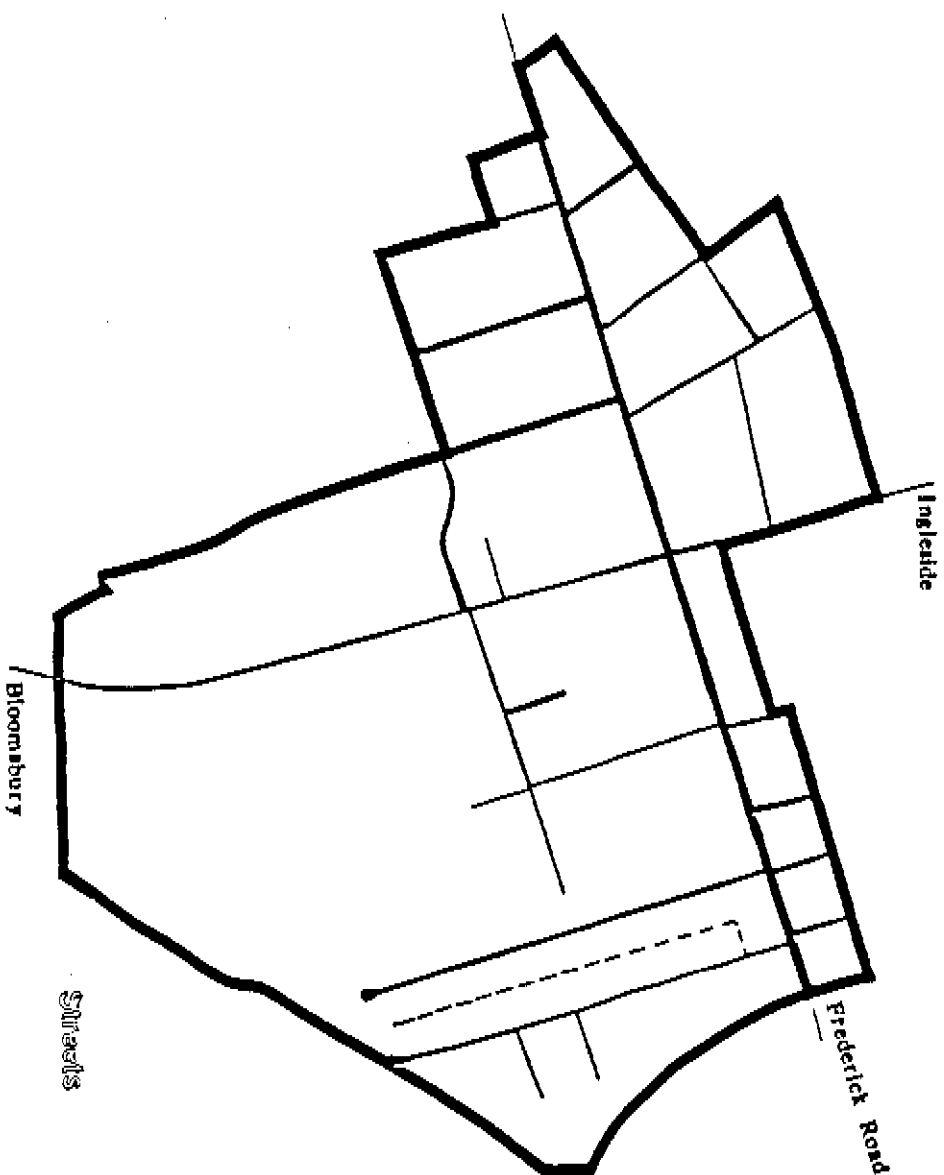
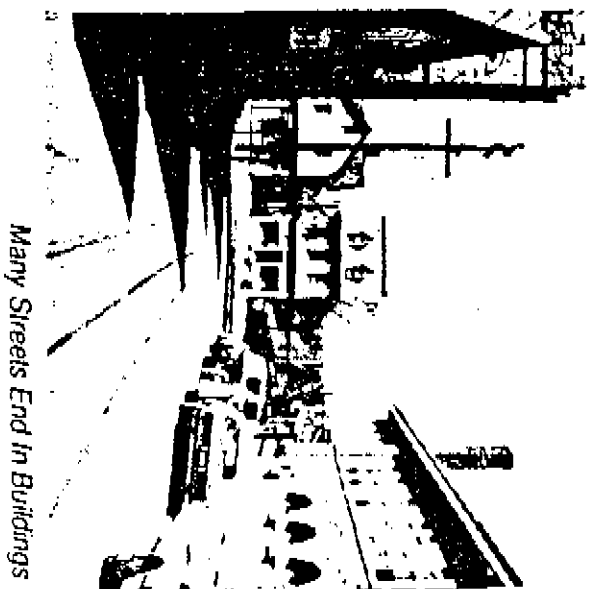


Physical Characteristics:

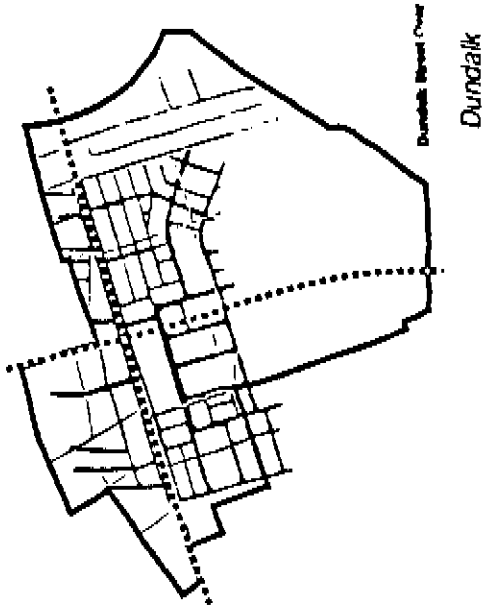
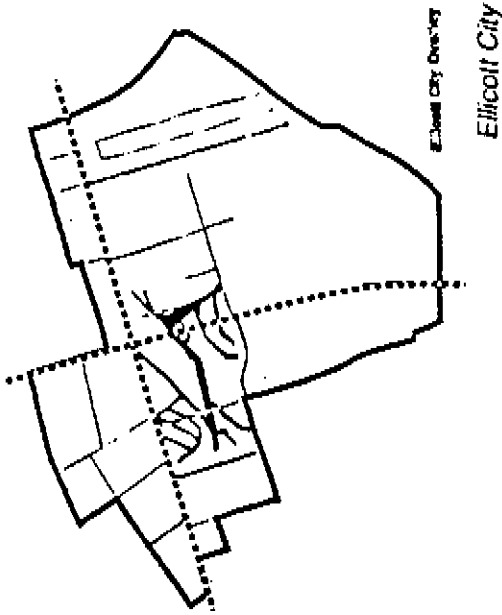
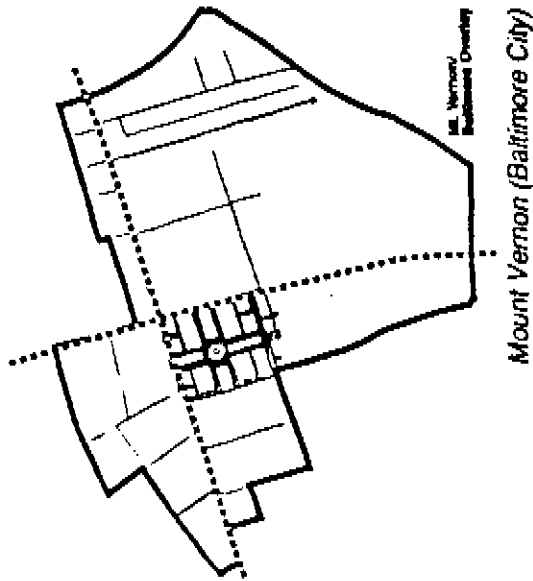
Street and Blocks

Calonsville has a unique street pattern, derived from its historical development from a summer community of large houses and later a streetcar suburb. The pattern of streets has two primary identifiable characteristics:

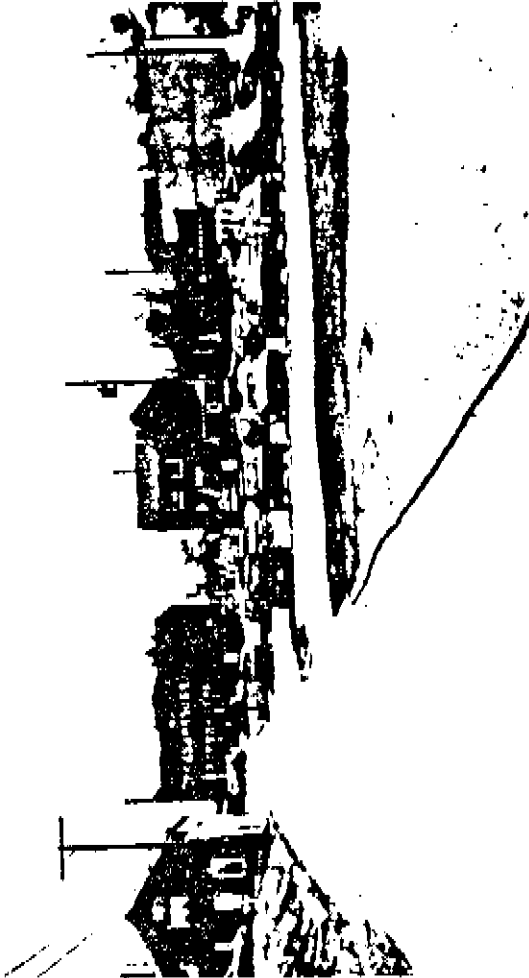
1. Many north-south streets are discontinuous and dead end into Frederick Road. As mentioned in the traffic section, this brings many cars in the neighborhood to Frederick Road. This is good for retail business, although it also promotes congestion as through traffic mixes with local traffic.



Streets



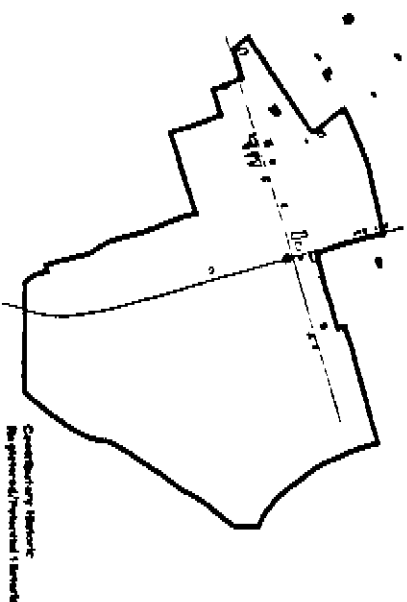
2. Block sizes are large in comparison with other towns and cities. This results in less street frontage, which also means less of a network for cars or people to circulate in. As can be seen in the comparisons with Baltimore City (Mount Vernon Square), Ellicott City, and Dundalk, Catonsville is certainly less compact and less dense. Street widths, however, are not generous. This provides a small scale environment, but also means that new traffic patterns have to be carefully considered so as not to overload the system.



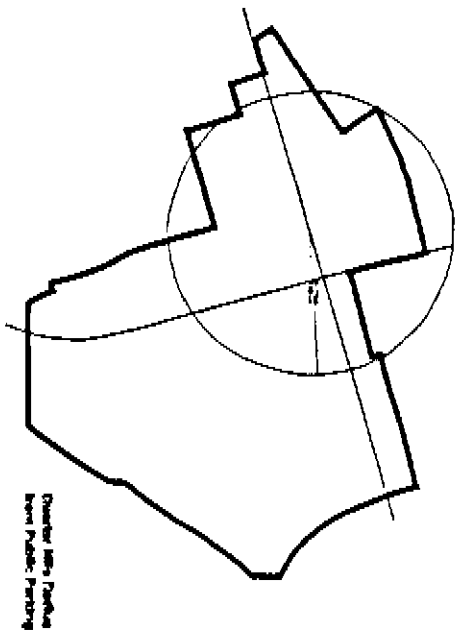
Typical unstructured block "interior" and narrow street.

Historic Structures

The buildings of Calonsville vary widely in historic style. In the village core itself, most buildings still existing were built between 1880 and 1930. Some are homes converted to shops, while others were built as stores. Some buildings are of stone, like the old stone mill office at the corner of Frederick and Bloomsbury, now a bookstore; others are of brick or wood. In the village core area, about 40 percent of the commercial buildings are historic. In both cases, through changes in ownership, storefronts have been "updated" periodically.



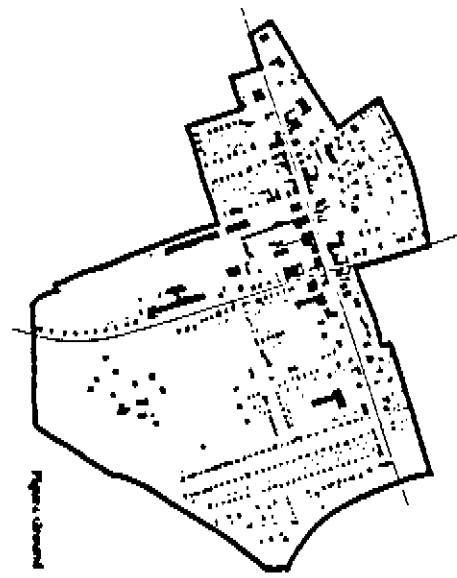
Historic Buildings



1/4 Mile Radius

Walking Distance

Walking distance, usually defined as a 1/4 mile radius from any given point, is an important ingredient in a village retail area. In Calonsville, this circle placed with its center at the existing public parking lot extends from just east of the Ingleside/Frederick intersection to east of the post office. This suggests it is well located for the village area. It is also of interest and appropriate that this circle encompasses most of the village core.

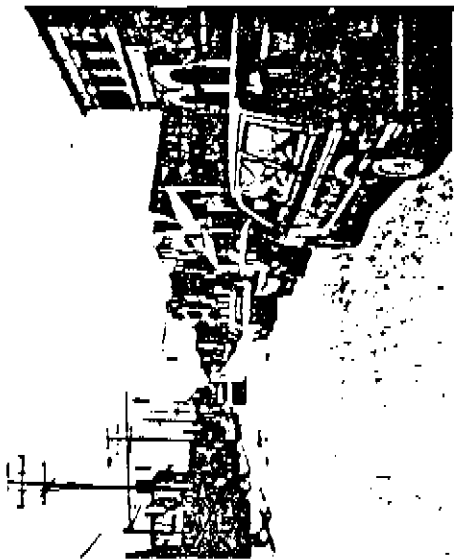


Figure/Ground

Figure/Ground

The physical character of a place is primarily created by the way buildings are grouped together. The varying characters along Frederick Road with buildings closer to the street and buildings set back from the street are evident in the figure ground. The very low density in the vicinity of the village core behind Frederick Road uses is also evident.

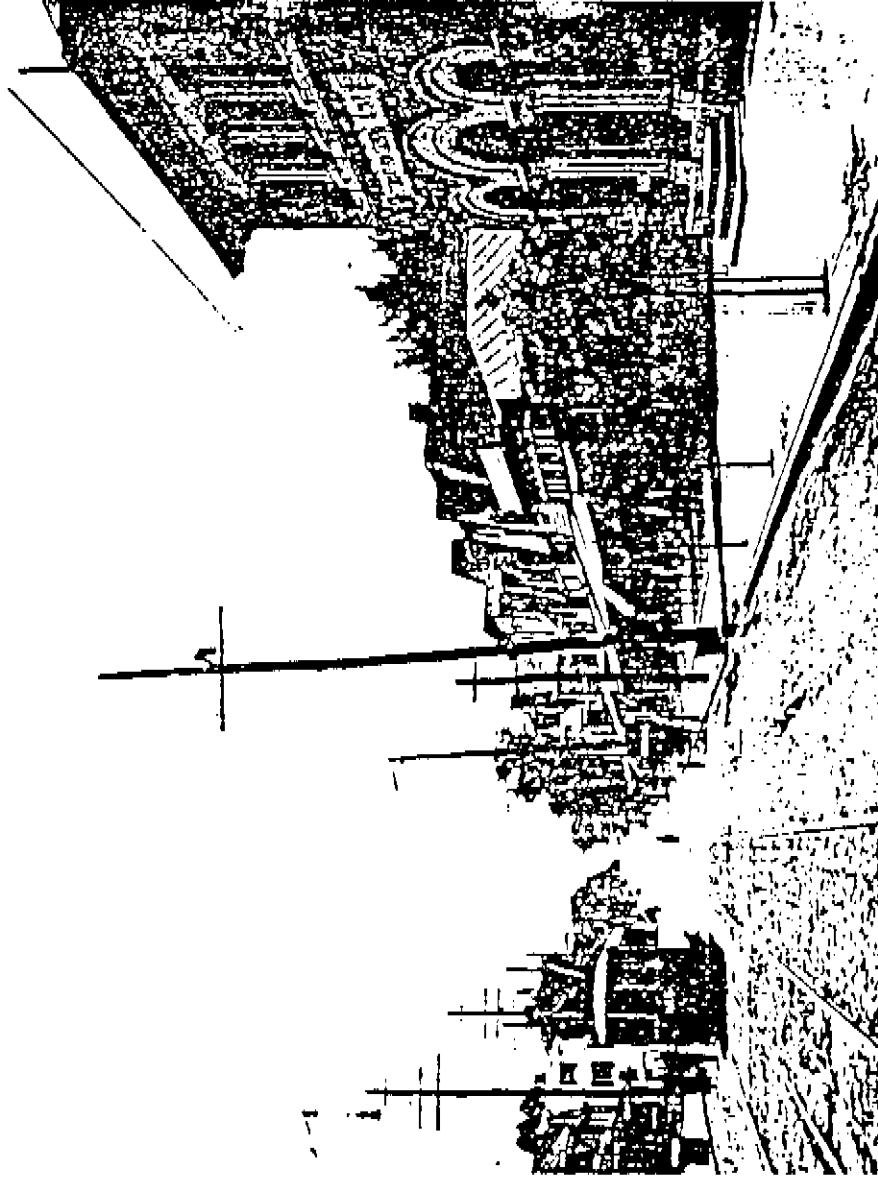




Today

Historic Character/Streetscape

Frederick Road is the "main street" of Catonsville. Being the route to the west, the Frederick Turnpike became a state road in 1910; horsecar tracks were laid in 1862 and trolley tracks in 1895. Though these have disappeared, many of the developments they spawned have remained. Historically, the streetscape was dominated by awnings forming an arcade along the north side of the street. The sidewalks were wider, as many storefronts had not yet been extended. Today the predominant streetscape feature is storefront-type base of various styles with residential scale windows above and a hodge-podge of signage. Another "modern" feature are the telephone poles lining the south side of the street.

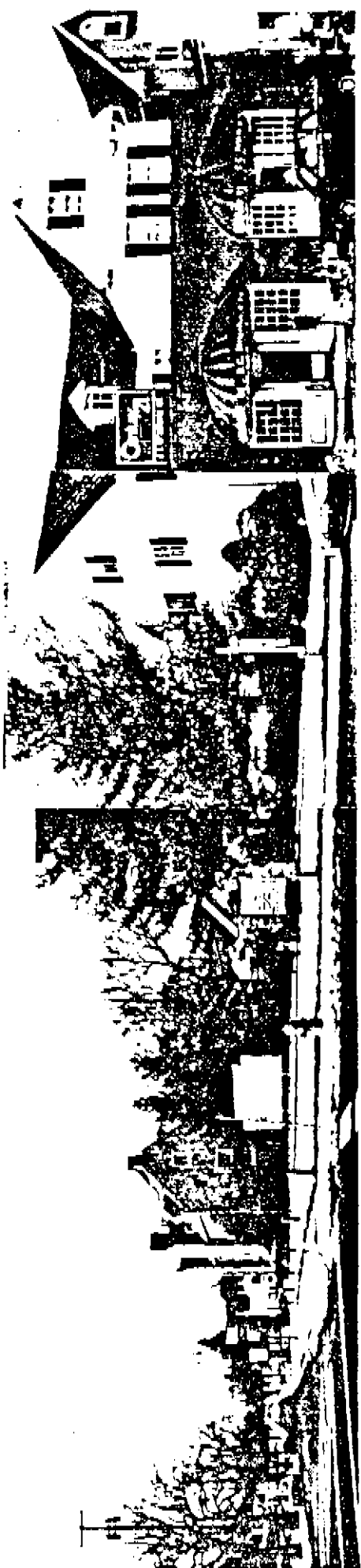


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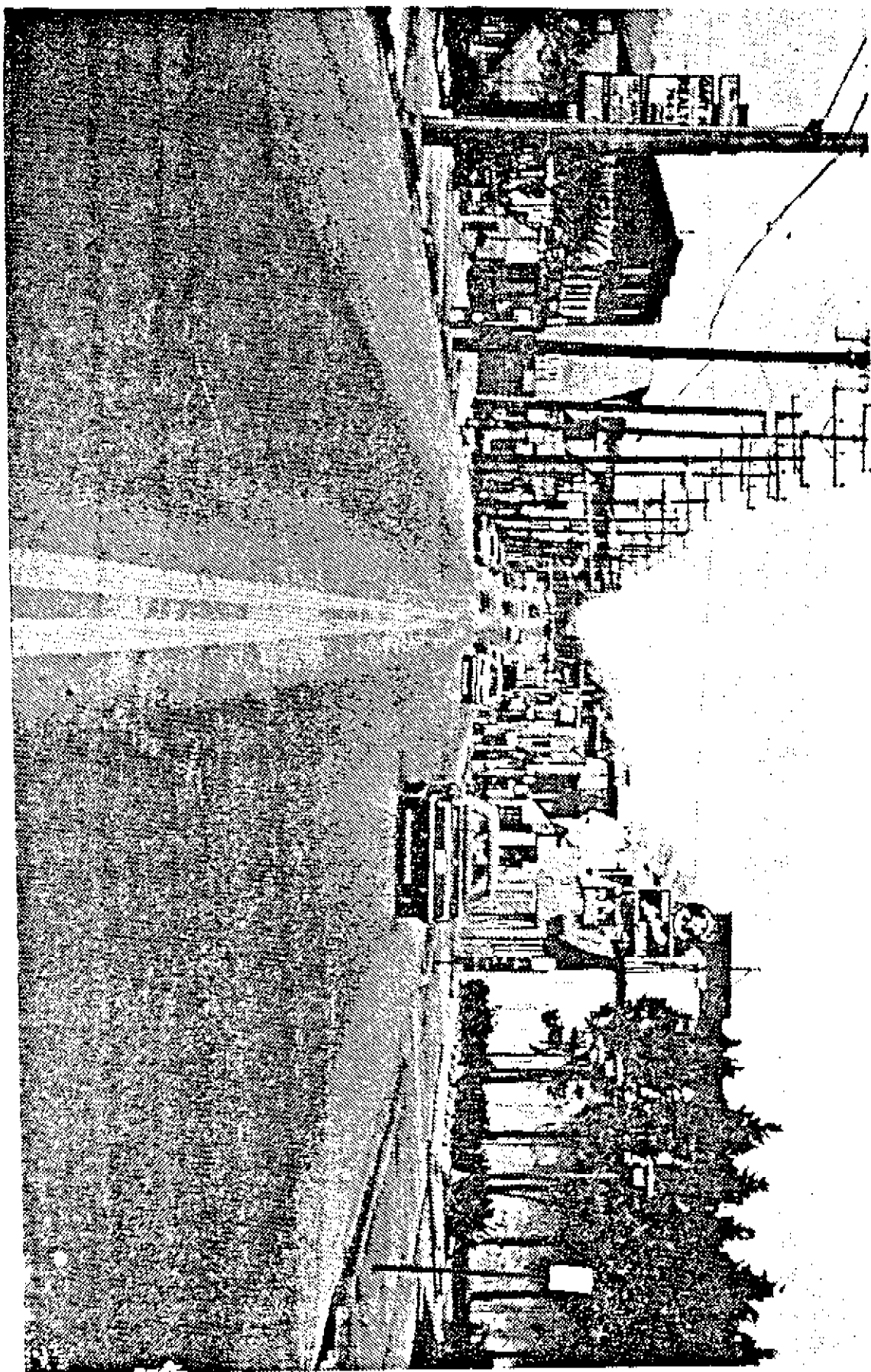
Analysis Conclusions

The analysis of the physical characteristics of Calonsville reveals a community with many assets in the process of change.

1. The village character is not consistent along Frederick Road at present. Three building patterns exist. The village character and small scale pattern should be reinforced and further erosion should be stopped.
2. Preservation of existing historic structures should be encouraged in the village core.
3. The historic character of many older buildings has been obscured by modern additions and signage.
4. The density of development in the primary focus area is low and could be increased in the village core.
5. Street density is low. This has resulted in the creation of many private driveways. An increased street density in the village core would help rationalize parking.
6. More north/south through streets will help reduce traffic congestion at the Ingleside/Frederick intersection.
7. The size of the village core is good for walking.
8. There is a high proportion of public and civic institutions in Calonsville which contribute to the village character.



7. Design Plan



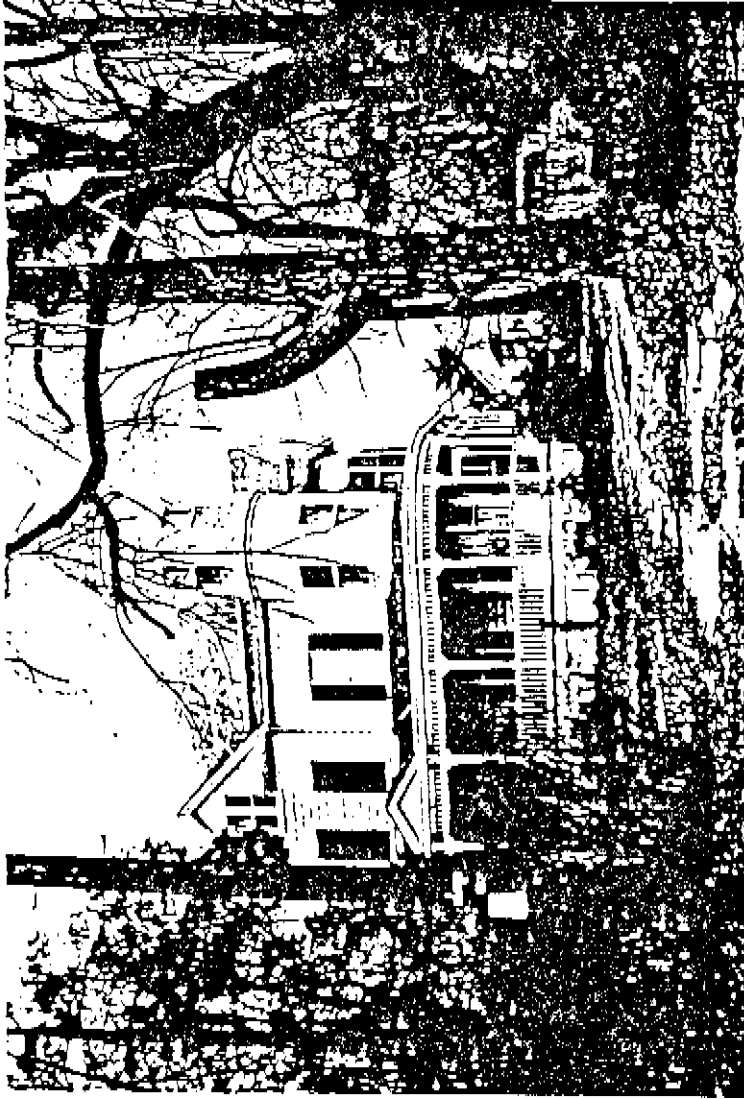
7. Design Plan



The design plan is developed to retain and reinforce the existing village character of Catonsville and to guide future development to reinforce that character. This is achieved by creating a unified village identity for the area, increasing parking efficiency and availability and suggesting opportunities for future development that maintain the scale and character of the village.

Goals:

1. *Unify the Frederick Road corridor area to minimize damage done to the village character by newer developments and maintain the village scale by implementing a unified streetscape design.*
2. *Add to and alter the street system to allow for increased alternatives in auto travel paths in the commercial area, which will also help keep through traffic out of residential areas.*



spaces in the village core to complement the residential and institutional uses.

Recommendations

Recommendations for the primary focus area are summarized below. Block by block descriptions for the length of Frederick Road follow and provide additional detail and assessment of priorities.

3. *Rationalize parking - make it more accessible and convenient in areas that need it most.*
4. *Direct new activity and development to the village core.*
5. *Add additional residential units to the village, that maintain the scale and character to the village.*
6. *Maintain and expand existing recreation space and develop a system of small civic*

DESIGN PLAN

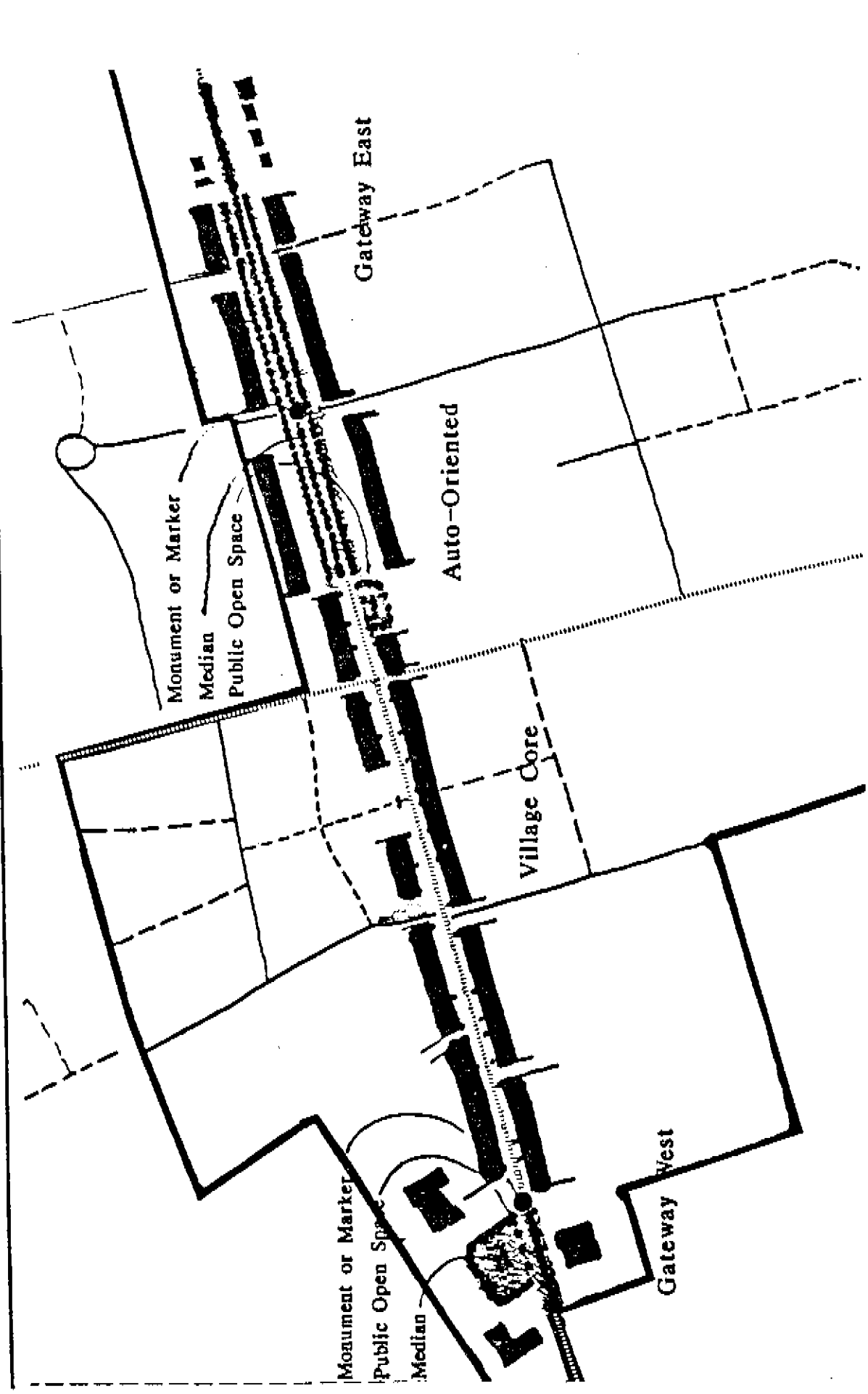
Because recommendations for development or redevelopment of key sites are guided by the "Design Plan" section of the Consultant's plan, the land use committee began by reviewing the six goals outlined therein. The committee endorses the goals and believes that they clearly set standards for the future development of Catonsville in a way that reinforces the existing Village character—a fundamental objective for Catonsville 2000.

We agree strongly with Goal #3 and reiterate the high priority for additional parking facilities in the 900 and 900 blocks.

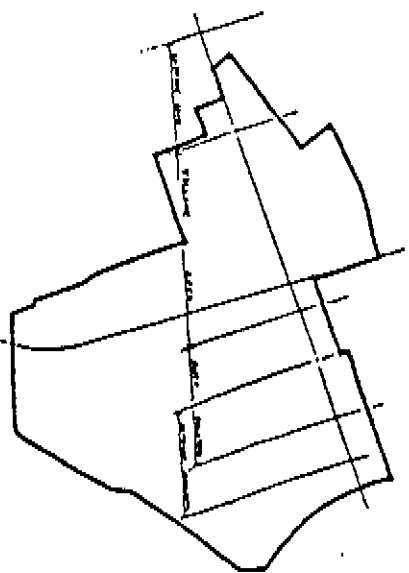
We agree strongly with the concept that Catonsville 2000 should be involved in the implementation of study and monitoring the study with the County.

We recommend that Goal 5 be expanded to state "Add additional residential units to the village that maintain the scale, character, and residential density of the village."

We agree strongly with Goal 6 and emphasize that the focus of any expansion should be the old Catonsville Middle School on Bloomsbury Avenue.



Frederick Road Concept



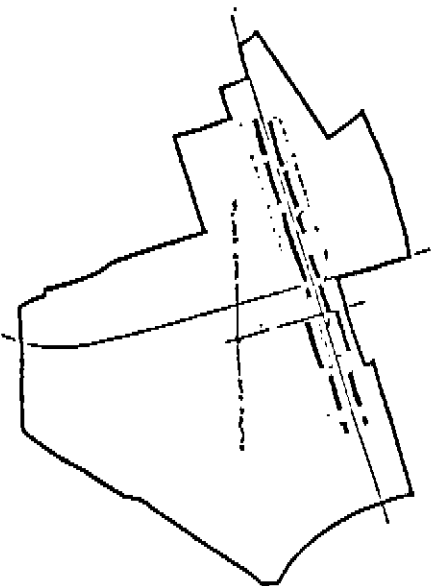
Composite Analysis

Frederick Road: Streetscape Concept

As discussed in the earlier analysis, Frederick Road does not function well from a traffic standpoint and its village character is being eroded by incompatible new development. The proposed design will unify the street and bring back the village scale along its length.

After considering several alternatives, the chosen scheme identifies three areas along Frederick Road and seeks to unify them visually through a plan that will improve traffic flow and parking as well. The three areas are:

1. The gateways.
2. The auto-oriented commercial.
3. The village core.



Village/Auto

The Gateways

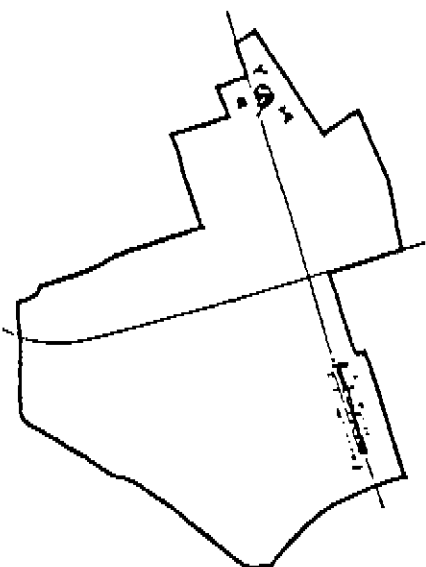
The gateway areas retain a residential or civic character in the traditional village scale. A landscaped median is introduced to slow traffic and also to provide for left turn lanes where needed.

An opportunity for community monuments or markers is available in the median at the high points of the street both entering and leaving Catonsville.

At the far end of the village, a civic square anchors the post office and several churches, providing a focus for community activities and needed passive recreation space. The roads surrounding the square will also provide additional curbside parking.

Auto-Oriented Commercial

The central landscape median and turn lane



Gateways

continues through this area - reducing the scale of the wide street. Parking on the street has been reduced as most buildings are set back and have parking in front of them. Some traffic entrances should be closed and parking lots consolidated to provide for safer traffic flow onto Frederick Avenue.

The Village Core

As one approaches the village core, the median drops away. The sidewalk widens where possible and trees or other landscaping are planted in those areas. Trees should be selected which are loosely leaved, so as not to obscure retail frontage. Parking is retained on the street and increased where possible by eliminating excessive entry drives. Implementation of a service alley system helps traffic flow and makes these multiple drives obsolete.

The Gateways: There are concerns regarding median strips because of the narrow width of Frederick Road, impeding parking and causing difficulty for the swift passage of emergency vehicles. Some sort of marker would be appropriate in the 300 block and in the 1000 or 1100 blocks as well. Gateways to the village shopping area. If small median strips are used at the gateways, they must not increase parking problems or lessen visibility. Suggested instead is that the gateway concept could be realized with small extensions from the sidewalk (almost as large as a parking space, decorated with an architectural grade lighting fixture in the center of the island which would be tall, having an extending decorative arm holding several lights. The arm on each pole would extend towards the middle of the street. Also in the planted enclosure would be a sign about Catonsville, and possibly a hanging banner such as the Catonsville Forward Plan is about to adopt for poles throughout the village. With these two alternatives potentially available, an engineering study by the county and state should be made promptly to determine feasibility of each option.

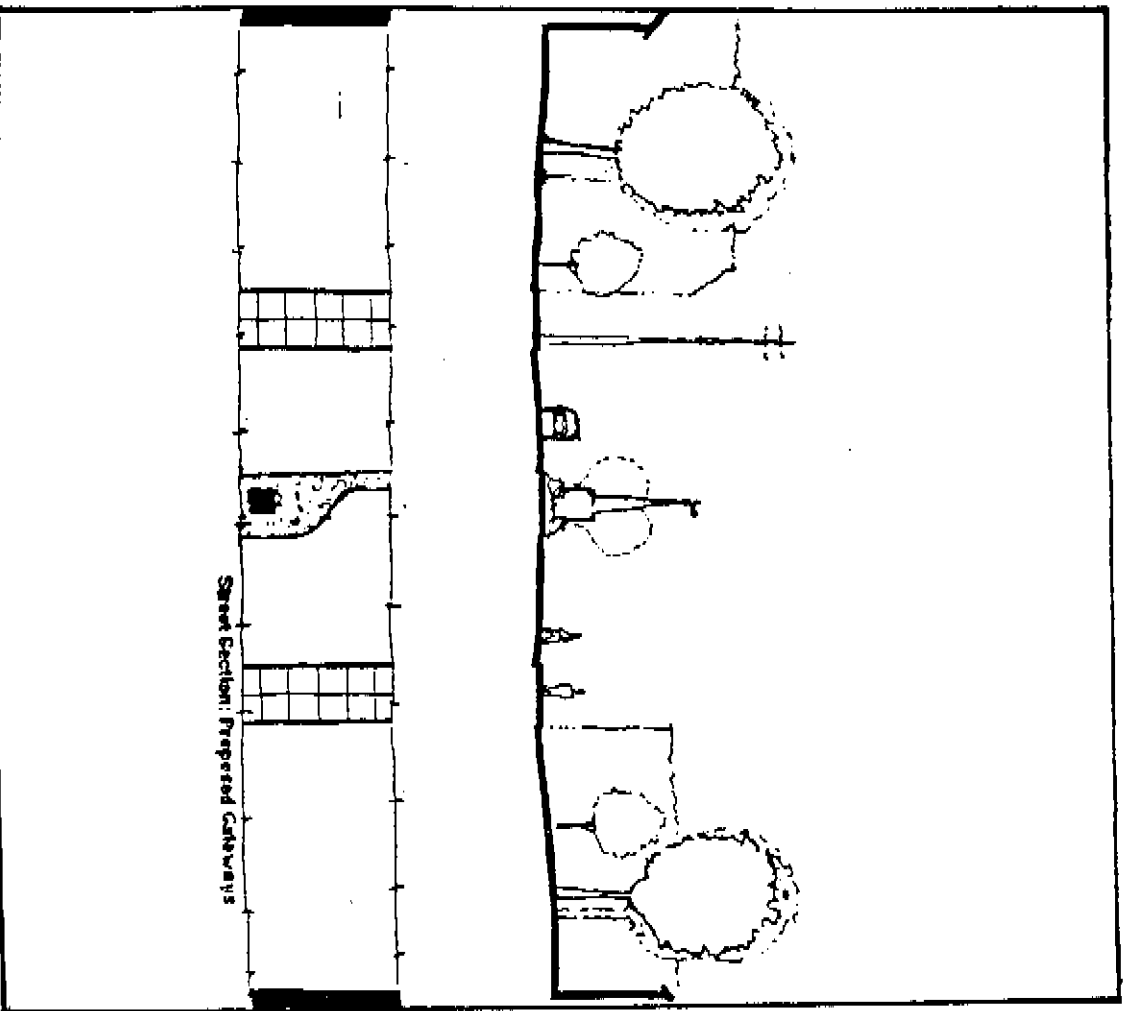
The consultant's plan for a civic square opposite the Post Office is impossible because the parking lot on that northwest corner belongs to the Methodist Church which requires that corner exclusively for parking.

The Auto-Oriented Commercial: Median strips may not be desirable. We agree that some traffic entrances to privately-owned property should be closed and parking lots consolidated to provide for safer traffic flow onto Frederick Road. A traffic light is essential for safety and better traffic flow at Delrey and Frederick Road, and represents a top priority for this study.

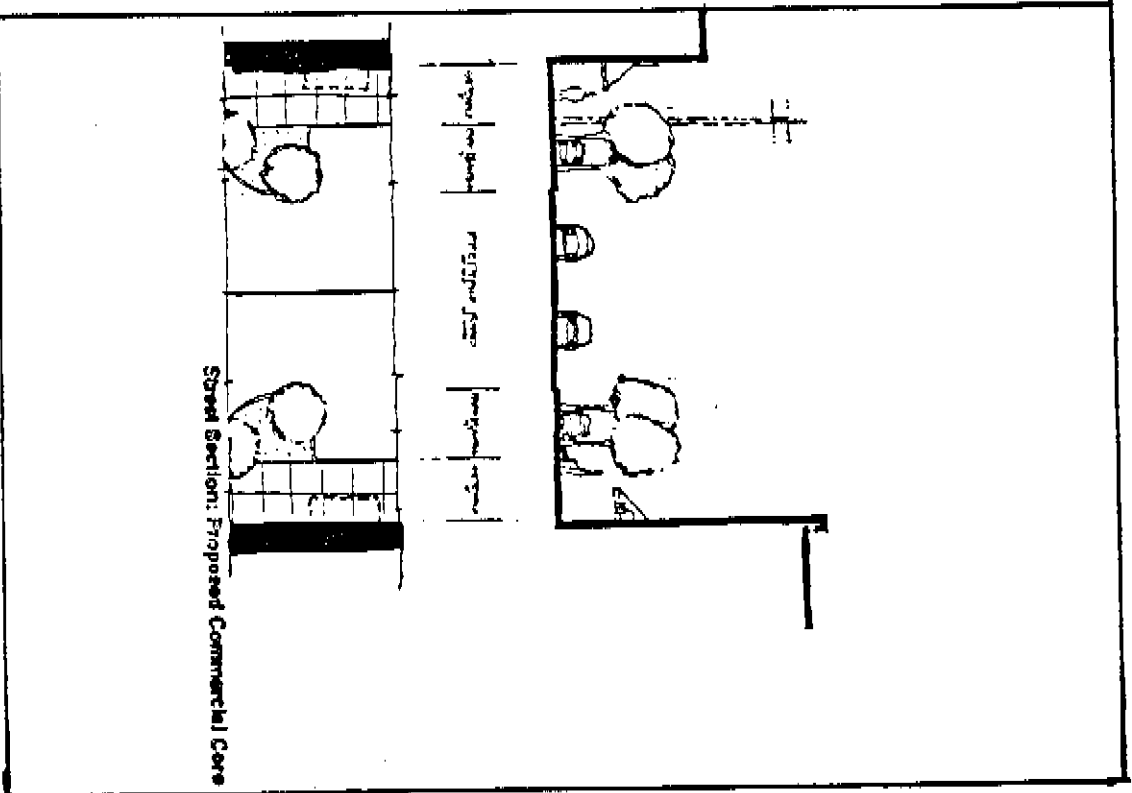
CATONSVILLE 2000
ANALYSIS

The Village Core: The subject of trees being planted along Frederick Road was not unanimously supported, but the majority concluded that appropriate trees could be planted where the sidewalk is wide enough or even where it would be necessary to extend the curb in a rounded projection or island jutting into the parking area. If planted, trees would need to have their canopies trimmed up sufficiently so that the foliage wouldn't cover the view of the entire first floor of any business or its signage.

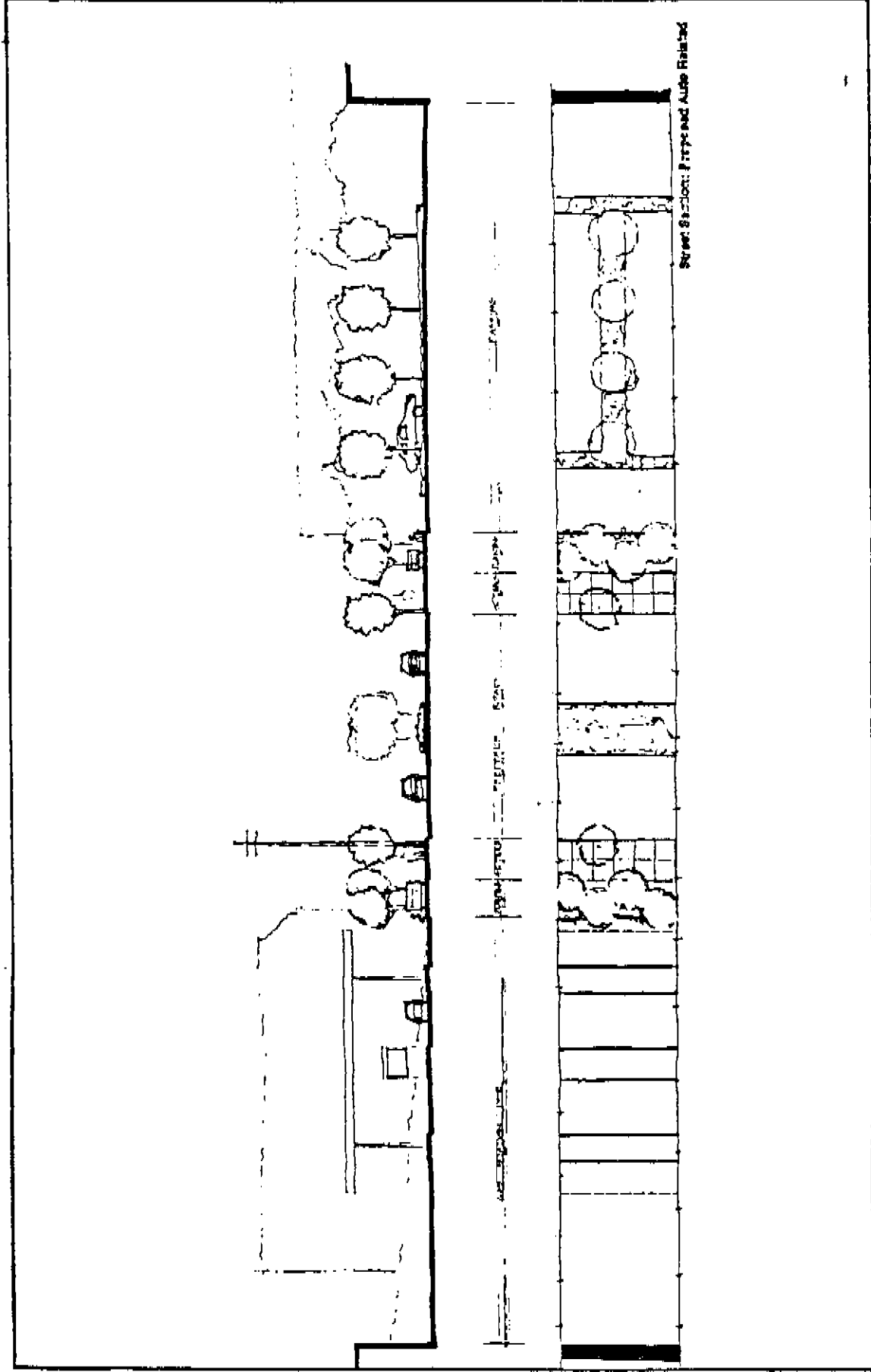
The committee agreed that better identified crosswalks, including one opposite the public parking lot in the 700 block should be placed. They could be a different color and/or potentially a different texture or material, possibly made of brick for an attractive streetscape upgrade.



Gateway Plan/Section



Village Core Plan/Section



Auto Related Plan/Section

Streets and Blocks:

To further enhance the village core area, several changes are recommended to the street pattern.

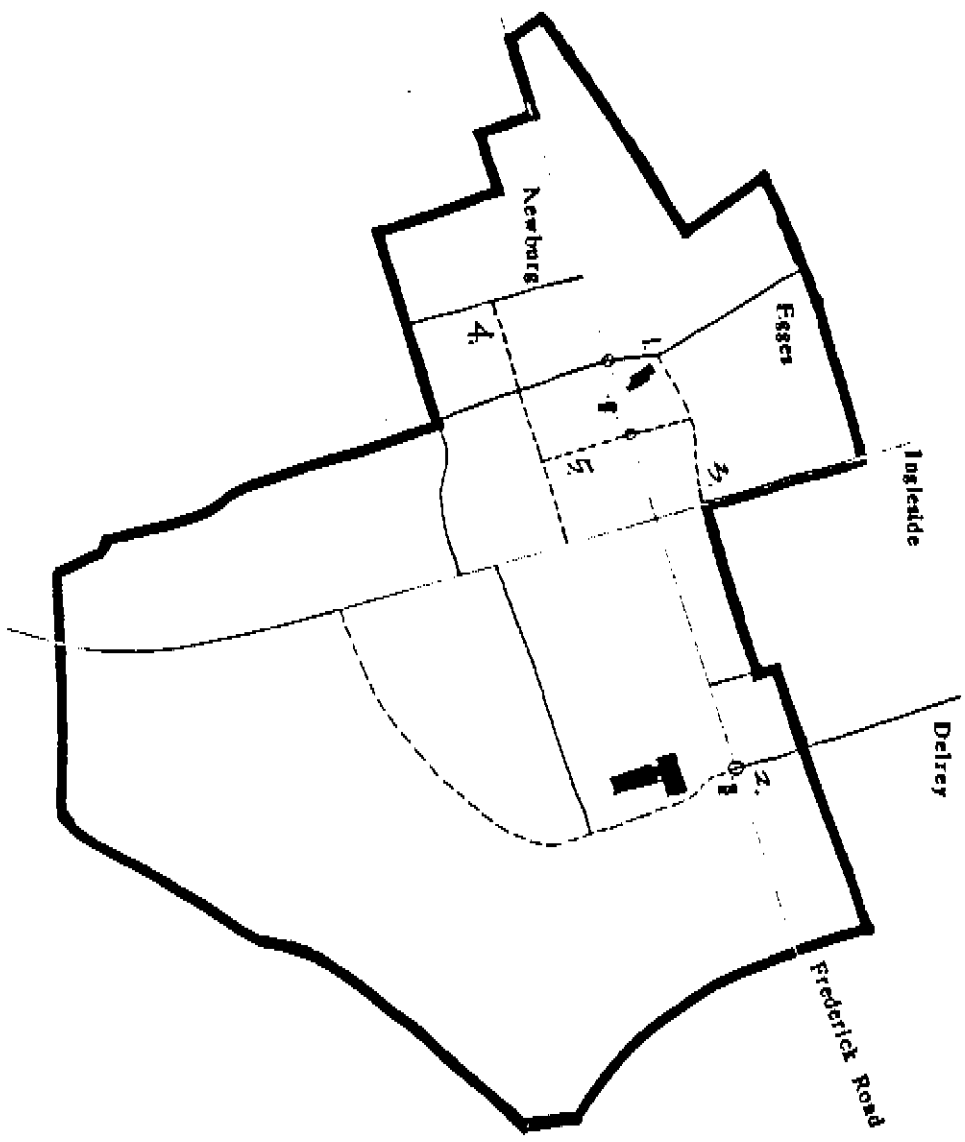
Egges Lane should be deflected to the west to connect directly with Melior to facilitate through traffic flow (1). In addition to improving traffic flow, a small pocket park is created adjacent to the fire house. A light should be erected at Delrey to slow traffic arriving in Calonsville (2).

Service alleys should be developed to take some traffic off Frederick Road. Otban Lane should be developed as a through-alley providing easy access to adjacent parking lots, connecting west to Egges Lane (3). Another alley parallel to Frederick between Newburg and Melior would allow improved access to parking lots in this area (4).

Where possible, as development occurs in the future, thought should be given to increasing the public road system, especially in the village core area (5).

Land Use:

As demand increases, new development of office space and retail uses should be directed to the village core to promote the village concept. New development should be in keeping with the village character. Examples of successful new development in other village centers includes Laurel, retail shops with offices and



Alteration To Street With Traffic Lights

apartments above, and Belvedere Square - retail shops and marketplace with offices above. Guidelines for new development are in the architectural guidelines section. Suggestions for locations of new development are in the block by block descriptions following.

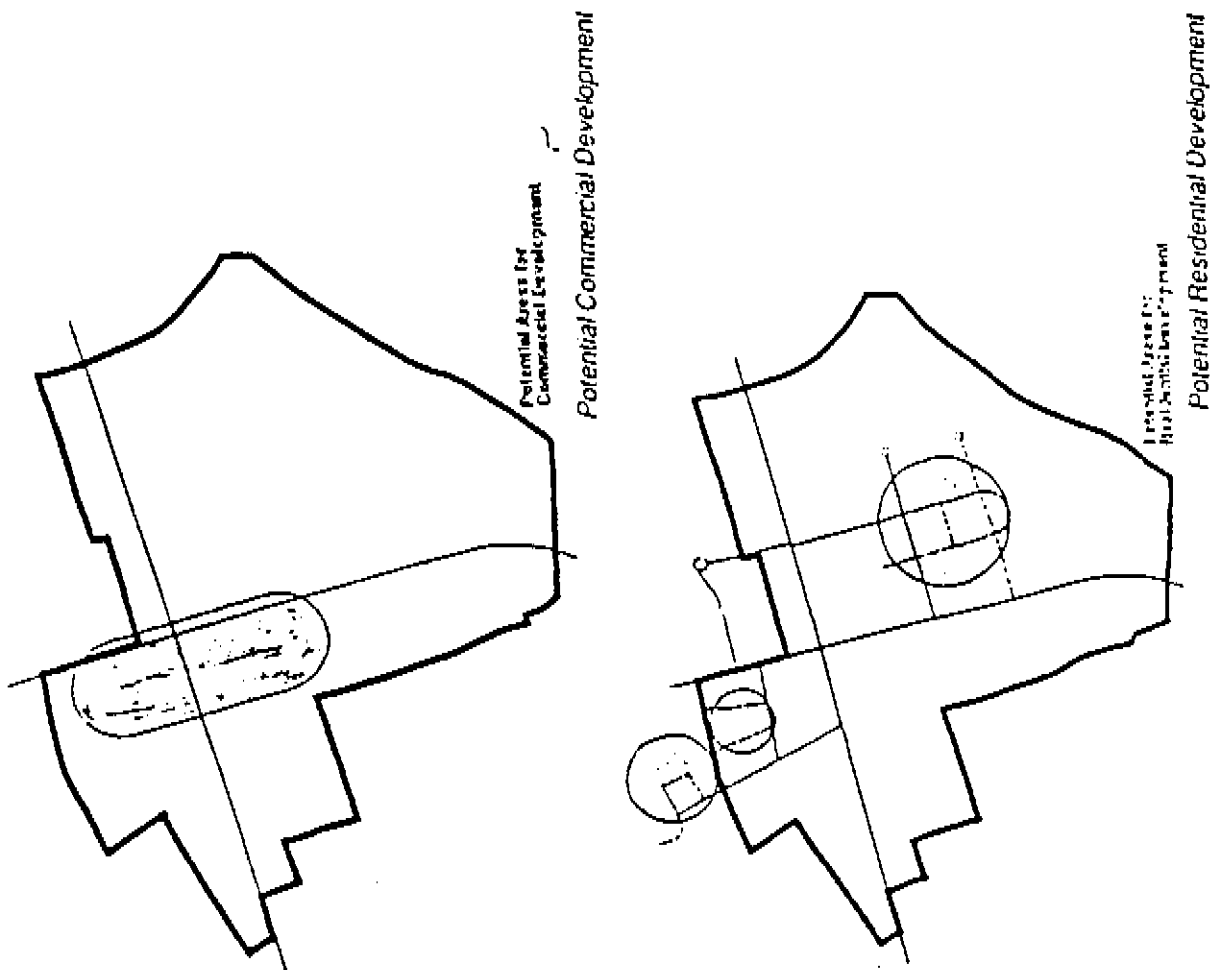
Residential density should also be increased, especially in the primary locus area, to provide a larger population base to support the village core. This can be accomplished through upper story dwelling units over shops, which is fairly successful in the village, or through development of several close-in underdeveloped parcels. Residential units have been proposed where appropriate in the specific site by site section which follows. Residential character should be in keeping with the Catonsville village. Roland Park is a good example of various housing types including single family, duplexes, townhomes, and apartments co-existing in harmony.

Light Poles

Using data from a comparably sized project located in this region (Fairfax, VA), we have estimated that underground relocation of wiring that is now on poles would be between \$600-\$750/linear foot. Hard data on this subject is difficult to find, since there are variables such as number of lines, etc., but we feel this is a good general range to use.

LIGHT POLES

We agree with the undergrounding analysis, but suggest that the cost of re-locating utility power poles above ground at the rear of properties be evaluated. Regardless of whether the utility poles are relocated to the rear or not, we recommend that all new service or remodeled service be accessed only to the rear of properties, if service is available from the rear in each instance. This will at least keep additional power lines along Frederick Road from proliferating further.



Plan Summary

The composite plan shown below brings together the many elements discussed above into a single vision for Calonsville's future.

The main elements of the plan include:

1. Creation of a better road network in the village core area to allow for improved traffic circulation, increased service capabilities, and increased on-street parking.
 - This is accomplished by:
 - A. Provision of service alleys in locations indicated.
 - B. Elimination of driveways and curbcuts resulting with an increase in outside on-street parking.
2. A safer Frederick Road, both for pedestrians and vehicles.
 - This is accomplished by:
 - A. Slowing traffic off the beltway by adding a median strip to the wide road and a traffic light at Delray Avenue.
 - B. Narrowing Frederick Road at mid-block points in the village core section to allow for easier pedestrian crossing.
 - C. Decreasing the number of curb cuts along Frederick Road (and resulting consolidation of parking lots).
3. Streetscaping to unify Frederick Road and to provide a village scale as desired.
 - This is accomplished by:
 - A. Providing for gateways to Calonsville with low planted center medians and markers.

- B. Center median with trees and controlled signage and planting in the auto-oriented "strip" area to bring it back to village scale.
- C. Limited street trees in the village core with increased on-street parking.

4. Improvement of building character to reinforce village character.
 - This is accomplished by:
 - A. Architectural and Signage Guidelines.
 - B. Revised definition of R.O. zoning.

PLAN SUMMARY

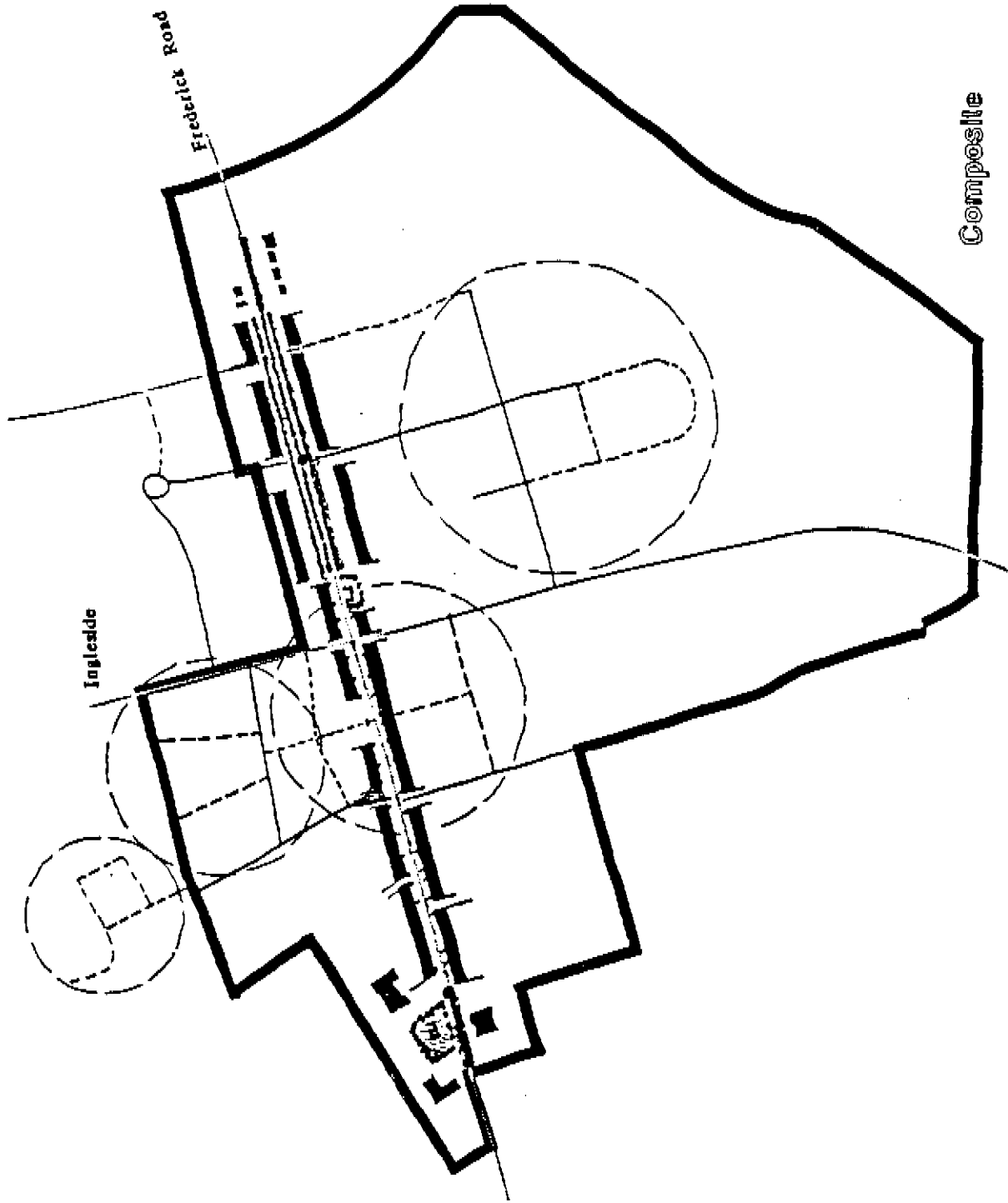
2A. (See comments on page 74 of this report under "The Gateways.") A light at Delrey Avenue is priority 1.

2B. (See comments on page 74 of this report under "The Village Core," second paragraph.) We question whether narrowing Frederick Road in mid-block for pedestrian crossing would be necessary if a painted or textured crosswalk as suggested, were implemented.

3A. Gateways in some format are desirable. (See earlier comments on page 74 of this report under "The Gateways.")

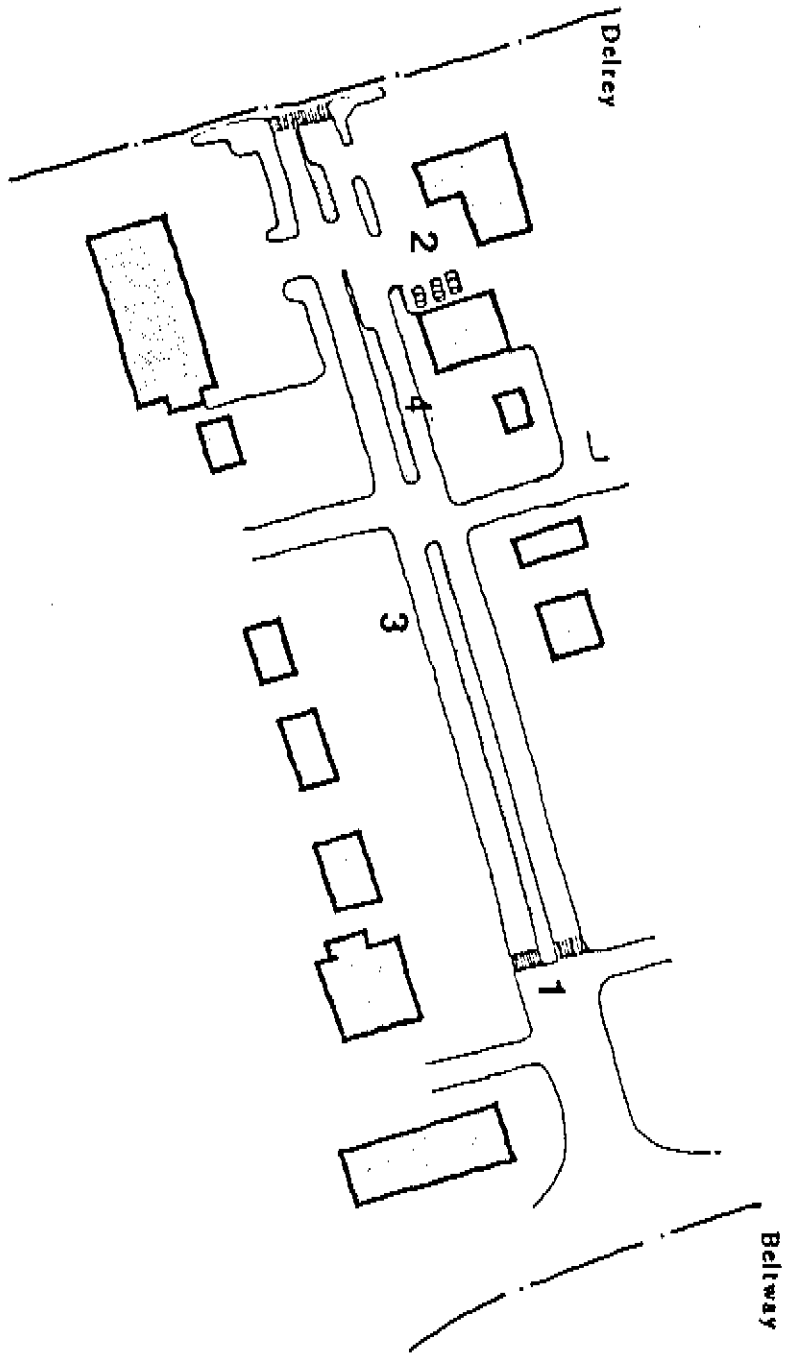
3D. Trees and controlled signage and planting are desirable, but a center median strip in any blocks other than the gateway blocks would impede traffic and reduce parking spaces. The gateway blocks should be studied by county and state engineers for feasibility before any further decisions are made.

3C. We agree (See comments on preceding page 74 of this report under "The Village Core.")



Composite

Composite Plan



Block 1: Entry Gateway

As an entry to Catonsville from the Beltway, Frederick Road to Delrey should maintain its residential character. Catonsville is primarily a residential village, and therefore maintaining the housing in this area is encouraged. Those houses fronting Frederick Road may be used for office or commercial purposes, but removal of the structures for construction of new-type office buildings is not encouraged. New office buildings are encouraged in the village core.

Streetscape recommendations include:

1. Median strip with low planting. Remove on-street parking.
2. Consolidate entry ways where possible.
3. Plant street trees at sidewalk at 40' intervals.
4. Develop cross section to provide loading zone on north side.

Implementation recommendations:

1. R.O. zoning should only permit new office buildings sympathetic in scale and feel to pre-existing residences. Conversions of existing is preferred.



CATONSVILLE 2000 ANALYSIS

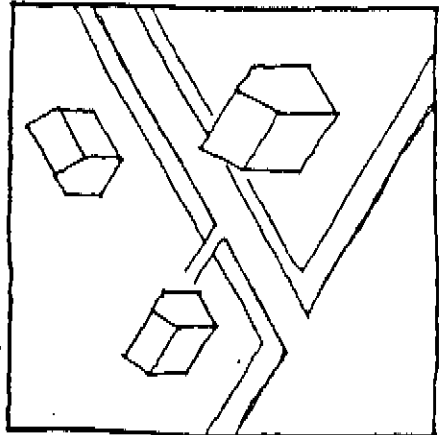
ENTRY GATEWAY (Block 1)

Agree with opening paragraph, adding "RO zones in the Gateway blocks should remain residential in design."

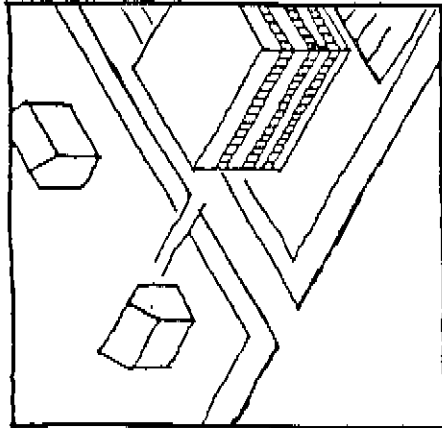
Streetscape recommendations include:

1. (See comments on page 7.4 of this report under "The Gateways.") No median strips should be considered in any blocks other than in Gateway blocks.
3. Agree, under comment provisions as outlined on page 7.4 of this report under "The Gateways."

We agree with the consultant's recommendation that "Frederick Road (from the Beltway) to Delrey Avenue should maintain its residential character." The Board further recommends that no new class B office building be permitted in this area unless the property is presently unimproved. The scale and architectural style of any proposed construction is to be in harmony with the surrounding residential and commercial buildings. All conversions of existing developed properties are to be Class A, maintaining the residential facade of the existing buildings. Also, the amount of Class A conversion is to be limited by the amount of rear on-site parking. On-street parking is not to figure in any parking formula, and no parking within the existing front yards is to be permitted. We recommend that these guidelines likewise apply to the Civic Gateway (Western Entry, p. 7.26), along Frederick Road from Beaumont east to Melvin and Sanford.



Desirable: RO zones in the "Gateways" should remain residential; no class "B" structures allowed

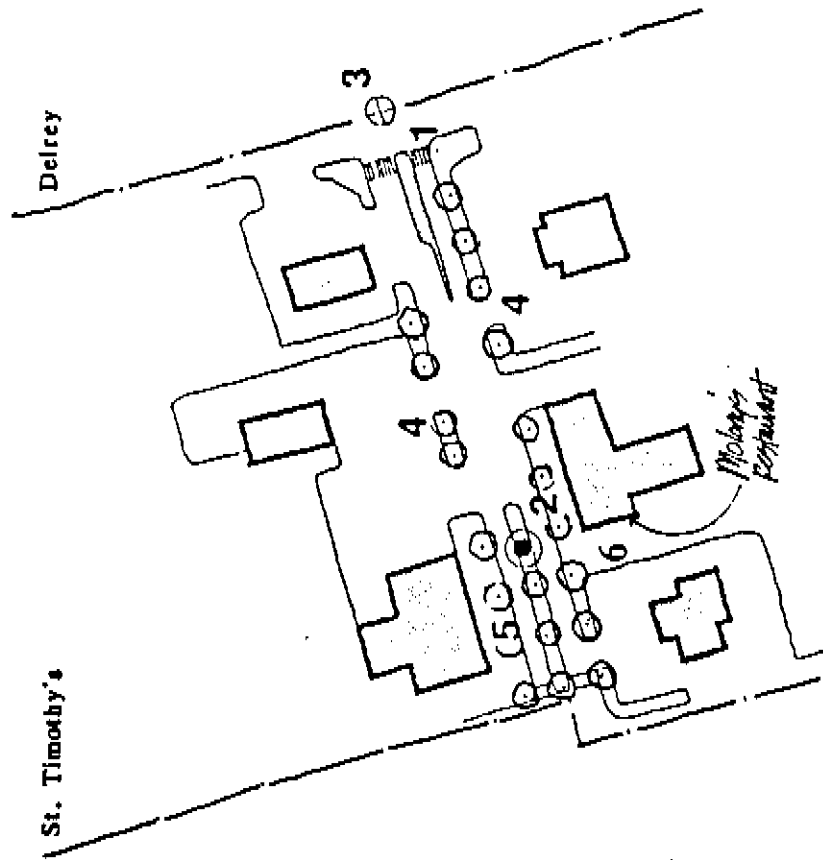


Undesirable: Class "B" offices in RO zones.

CATONSVILLE 2000
ANALYSIS

Although the illustrations on page 7.12 do correctly visually demonstrate the concepts we suggest, it should be noted that the captions beneath the illustrations are inconsistent with both the text on that page and the recommendations of this committee. R-O zones in the Gateways should remain residential in appearance and design (although office uses may be permitted). Class "B" office buildings should be permitted only on undeveloped properties, and then in a scale and architectural style characteristic and harmonious with adjacent residential and commercial structures.

Catonsville 2000 anticipates receiving a design proposal for a new office building and related parking on the undeveloped properties on either side of Arbutus Avenue at the intersection of Frederick Road. If a site plan and architectural proposal for this undeveloped property can be finalized in time by the developer and received by Catonsville 2000's review and approval, we recommend the approved design concept be adopted into the final version of this Study. Since this is the only undeveloped property in the Eastern Gateway area, approval of a design would remove uncertainty as to how to deal with this one situation, and the recommendations for existing R-O properties contained here could then be uniformly applied.

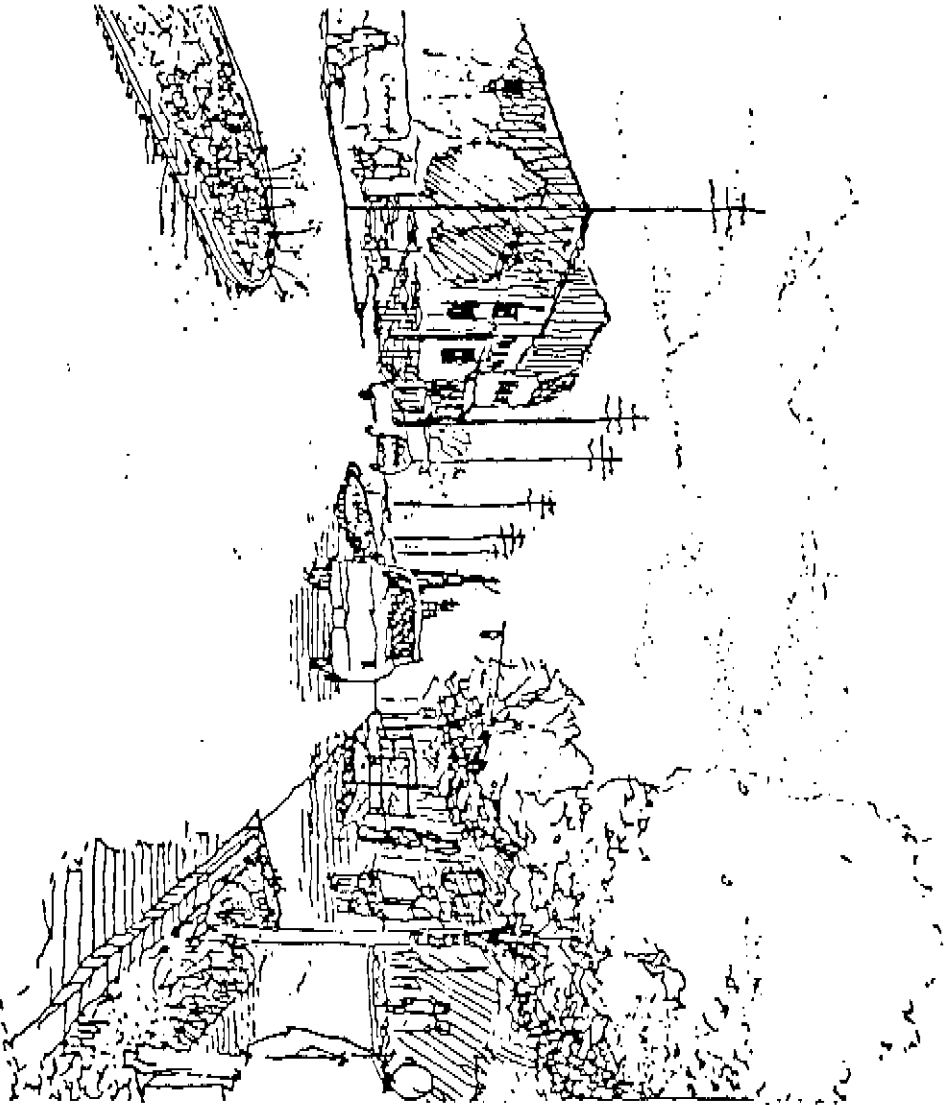


Block 2: Auto-Related Entry

This block, from Delrey to St. Timothy's Lane, consists of new structures set back from the street, with parking lots in front or adjacent. Molony's Restaurant is a notable exception and is a contributing historic structure.

Streetscape recommendations include:

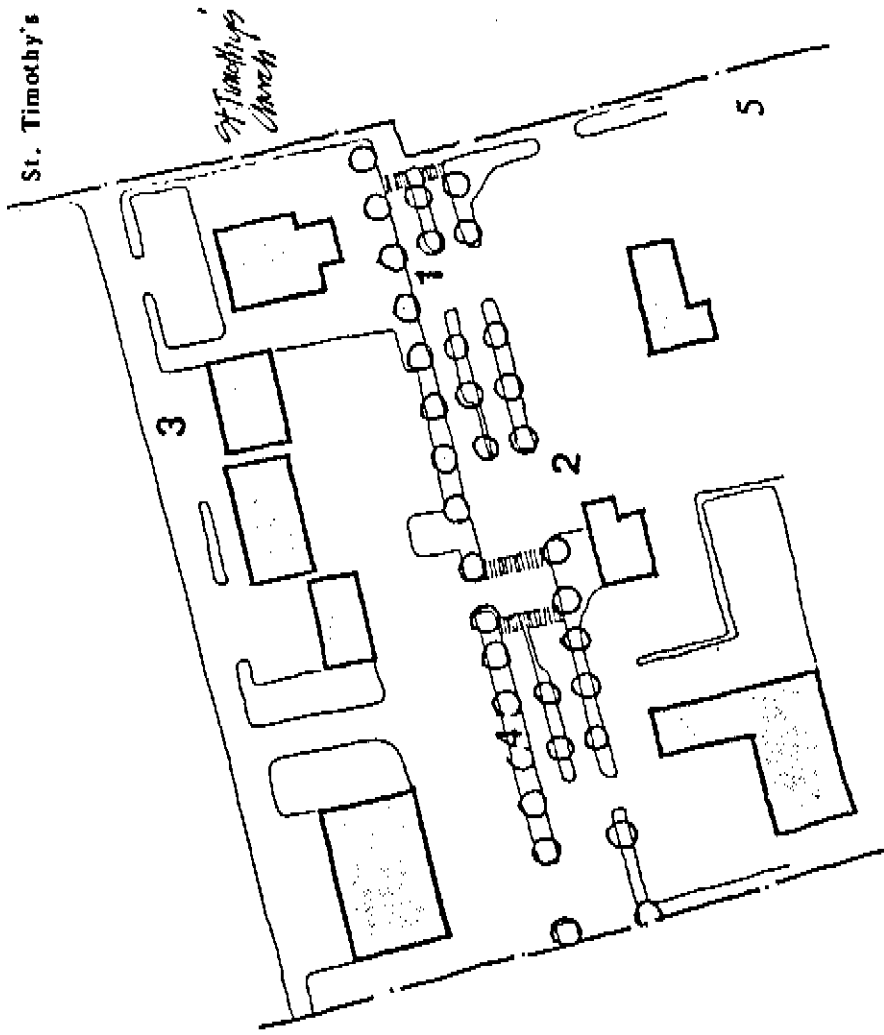
1. Gateway planting median-low planting. Remove on-street parking.
2. Entry marker in median at high point in the street. This marker could announce the entry to Calonsville or commemorate a historic event or person.
3. Install a traffic light at Delrey Avenue to slow traffic coming off the belfray and to provide protected access to neighborhoods.
4. Consolidate and reduce number of entrances and exits onto Frederick Road and consolidate parking lots.
5. Plant street trees in sidewalk at 40' intervals.
6. Remove existing billboard adjacent to Molony's Restaurant.



CATONSVILLE 2000 ANALYSIS

AUTO-RELATED ENTRY (Block 2)

1. No median strips in this block. Parking should remain.
2. The committee would prefer the entry marker to be in the 300 block, designed as a decorative light pole in an island extending from the curb, or alternatively a median strip, to be decided after an engineering study has been made to determine the feasibility of each option.
3. Agree. This is a top priority. This improvement could be the demonstration project of Catonsville 2000 working with the county and state for immediate improvement and results.
5. Agree, but with evaluation to be made on a block by block basis.
6. Agree. If condemnation powers are available and necessary, they should be utilized if negotiations with the billboard owner are unsuccessful. We also suggest a new second entrance and additional parking for Molony's Restaurant off Bishops Lane, if the acquisition and demolition of the adjacent residential structure on Bishops Lane is financially feasible for the Restaurant property owner.

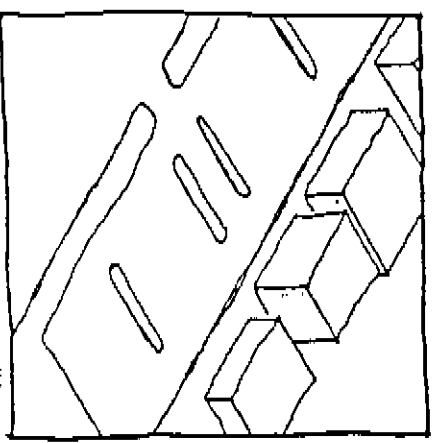
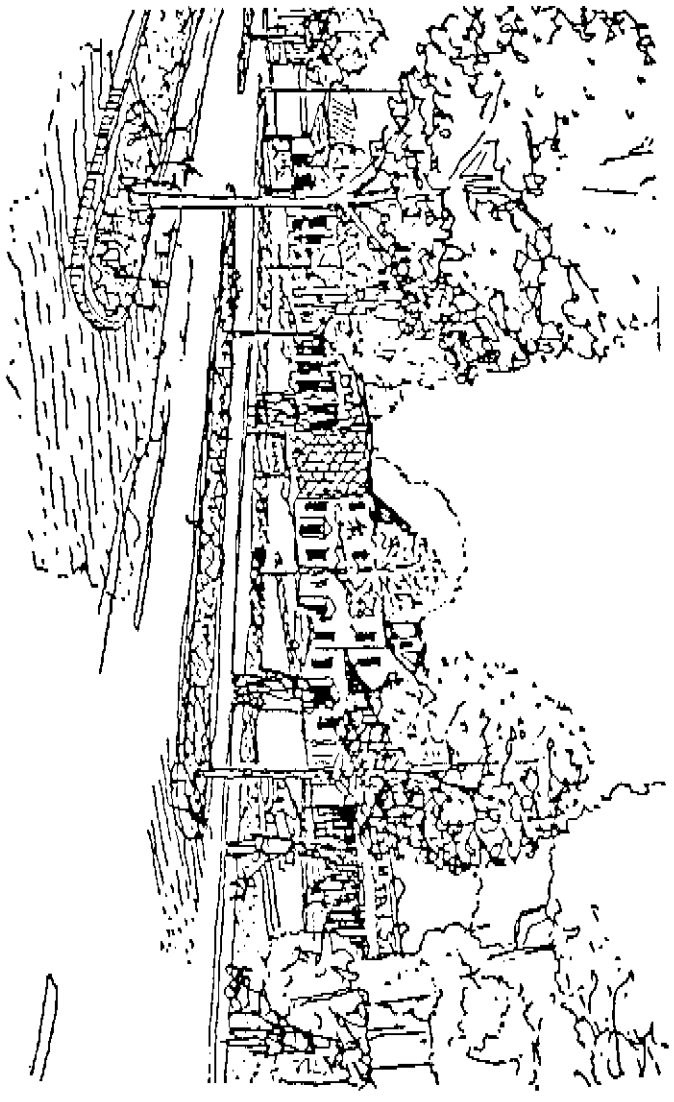


Block 3: Auto-Related Core

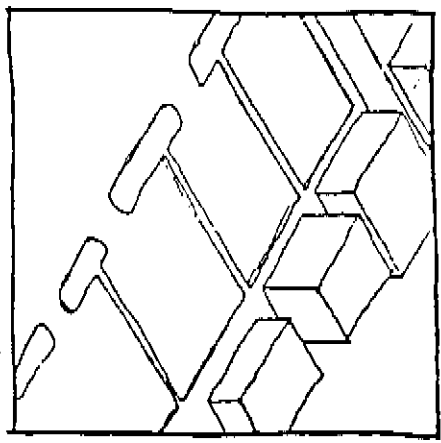
From St. Timothy's Lane mid-block to the elementary school is the core of the new auto related use district. Most buildings are modern and are set back from the street with parking lots in front. St. Timothy's Church is visible in the distance as a reminder of village life. To the north, Orban Lane parallels Frederick Road and provides connections between many of the parking lots. This is the suggestion of a pattern that is encouraged for much of Catonsville, as it provides alternate means of travel other than Frederick Road.

Streetscape recommendations include:

1. Planted median strip in center of Frederick Road. Planting can include trees as well as low underplanting. Remove on-street parking.
2. Consolidate parking lots and entrances on both sides of Frederick Road.
3. Improve Orban Lane as public service alley with additional parking connected to private parking lots.
4. Plant street trees in sidewalk at 40' intervals.
5. Improve Bloomingdale from Bloomsbury to Bishops Lane.



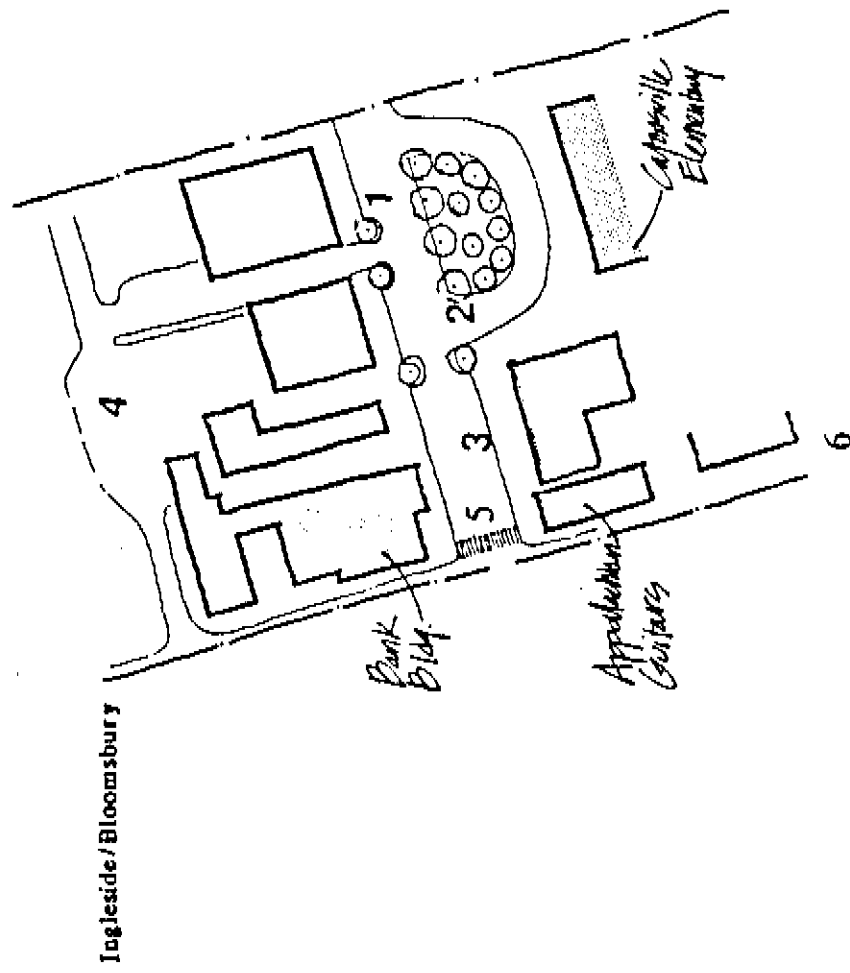
Desirable: Zoning should encourage consolidation of parking areas, preserve lanes, effectively reducing the number of curb cuts on Frederick Road. This will reduce safety problems in terms of auto traffic and street pedestrian conflict.



Undesirable: Individual parking lots with exclusive entrances and exits.

AUTO-RELATED CORE (Block 3)

1. No median strip. Parking should remain.
2. Agree. High priority as a demonstration item to the business community of the progress being made by Catonsville 2000 with the county. Refer to Traffic Report.
4. Agree, only where sidewalks permit, as explained in comments on page 7.4 of this report under "The Village Core."
5. Agree, but also include a study for the widening of the roads and placing of sidewalks by the county.

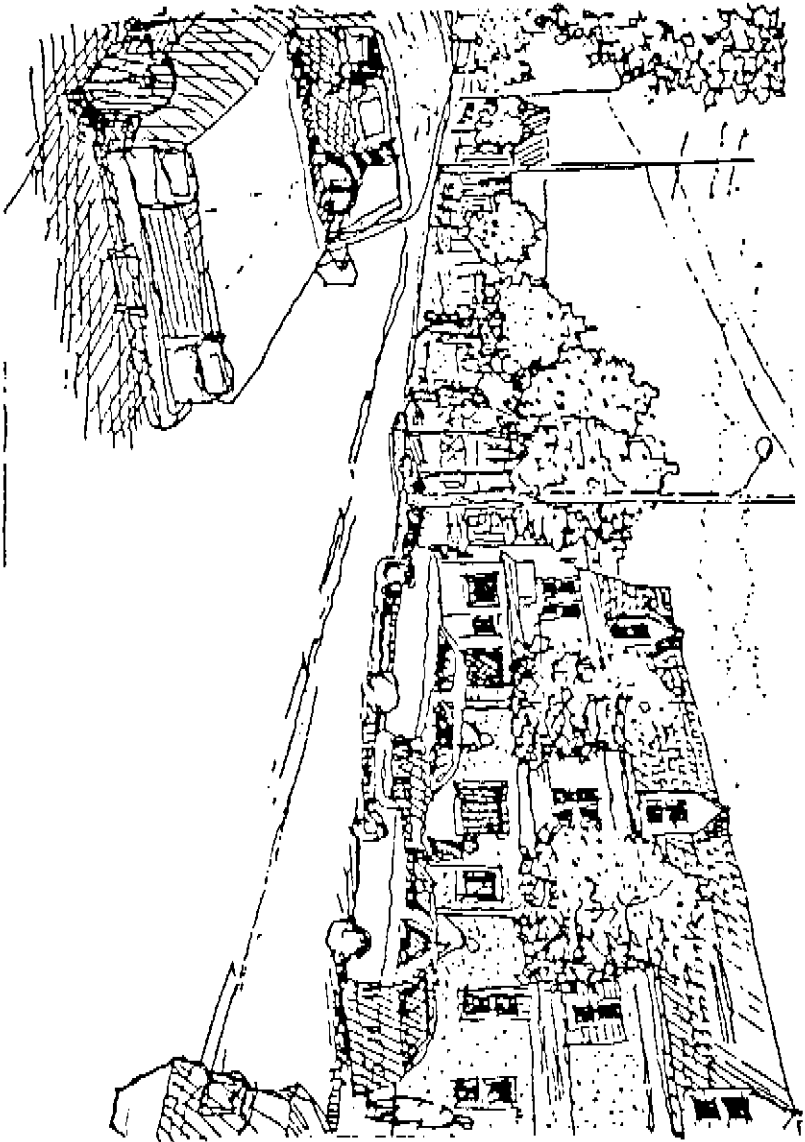


Block 4: Village Core East

The block from the elementary school to Ingleside is the beginning of the village core commercial area. Buildings are built closer to the street and are generally older in character. The Bank and The Appalachian Guitar Shop are notable examples of historic architecture. (On-street parking is retained as it is a crucial element in retail viability.)

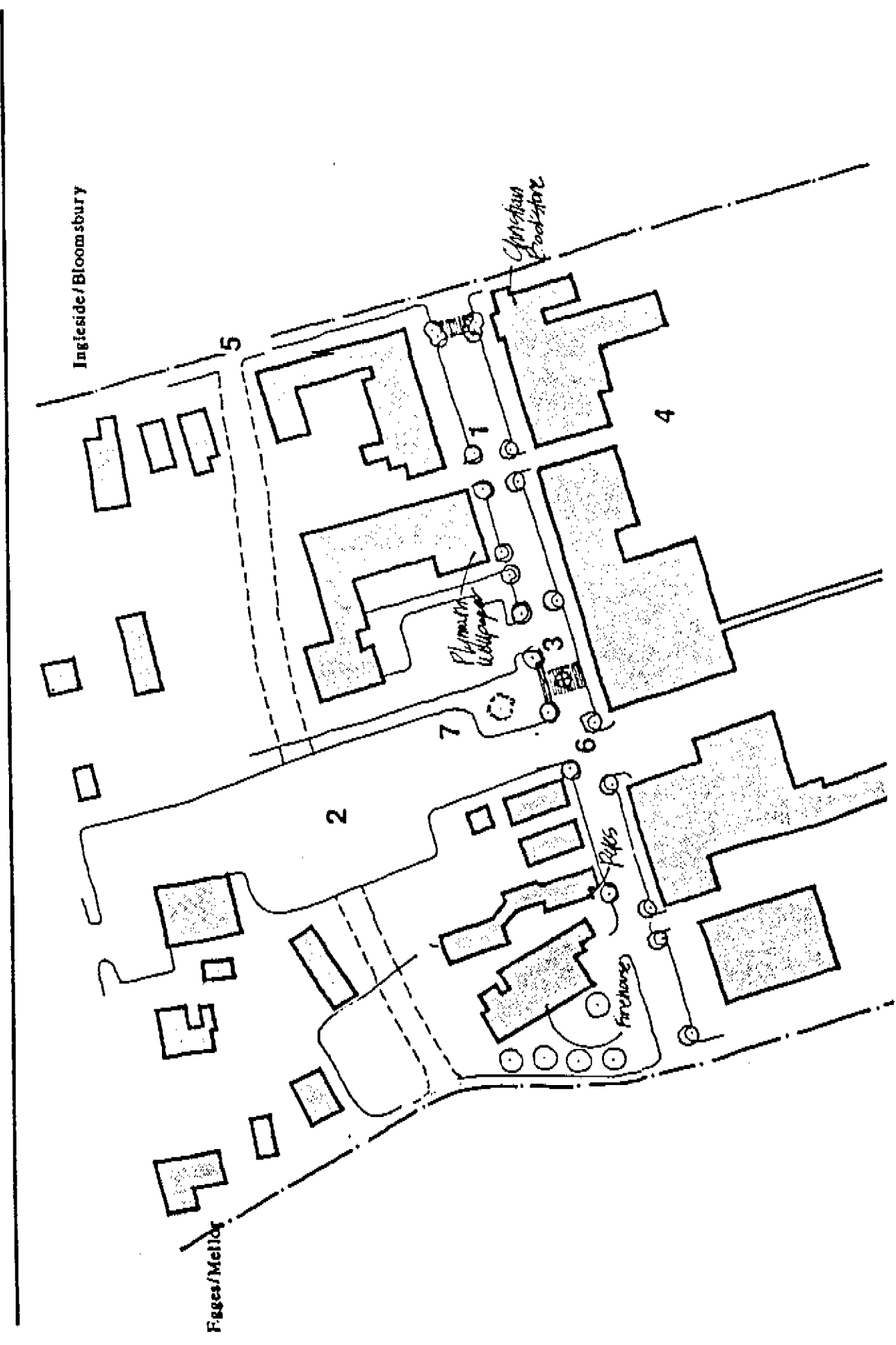
Streetscape recommendations include:

1. Sidewalk extensions at intervals along Frederick Road to define parking areas and allow opportunities for planting trees and providing other street furniture as required.
2. Relocate MTA bus stop in front of elementary school park. Add on-street parking in areas indicated in front of retail shops.
3. Develop widened sidewalk area in front of stucco building adjacent to elementary school. Ideal location for cafe/restaurant to take advantage of increased sidewalk depth or market type merchandising/outdoor display.
4. Continue the Urban Lane improvements to connect rear parking areas.
5. Provide left turn lanes on Frederick Avenue. Remove parking only where needed to maintain through traffic lane.
6. Improve Bishops Lane as well as Bloomingtondale between Bloomsbury and Bishops Lane.



VILLAGE CORE EAST (Block 4)

1. Agree, with limitations. (See comments on page 74 under "The Village Core.")
2. Disagree. Relocating the MTA bus stop would not be advantageous, particularly if eastbound traffic on Frederick Road, west of Bloomsbury Avenue, was directed to the right lane to avoid left-turning cars onto Ingleside Avenue. If the bus stop were moved, buses would need to immediately swing left around parked cars, and then immediately right again in front of the elementary school.
6. Agree. (See Item #5 under Block 3)

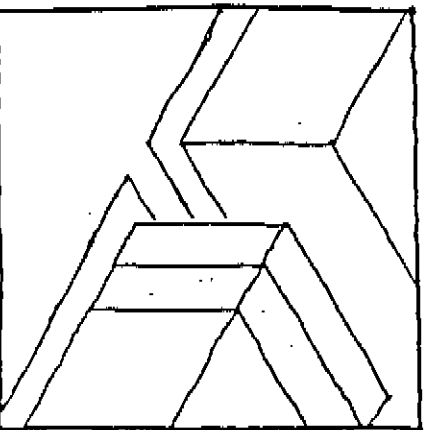
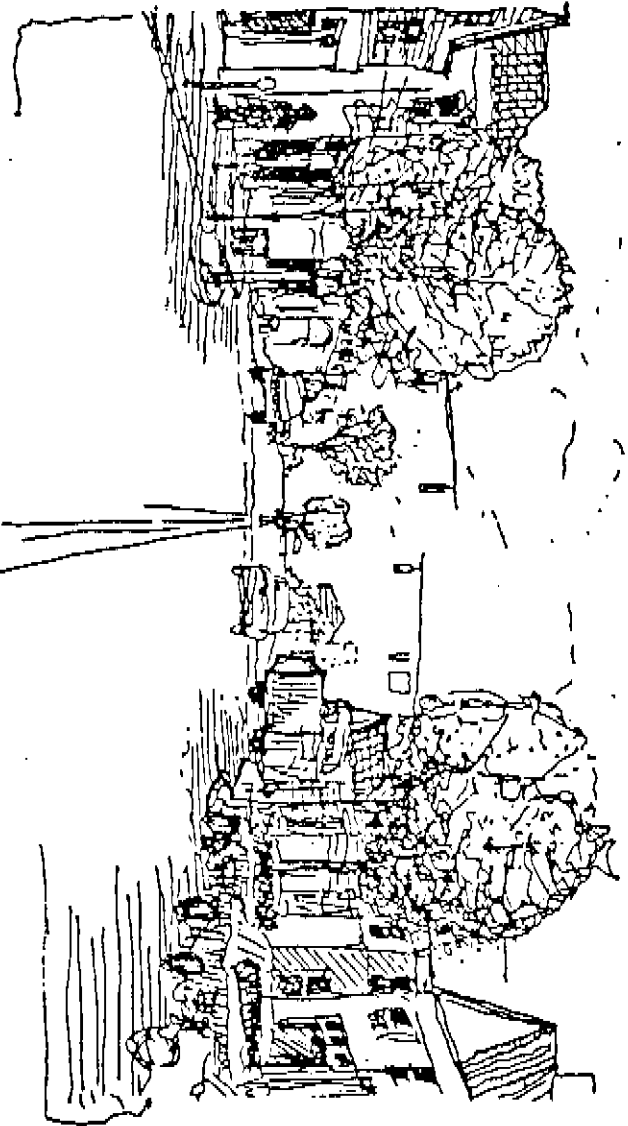


Block 5: Village Core Center

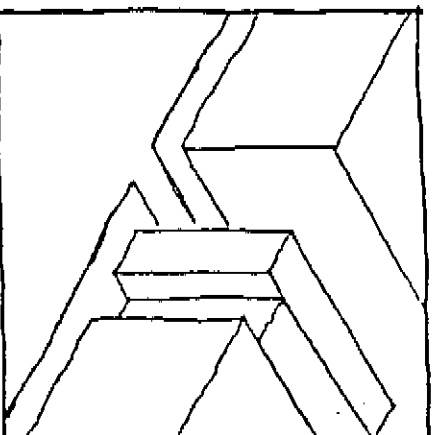
From Ingleside to Egges Lane is the heart of the village core. Plymouth Walkpaper and the Christian Bookstore are only a few of the historic structures in this block. The public parking lot is on the north side in the center of this block.

Streetscape recommendations include:

1. Sidewalk extensions as described earlier in the Streetscape section, will line Frederick Road. They serve to enhance the street as well as to delineate on-street parking areas.
2. Consolidate the public parking lot with other adjacent parking areas.
3. Add a traffic light for pedestrian crossing at the public parking lot.
4. Consolidate and improve parking behind Smith Lane - develop as a loading/unloading area. Smith Lane becomes one-way south.
5. Connect Otban Lane through to Egges Lane, and shift Egges to align with Melior Avenue. The light at the fire station would become a flashing yellow/red.
6. The signage for the public parking lot should be clarified.
7. This is an ideal location for new development - see the key sites section.



Desirable: New construction in the "village core" should hold street edge at the first story, if not the full height of the building. Cornercaddes at the first story to effectively extend the sidewalk are encouraged.

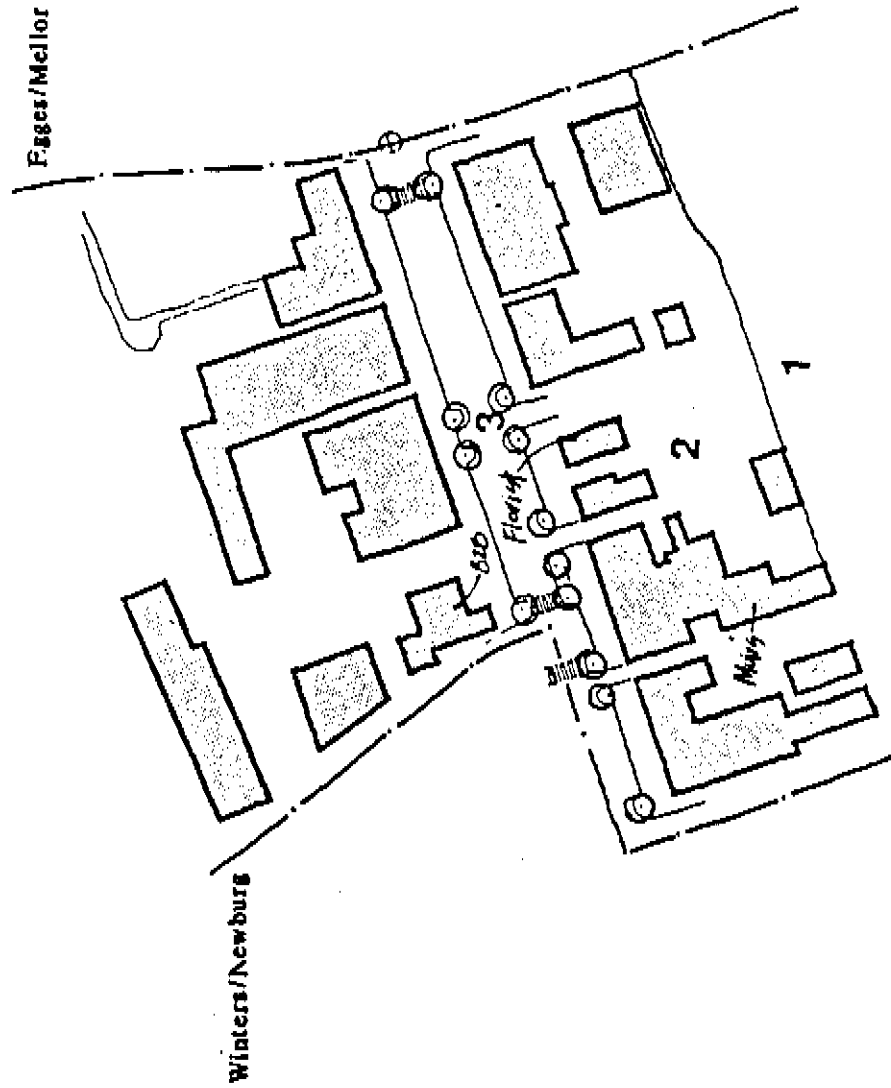


Undesirable: Development that does not hold existing street edge

CATONSVILLE 2000 ANALYSIS

VILLAGE CORE CENTER (Block 5)

1. No sidewalk extension except as described on page 7.4 under "Village Core."
4. Disagree. Traffic committee recommends that Smith Lane should be one-way north.
6. Agree. Sign could be more attractive.

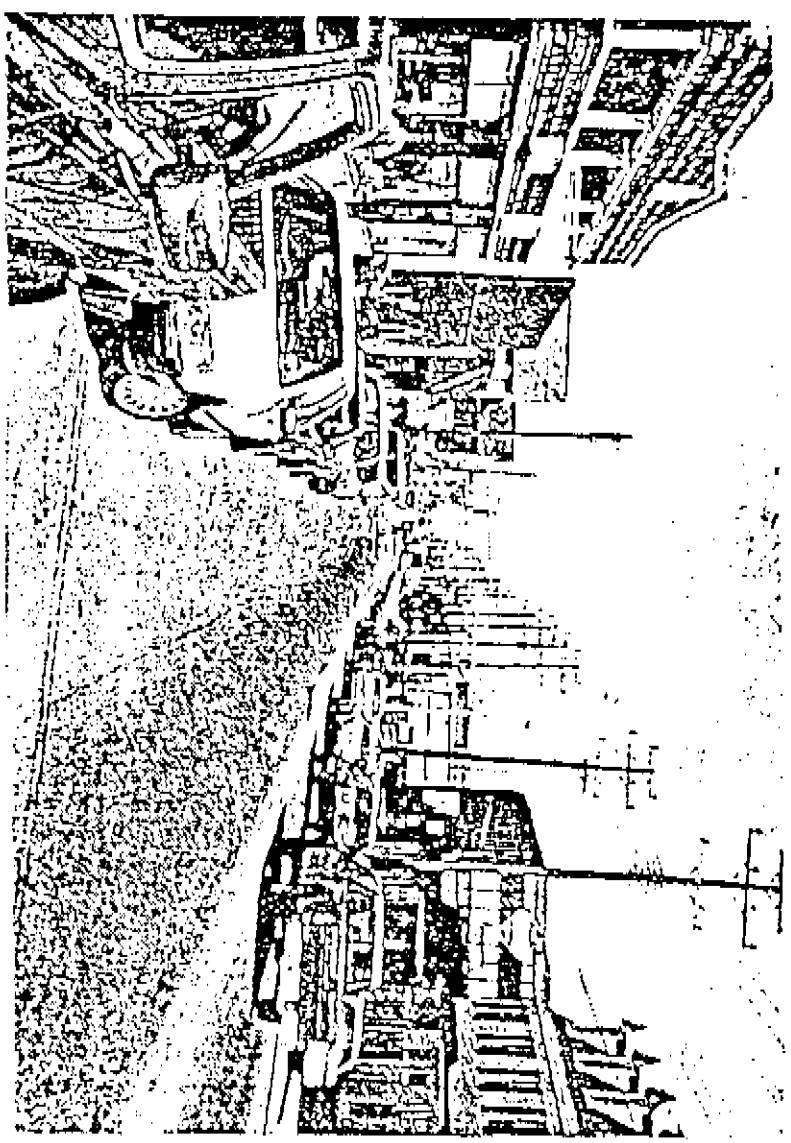


Block 6: Village Core West

The area between Egges and Newburg is notable for the majority of on-street parking problems. Our parking analysis found these meters to be the most heavily used in town. The architectural character varies greatly, with historic contributors like Muir's Hardware, The Blue Iris Florist, the Masonic Temple, and the 928 Bar. Service type uses are predominant in this block.

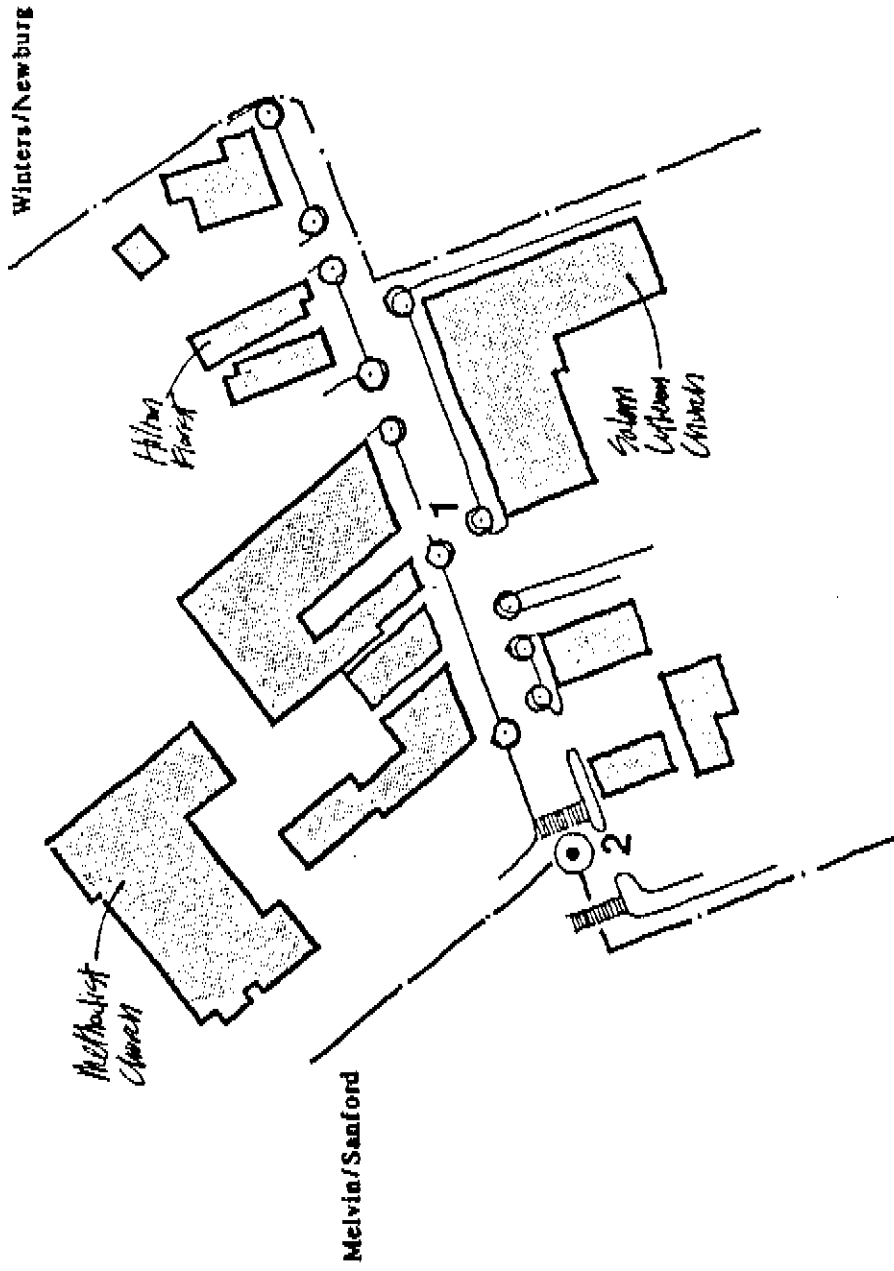
Streetscape recommendation include:

1. The existing alleys behind Muir's and Bray Electric should be connected, to allow auto circulation behind all of the businesses on the south side. This will create a through connection between Newburg and Mellor.
2. Parking lots should be re-configured and/or consolidated where possible. Remove entries from Frederick Road where possible to allow for additional on-street parking.
3. Sidewalk extensions for planting on Frederick Road.



VILLAGE CORE WEST (Block 6)

3. Sidewalk extensions should only be made at small nodes as described on the first page of this report under "The Village Core."

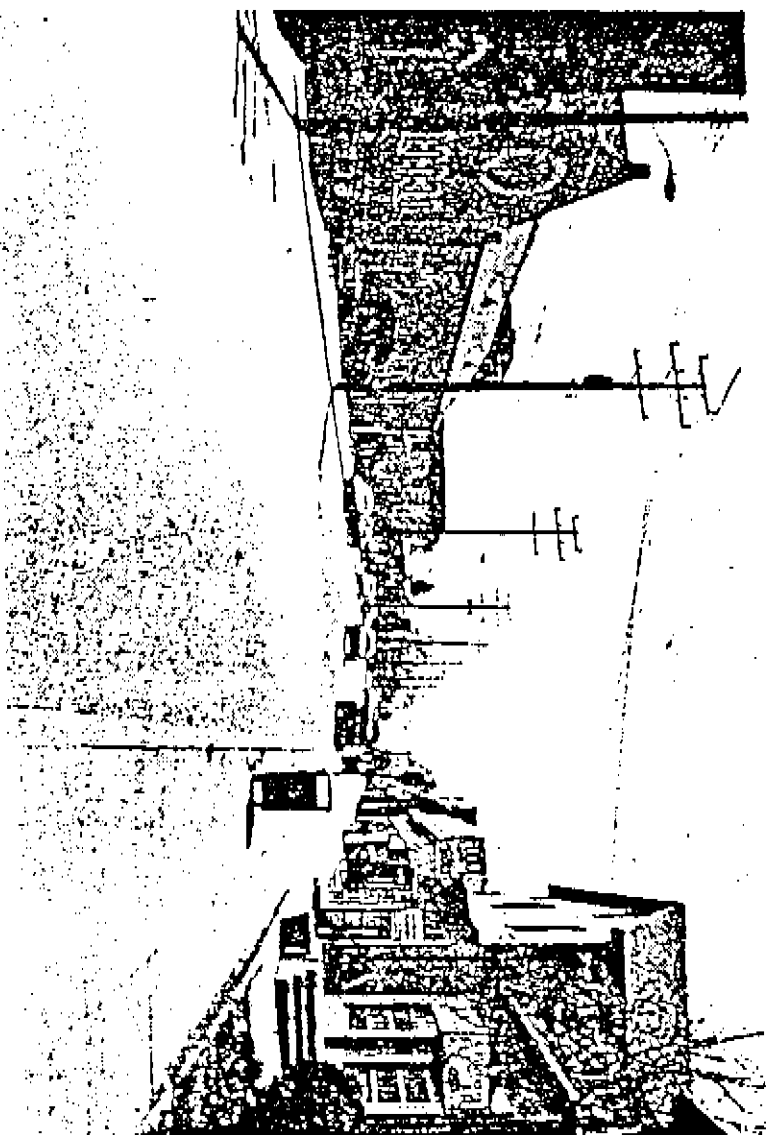


Block 7: Village Core - West Edge

This block, between Winters and Sanford/ Melvin, defines the west edge of the village core. Salem Lutheran Church and Catonsville Methodist Church reinforce one side of the proposed civic park, as well as lend a strong presence to the neighborhood.

Streetscape recommendations include:

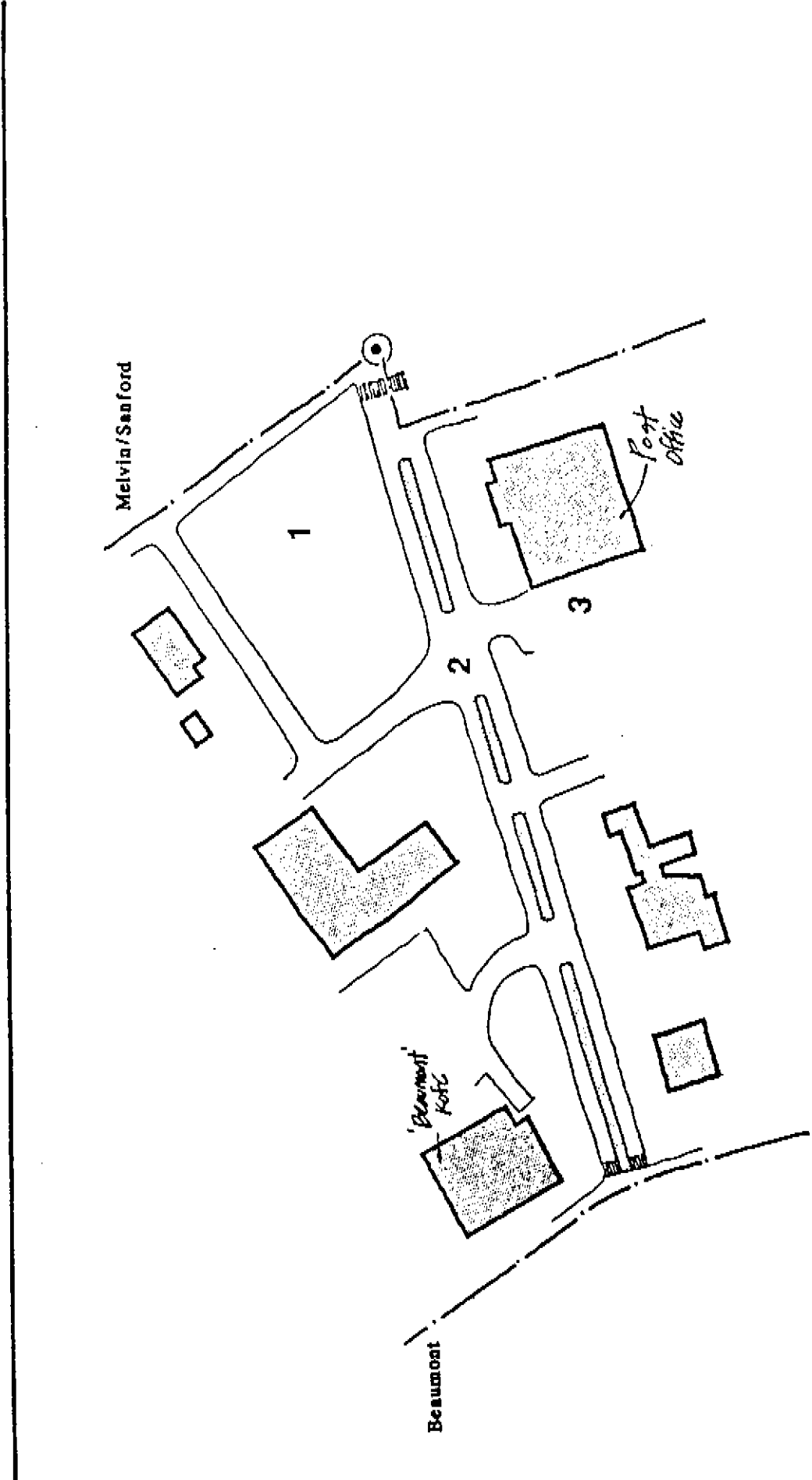
1. Sidewalk extensions on Frederick Road.
2. This is a second opportunity for a marker or entry sign since it is a high point when approaching town from the west.



VILLAGE CORE WEST EDGE (Block 7)

(Correction: The consultant report refers to the Salem Lutheran Church, although they intended to say Catonsville Baptist Church.) No civic park can be placed here.

1. Only small nodes for trees would be acceptable, if necessary.
2. Disagree: A marker or entry sign should be at the gateway from the west, in the 1000 or 1100 blocks, preferably in front of the library or the lights of Columbus building.

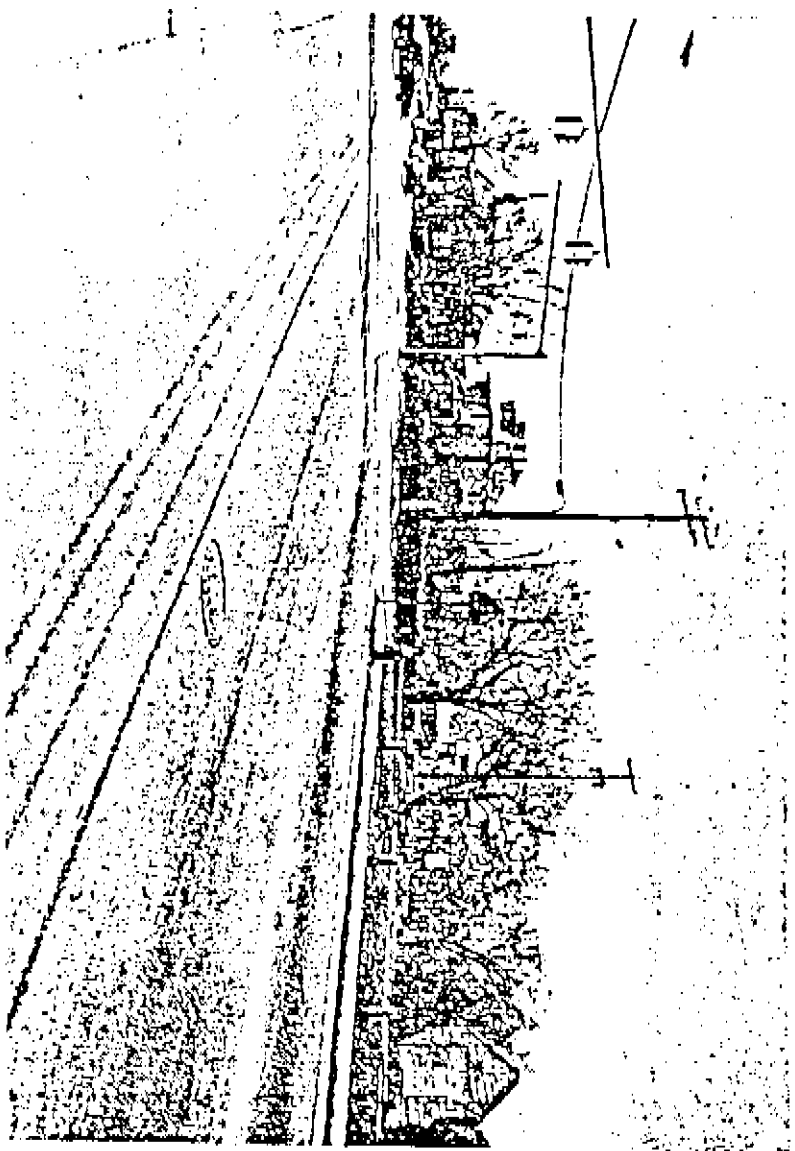


Block 8: Civic Gateway

Encompassing the area between Beaumont and Melvin Avenues, this block includes essential elements of the civic core - the church and the post office. Beaumont, now the Knights of Columbus, reminds us of Catonsville's past history as a country haven with large residences.

Streetscape recommendations include:

1. A civic park or square could be created at the northwest corner of Melvin Avenue and Frederick Road. A small street will be added to aid circulation and parking around the post office.
2. A median strip now reappears down the center of the street and therefore removes onstreet parking.
3. This empty lot should be improved as public parking for the post office, which will retain its retail function.



CATONSVILLE 2000 ANALYSIS

CIVIC GATEWAY (Block 8)

1. **Disagree.** This is a necessary church parking lot, owned by the Methodist Church.
2. **Disagree.** All possible on-street parking should remain. The gateway entrance from the west has two alternatives, to be set by the decision of engineers studying the situation, as suggested on the first page of this report under "The Gateways."

While a town square concept is quite appealing in theory, two primary concerns emerge. First, any such square would be best situated in the town center, obviously no easy remedy to this dilemma exists. Second, implementation of such a plan would take considerable funding. With county dollars at a premium for higher priority items, we cannot foresee using funds for such a use. In the unlikely event that budget constraints are not a factor, the idea is attractive if the parking that would be displaced could be attractively integrated in the plan.



8. Analysis of Key Sites

8. Plan Recommendations For Key Sites:

From its beginning, the Catonsville planning process has focused special attention on selected sites or areas within or near the village, or sites that are so large and important that they could impact development occurring within the village area. For the purpose of this analysis, these sites or areas are referred to as "key sites". It should be noted, however, that they are generally larger than a "site" and usually more complex. For the purpose of this analysis the key sites have been divided into three principal categories:

- A. Reasonably unified areas under single ownership with minimum diversity of uses.
- B. Large, multi-use areas with multiple owner ship.
- C. Small properties in single ownership.

In addition, there is the matter of the Frederick Road corridor itself. Several of the key sites front on Frederick Road. The consultant team is looking at Frederick Road from the Bellway to Beaumont Avenue. In general, those parts of the key sites fronting on Frederick Road will be excluded from the recommendations for the sites as a whole. Recommendations for Frederick Road as a whole are covered under "D" and in Section VII.

Recommendations for the key sites will generally be made at two levels.

Level I recommendations cover a period generally from the present to the mid-1990's

and are presumed to be implementable with reasonable existing resources.

Level II recommendations generally cover the period throughout the 1990's. These might involve greater costs, organizational efforts, and cooperation among property owners, developers, and administrators, and thus be more difficult to implement than level I.

As a final caveat, it should be noted that these recommendations are being made for properties generally not under the control of the organizations for which this plan is being prepared. The owners of these properties might or might not be interested in these recommendations or be interested in seeing development of the sort that the consultants feel is appropriate for the properties. The owners of the properties have not given overt or tacit approval to the recommendations. If Baltimore County and Catonsville 2000 feel that the recommendations are reasonable, then it would be necessary for an organization to be formed to work with the property owners to acquaint them with the plan recommendations and to solicit their participation in implementation. Please refer to map on page 8.7 for key site locations.

A. Large, Single Use, Single Owner Sites

These sites offer great opportunity because it would generally take the decision of only one organization to endorse the plan recommendations in order for them to be implemented. In addition, because of the size of the properties,

development consistent with the best interests of the Catonsville community could have a substantial impact on the future of Catonsville. For the very same reasons, these properties represent something of a risk if such development is not consistent with what the Catonsville community wants.



1. University of Maryland at Baltimore County

UMBC is viewed as an important stabilizing economic factor in this part of Baltimore County. While it is not perceived as having significant direct impact on Catonsville at the present time, it is believed that students and staff generate markets for some of the residential units developed in the Catonsville area and that these same people are occasional shoppers at the Catonsville village commercial complex. The University has an on-going program of gradual expansion of academic programs and the

CATONSVILLE 2000 ANALYSIS

LARGE, SINGLE-USE, SINGLE-OWNER SITES

University of Maryland, Baltimore County

The committee endorses the plan recommendations regarding UMBC, but believes that the plan's generalization "whatever is good for UMBC is likely to be good for the Catonsville community" is too broad. For example, there is concern that increases in student enrollment might exacerbate traffic and parking difficulties in the village. Such matters should be considered before endorsing so sweeping a statement.

Additionally, we recommend that UMBC be encouraged by the county and by Catonsville 2000 to become a more cooperative and interactive member of the community by making available limited use of its outdoor and indoor facilities for recreation and other community-oriented programs.

development of a high technology business park to be operated in conjunction with the academic programs. In general, the consultant team feels that whatever is good for UMBC is likely to be good for the Catonsville Community. Development of the high technology business park on approximately 80 acres of the campus would bring jobs to this area, although it is unclear whether there would be much direct impact on the village area. We recommend that communications be maintained with UMBC and that the Catonsville Community support the gradual growth of this campus, including implementation of its academic and business park plans. UMBC should work with Catonsville 2000 and Baltimore County to encourage business related traffic into the village, but also provide a clear by-pass route for traffic not destined for the village.



2. Spring Grove Hospital Center

There is a more direct relationship between the Catonsville Community and Spring Grove than

was the case with UMBC. Spring Grove helps to support doctor's offices that are located in and near the village area plus generates some shoppers for local stores. It is also a source/potential source of vehicular traffic. The hospital function at Spring Grove is gradually being phased out as D-institutionalization of psychiatric patients continues. Some of the structures at Spring Grove are abandoned and in poor condition and most need to have substantial amounts of asbestos removed. While we believe that a continuation of the hospital function at Spring Grove is generally in the best interest of the Catonsville Community, it is unlikely that this is going to happen. The state of Maryland is considering Spring Grove for a business park to complement that being developed at UMBC. Our Level I recommendation is to support State efforts at business park development but to encourage the State to consider development of the portion of the Spring Grove property closest to the village area for residential. Our Level II recommendation is to develop the entire area for residential, should there be any change in the State's plan with regard to the business park project. In either instance, every effort should be expended to maintain recreational facilities accessible to the community. Finally, the State should work with Baltimore County and the community to ensure that the development maintains or enhances the desirable aspects of Catonsville.



3. Children's Home

This facility currently makes a minimal contribution to the Catonsville community in economic terms, but it is certainly not a negative factor. No change is anticipated in the status of the Children's Home in the foreseeable future. Thus, our Level I recommendation is to support the current status of the Home. It, however, there should be a change as a result of a shift in policy by the board of the Children's Home, with the possibility of development of all or some portion of the property, we recommend that reuse be moderate density (DR3.5 and DR5.5), middle to upper income residential.

Spring Grove Hospital Center

The committee's preferred Level I recommendation is continued present use of the property with dedication of a portion of the site for open space or park or active recreation use. This site offers one of the greatest potential opportunities for increasing our community's recreational acreage toward recommended levels, and has the additional benefit of already being owned by the state. The site should be considered for additional school construction, if any is determined to be necessary for the Catonsville community.

If State plans for a business park at the site come to fruition, our Level I recommendation is that one third of the property be dedicated for recreational use, preferably in a manner that will buffer new development from the surrounding community. If a business park is to be developed on the site, COMMUNICATION MUST BE MAINTAINED with the Catonsville community via Catonsville 2000 to ensure that the development maintains or enhances the desirable aspects of our community.

CATONSVILLE 2000
ANALYSIS

The Level II recommendation of residential development on the site is acceptable, but some mechanism must be provided which will assure an overall density not to exceed DR 1.5 and yet permit the option of limited high-rise development on the site. Our concern is that blanket OT zoning on the site could lead to development which would fail to preserve the character of the community and could overburden the infrastructure. Perhaps spot zoning or a restriction requiring that development must be pursuant to a planned unit development (PUD) consistent with these objectives could be evaluated. Again, an integral part of any planned use of the property should include dedication of a substantial portion for recreational use; we recommend that the allocation be one-third of the acreage.

The Children's Home

If the Children's Home does not change its policy of "no change" for the development of its property, we recommend that the Home's Board make use of the open space and recreational areas available to the Recreation and Parks Council for expansion of existing athletic programs.

If and when a change in the "no change" policy occurs, we endorse the reuse of the property for residential development at the existing DR 1.5 level, which would be consistent with Design Goal 5, discussed above. Additionally, we recommend that if development occurs, the significant portion of the property (at least one third) be required by Baltimore County for recreational use.

CATONSVILLE 2000
ANALYSIS



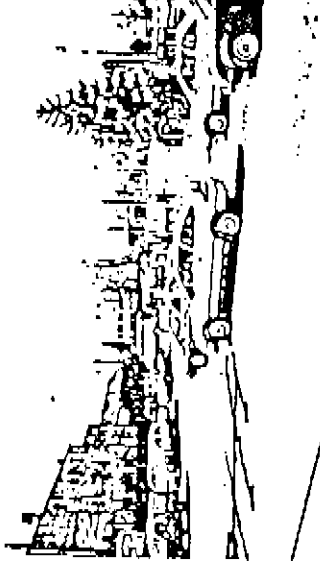
B. Large, Multi-Use, Multi-Owner Sites

For the purpose of this analysis we have given a numerical designation to the four "sites" identified in the RFP. These are:

- Area 1: The area bounded by Fusting, Ingleside, Frederick Road, and Winters Lane.
- Area 2: The area bounded by Frederick Road, Mellor Avenue, Bloomsbury, and Bloomingdale Avenue.
- Area 3: The area east of Mellor between Frederick and Pullen.
- Area 4: The vacant land on the north side of Edmondson Avenue at Melvin.

4. Baltimore Gas & Electric Property

This currently vacant land makes no economic contribution to the Catonsville community and has relatively little impact or usefulness since it is generally inaccessible to residents. A portion of it, however, is slated for use as a storm water basin. As a Level I recommendation, for the portion that will not be part of the storm water pond, we feel that there are two choices. First, the property could be developed as a formal recreation area for the Catonsville area community. This would be ball fields, a soccer field, jogging trail, and other components. However, the real estate is somewhat inaccessible, which might limit its ability to be developed successfully as a formal recreational area. In this case, we would recommend, as a second Level I choice, development of moderate density, middle income residential, possibly retirement oriented. For the Level II recommendation, we see no difference from Level I, though we might emphasize the residential.



1. Area 1

This is a very diverse, very mixed-use area. It also contains a substantial amount of open space. The dominant land use is residential, with many of these units in only fair to poor condition. This area does make an economic contribution to Catonsville as the location of a number of small businesses providing jobs and as a residential area.

Our Level I recommendation is to leave the area basically as it is but to encourage a "paint up, fix up" program for commercial and residential structures within the area. We would also target the area for code enforcement to make certain that units are up to code. County economic development efforts should be focused on this area with the application of low interest loans to encourage business retention and improvement and residential loans for home ownership.

Level II recommendations would go farther into a "renewal" process. Incompatible structures

Baltimore Gas and Electric Property

Baltimore County has a strong interest in developing three-fourths of this site (all except the southeast quadrant) as a storm water management pond. If this occurs, we endorse the consultant's Level I recommendation that the residual land be acquired for recreational use. We disagree, however, that the accessibility of the property would inhibit such use. If a storm water pond is not developed and the land is available for redevelopment, our Level II recommendation is for a combination of residential development (DR 5.5) and recreational use.

LARGE MULTI-USE, MULTI-OWNER SITES

Area 1

We strongly endorse the Level I recommendation for this area. Developing vacant parcels in this area (north of Melrose) fulfills a Residential Development Opportunity described on page 3.7 of the Plan.

We also endorse the Level II recommendation, but with the restriction that any local service or commercial operations must remain within the area now zoned DL-CCC. Because Area 1 is composed of four blocks, the committee has made specific recommendations for each.

CATONSVILLE 2000
ANALYSIS

- d. Block A (bounded by Frederick, Ingleside, Melrose and Egges)

This block is currently zoned DL-CCC and land use is a mix of commercial and residential. The proposed extension of Ordini Alley is within this block, as is the now vacant Hardee's, which is a critical redevelopment parcel, as identified in the consultant's cover letter.

The location is a prime site for new retail development. Owners of properties adjacent the Ordini Alley extension and adjacent the municipal parking lot should be encouraged to collaborate on a comprehensive development plan.

Where commercial properties border residential, we recommend that Baltimore County work with Catonsville 2000, Inc. and local residents to develop model buffer/transition zones which will define and separate the two uses.

- b. Block B (bounded by Frederick, Winters, Melrose, and Egges)

This block is currently zoned DL-CCC, with the exception of the corner of Melrose and Egges, which is zoned II-O.

No change in zoning is recommended. Where commercial properties border residential, we recommend that Baltimore County work with Catonsville 2000, Inc. and local residents to develop model buffer/transition zones which will define and separate the two uses.

CATONSVILLE 2000
ANALYSIS

We recommend that no Class D office building be permitted in R-O zones unless the property is presently unimproved. The architectural style of any proposed construction is to be in harmony with the surrounding two-story, cottage-style, residential buildings. Any conversion is to be Class A, maintaining the residential facade of the existing buildings. Residential development in R-O zones is preferred. Down-zoning to DR S.S in the R-O zones in which there is currently no office use should be considered if no plans for their development are approved prior to the 1992 zoning cycle.

c. Block C (bounded by Fusting, Ingleside, Melrose, and Egges)

No change in zoning is recommended. We recommend that no Class B office building be permitted in R-O zones unless the property is presently unimproved. The architectural style of any proposed construction is to be in harmony with the surrounding two-story cottage-style residential buildings. Any conversion is to be Class A, maintaining the residential facade of the existing buildings. Residential development in R-O zones is preferred. Down-zoning to DR S.S in the R-O zones in which there is currently no office use should be considered if no plans for their development are approved prior to the 1992 zoning cycle.

d. Block D (bounded by Fusting, Winters, Melrose and Egges)

Our recommendations are the same as for Block C, above.

might be purchased and cleared. The most appropriate reuse for the land that would be made available through this process would be, most likely, residential, although we would not rule out certain types of local service and commercial operations.

We also recommend that Oboan Lane be extended from Inglestone to Winters Lane through Area 1. This would provide better access to the various properties, bring some physical structure to the area, and help the businesses.

2. Area 2

This is also a very diverse area from a land use standpoint, but generally more stable in appearance than area A. It includes large parcels owned by prominent businesses such as John S. Wilson and C. & P. Its economic contribution is significant in terms of employment and in terms of commercial stability given the importance of these operations.

Our Level I recommendations are to rationalize the back lots behind the businesses that front on Frederick Road. Better means of entry and exit, particularly from Bloomsbury, would be good. Parking should be integrated among multiple uses.

Level II recommendations assume the loss of a major use, though that is not foreseen at this time. For instance, if John S. Wilson decided to close this particular operation, it would raise the question as to what would happen to its property. We recommend that any targeted reuse

for the non-Frederick Road portion of these properties be office or residential and that the Frederick Road frontage be retail.

3. Area 3

There are only a couple of landowners in this area. The uses are important and stable. They are viewed as being generally compatible with the neighborhood, although the residences on the west side of Mellor would probably prefer different kinds of uses on the other side of the street.

Our Level I recommendations are for no change except to encourage improved orderliness of the uses and the parking occurring at the uses. Our Level II recommendation also foresees no change. If, however, there should be any property abandonment or clearance, we would recommend residential reuse for the area south of Bloomingdale Lane and office north of Bloomingdale.



4. Area 4

There is multiple ownership of this property as it is. Owned both privately and by the county. The County portion was donated to it for park use. This Edmondson Avenue property is not a factor in the economy of the community at the present time, although the vacant commercial unit at the corner of Edmondson Avenue and Winters Lane might be a slight negative.

Our Level I recommendation for this property is that it be a park. Our Level II recommendation is residential, if the park is not possible.

C. Small Sites in Single Ownership at Isolated Locations

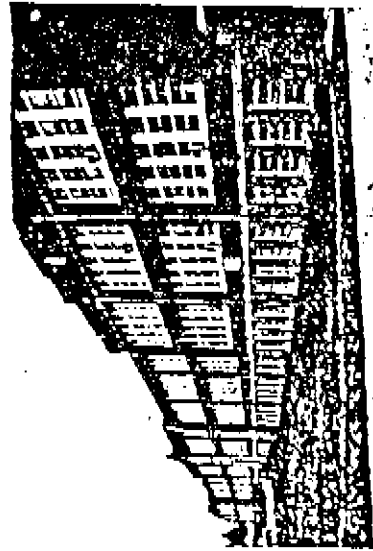
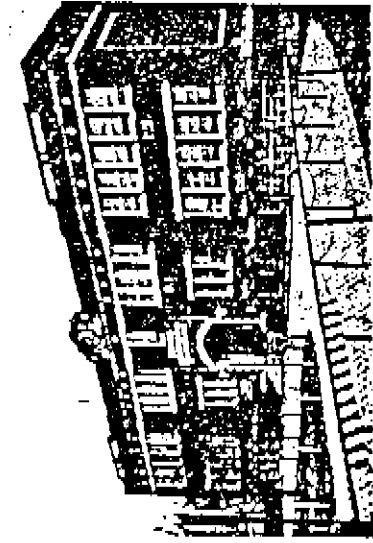
Individually, these sites will not have a particularly large impact on the community. As a group, however, they can prove to be significant.

Area 2
The committee endorses the Level I and Level II recommendations.

Area 3
The committee endorses the Level I and Level II recommendations.

Area 4
Because a part of area 4 was donated to the County for recreational use, we believe that part or all of this property should be developed as such. This is our Level I recommendation. Our Level II recommendation is combined development (R 3.5 or 5.5) and recreational use.

SMALL SITES IN SINGLE OWNERSHIP
AT ISOLATED LOCATIONS



Old Middle School on Bloomsbury

The committee strongly recommends that the old Middle School property should be made available for community needs such as indoor and outdoor recreation, and for meeting rooms and office space for community organizations. When these community needs are met, then we recommend that any remaining space in the facility be made available for County or other offices. It is of paramount importance to the community that the existing athletic fields, tennis courts, and indoor recreational facilities be retained.

Our recommendation is that title to the property be passed from the Board of Education to Baltimore County, with the property placed under the control of the Department of Recreation and Parks. Doing so will help assure that the already scarce indoor facilities in the community will not be further diminished, and will foster efforts such as those currently planned by indoor youth programs to make improvements to the gymnasium and other portions of the property. These programs have already received commitments for contributions amounting to tens of thousands of dollars in funds for such improvements, and await only some certitude as to the fate of the property to implement them.

3. Post Office

We believe that it is important to retain a Post Office operation in the Catonsville village area. Our Level I recommendation is to leave the Post Office as it is. If the function should be removed (Level II), the site should be used for offices, conforming to the guidelines found in this document.

2. Elementary School

Level I recommendation is to leave it as it is. If it should cease to be used as a school, we recommend that the building be converted to offices. We think that it is important to retain the structure, though this might not be possible. As a level II recommendation, if the site is cleared, it should be used for new offices with street level retail.

1. Old Middle School on Bloomsbury

Our Level I recommendation is that some or all of the school structure be used as offices for county operations as well as for the family life center to serve this part of Baltimore County. That the gymnasium be used for indoor recreation, and that the playing fields be used for outdoor recreation. If the county is unable or unwilling to use the building for offices, our Level II recommendation is that the structure be converted to residential, most likely retirement residential. We recognize that the school building has structural problems which might restrict its usefulness and that it might have to be torn down. Should that be necessary, the land should be used for recreation, or possibly for a relocated fire station.

**CATONSVILLE 2000
ANALYSIS**

If it becomes necessary to raze all or part of the building, our Level II recommendation is retention of the site for recreation fields and construction of a multipurpose indoor recreation facility, either through county funding or privatization efforts.

If part of the structure is to be taken down and not replaced by a multipurpose facility, we recommend that at least the gymnasium, auditorium, and other parts of the wing now used by the Recreation Council be retained.

The committee believes that relocation of the firehouse to the site is not advisable, and recommends instead that if relocation becomes necessary, the firehouse should be moved to the northwest corner of Edmondson and Winters.

Elementary School:

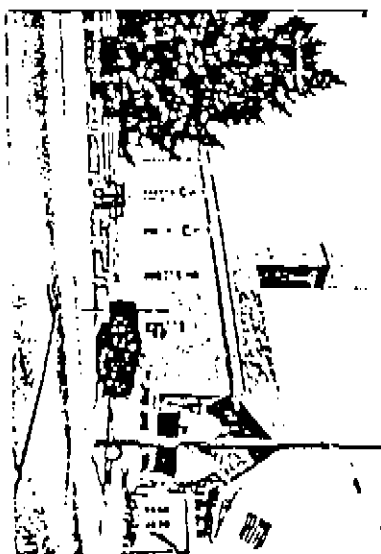
We endorse the Level I recommendation, underscoring the fact that Catonsville Elementary is an excellent school and we should "leave well enough alone." Because no deviation from the continued use of the property as a school is reasonably foreseeable, we believe that the plan's Level II recommendation is moot.

CATONSVILLE 2000
ANALYSIS

Post Office

The committee endorses the Level I recommendation. If the mail carrier operation should be relocated from that site, our Level II recommendation is that the retail function should remain, with any unused space made available for offices.

We endorse the Level I recommendation. We disagree strongly with the Level II recommendation, and believe that the old middle school would be inappropriate as a relocation site for the fire station. As noted above, we recommend as an alternative site, the northwest corner of Edinondson and Winters.



4. Fire Station

We understand the negative aspects (noise, traffic interference) of having the fire station where it is. At the same time, we believe that the fire station contributes to the sense of downtown Catonsville as a village center, that the firemen "keep watch" on the street, and that the activity is good for the village. Our Level I recommendation is to leave the fire station as it is. Although there is a prospective site for relocation of the station on the vacant parcel of land at Bloomsbury and Spring Grove Lane, we recommend that consideration be given to the Middle School property as a site. This would be our Level II recommendation. If the fire station is removed from Frederick Road, the building should be reused for retail.

D. Frederick Road

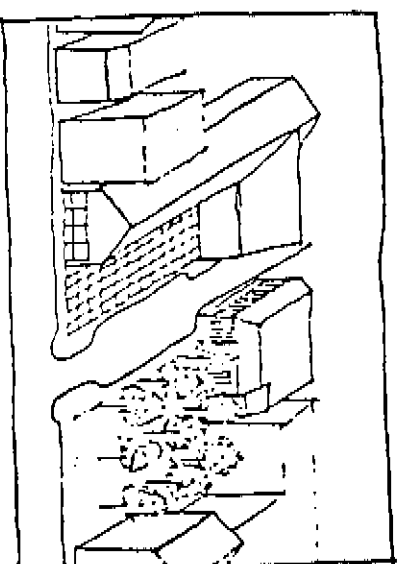
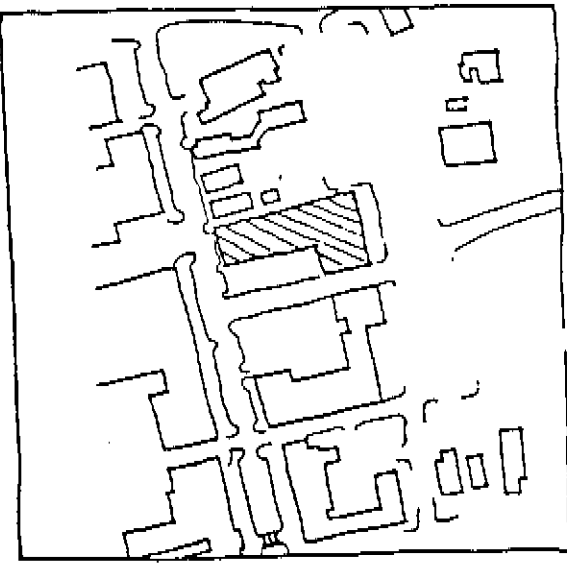
Proposals for Frederick Road were presented as part of the plan and were reported on in the preceding section.

Development proposals for the Frederick Road corridor are generally covered in Section VIII. These recommendations assume a general continuation of the types, sizes, and nature of uses currently along Frederick Road. We believe that such uses are compatible with the village character, able to be supported with the mix of moderate residential and traveler markets, and economically viable.

There are, however, a few unbuilt on parcels and additional parcels/buildings might become available from time to time as businesses move or otherwise cease operations. Our recommendation is that any parcel/buildings that are/might become available should be reused for retail if at all possible. These are likely to be small to moderate sized operations of no more than 2,000 to 5,000 square feet. There is sufficient market and sufficient retail dynamic in the Catonsville Village area to support modest amounts of new retail.

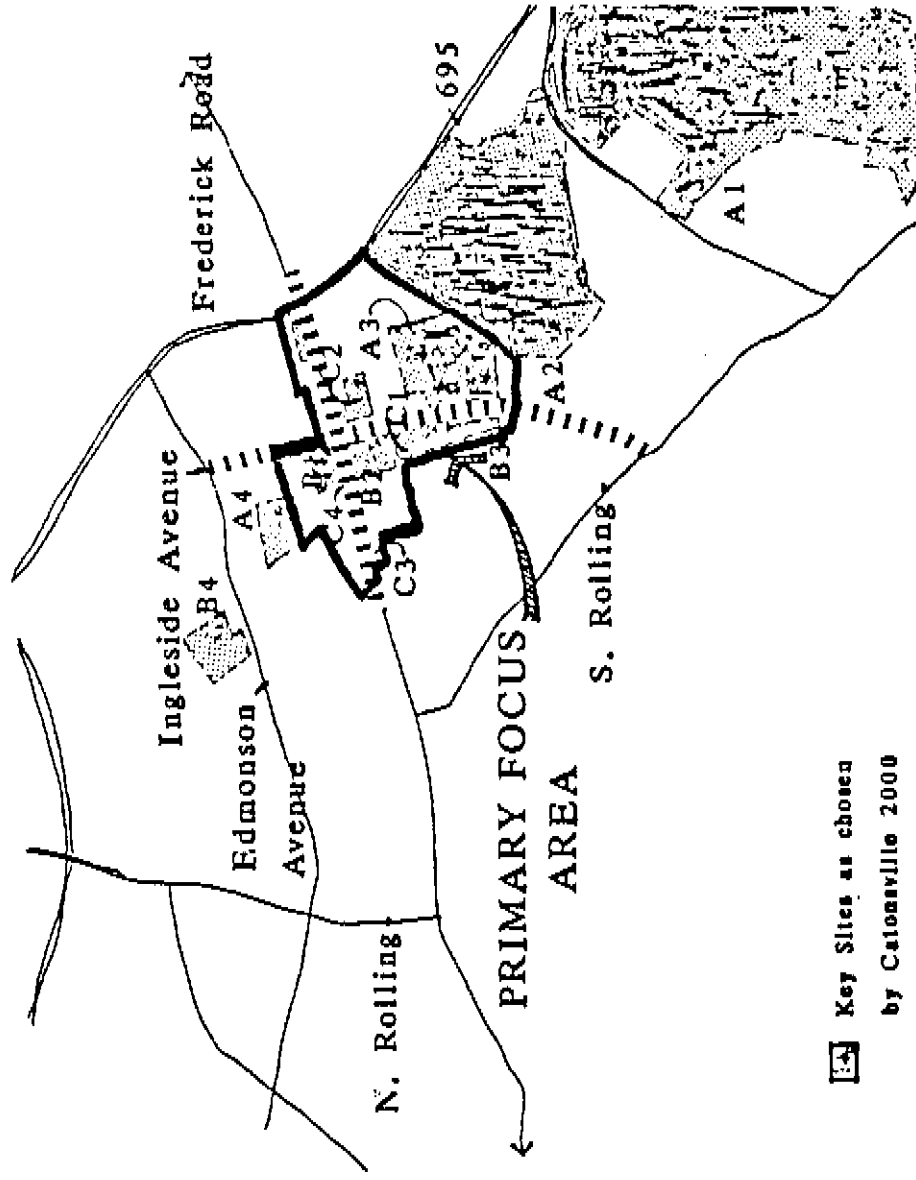
If a larger parcel should become available, a Level II recommendation would be to develop a shops complex emphasizing convenience items such as foods. The Belvedere Square complex at the intersection of Belvedere Avenue and York Road is cited as an example of such a complex. We feel that the Belvedere Square idea could work in Catonsville, but that it is not a necessary ingredient to a successful village area at the present time. In addition, we do not recommend any clearance or other dislocation of existing businesses in order to introduce such a complex. If undertaken, we would recommend expansion of the existing community park and


the new complex must partially front on Frederick Road.



FREDERICK ROAD
We endorse the Level I recommendation.

With regard to the Level II recommendation, see the discussion above under Section D, Area 1, Block A.



 Key Sites as chosen
by Calonsville 2000



9. Plan Components and Implementation Strategy

Architectural Guidelines

To complement public streetscape improvements made by the County, guidelines are established below for private improvements to individual building and properties. It is recommended that these improvements be completed no later than two years after streetscape improvements.

Architectural Considerations:

The architectural character of Calonsville is created by:

- A. The interrelationships of the various structures to create a block or street character.
- B. The structures themselves and their architectural detailing.

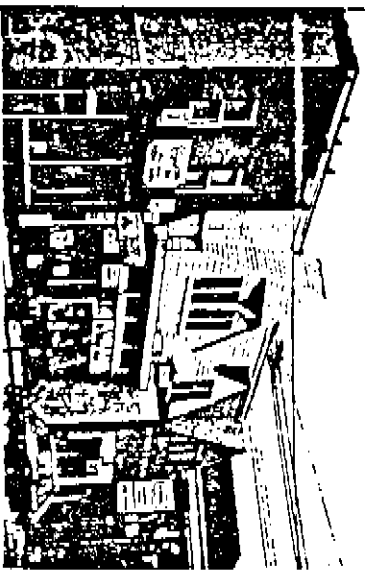
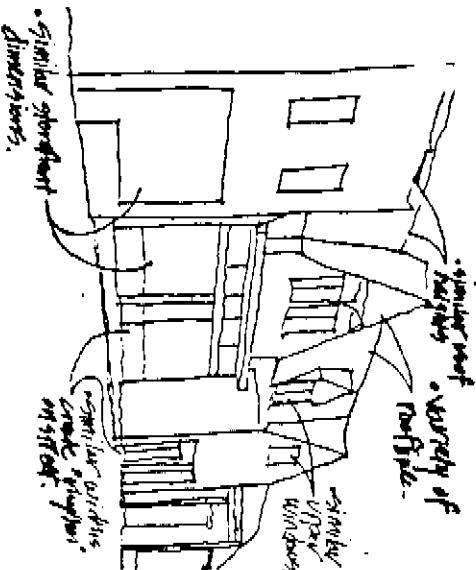
It is important to consider and understand both aspects when individual analysis and subsequent restorations are underway or when considering new construction.

The following guidelines are designed for new construction or renovation as directed.

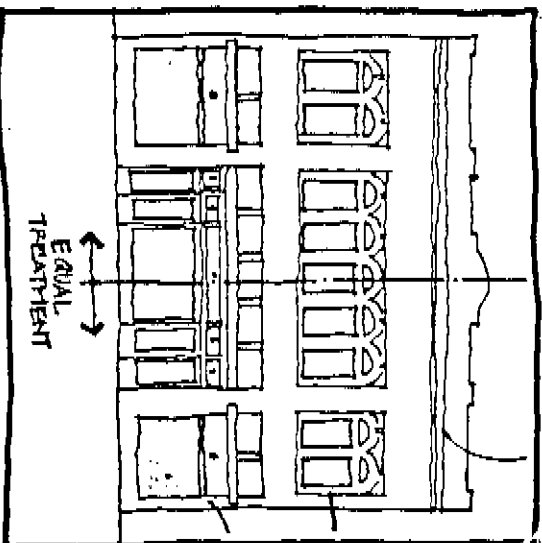
The block:

A building is part of a total block face. These block facades are important as they are perceived to define the spaces (streets, parks) on which they front. In Calonsville commercial areas, block facades are not particularly uniform, but buildings share a similar scale, both in overall size and individual features, including a large proportion of glass at street level. The

buildings are small-grained, i.e. in small increments, not monolithic, where a single building occupies an entire block. Vacant lots between buildings in a block segment the continuous flow of building faces. In the village core, most buildings are built out to the sidewalk with no setback from the property line; this characteristic should be maintained. To extend the sidewalk area, recessed arcades are encouraged on the north side of the street.

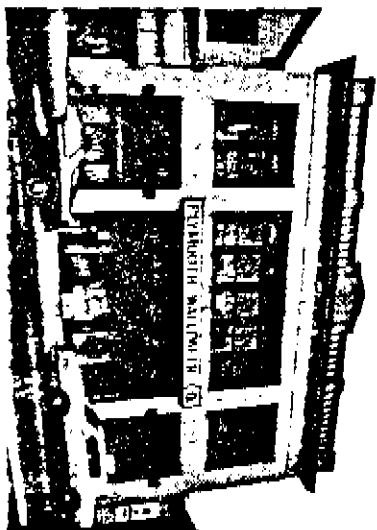


A. Building As Part Of Block



Desirable: In the "village core", buildings should feature single story storefront in keeping with the traditional character of the street. Material use should take existing adjacencies and historical precedent into consideration.

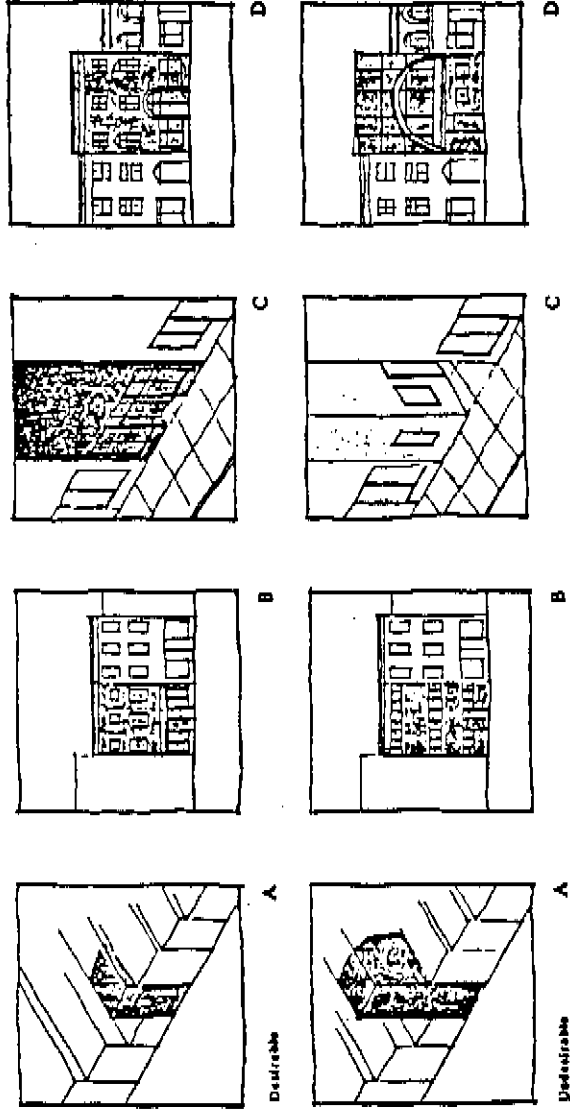
smaller residential scale opening
largest front opening



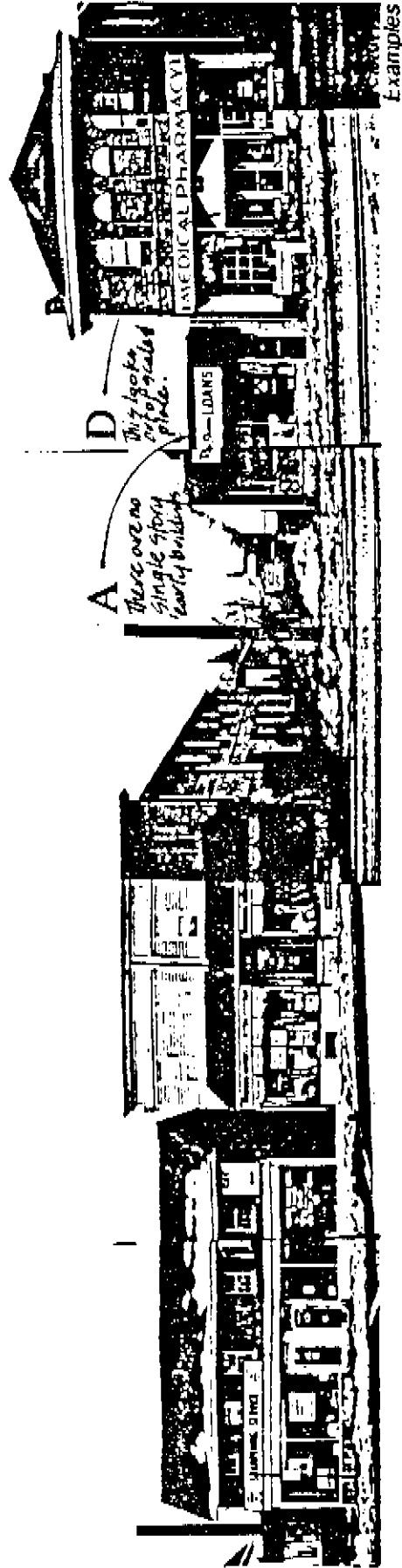
B. Building Facade Organization

Facade Guidelines for New Construction:

- A. The height of new buildings should be within the range of heights already found along the block.
- B. Maintain the same proportions of glass in new construction as in renovation. Maintain the clear distinction between the first floors (storefront) and upper floors.
- C. Maintain the alignment of the facades at the sidewalk edge and keep primary entrances facing the street.
- D. Building components should be similar in size, shape and material to those already in use along the street. Although the use of similar forms is encouraged, the duplication or imitation of "historic" components and elements are discouraged. This only serves to work against the varietal nature of Catonsville's architecture and to lessen the meaning of these individual elements.



Guidelines



Renovation Guidelines:

Although there is not a distinctive Calonsville style, there is a core of historic buildings that give "the village" its character. Historic Calonsville buildings are predominately stone or frame construction and share a similar scale and window pattern.

Although changes for modern commercial use are sometimes necessary, the architectural character of Calonsville will be best maintained if a careful and sensitive restoration program is followed. An awareness of basic design principles for the building is essential. Characteristic features including proportional relationship and facade composition. Detailing should be noted and maintained.

facades.

1. Clean facades where necessary. Always use the gentlest cleaning methods possible. (Consult the State Historic Preservation Office for further suggestions.)
2. Never sandblast masonry. Sandblasting removes the water-protective glaze and accelerates erosion.

D. Preserve original storefront arrangement and character.

1. Do not block in storefronts and insert smaller upper floor domestic type windows.
2. Preserve original entry arrangements and detailing. Where already altered remove aluminum doors and replace with original-type wooden storefront doors.

E. When new storefronts are added to former houses:

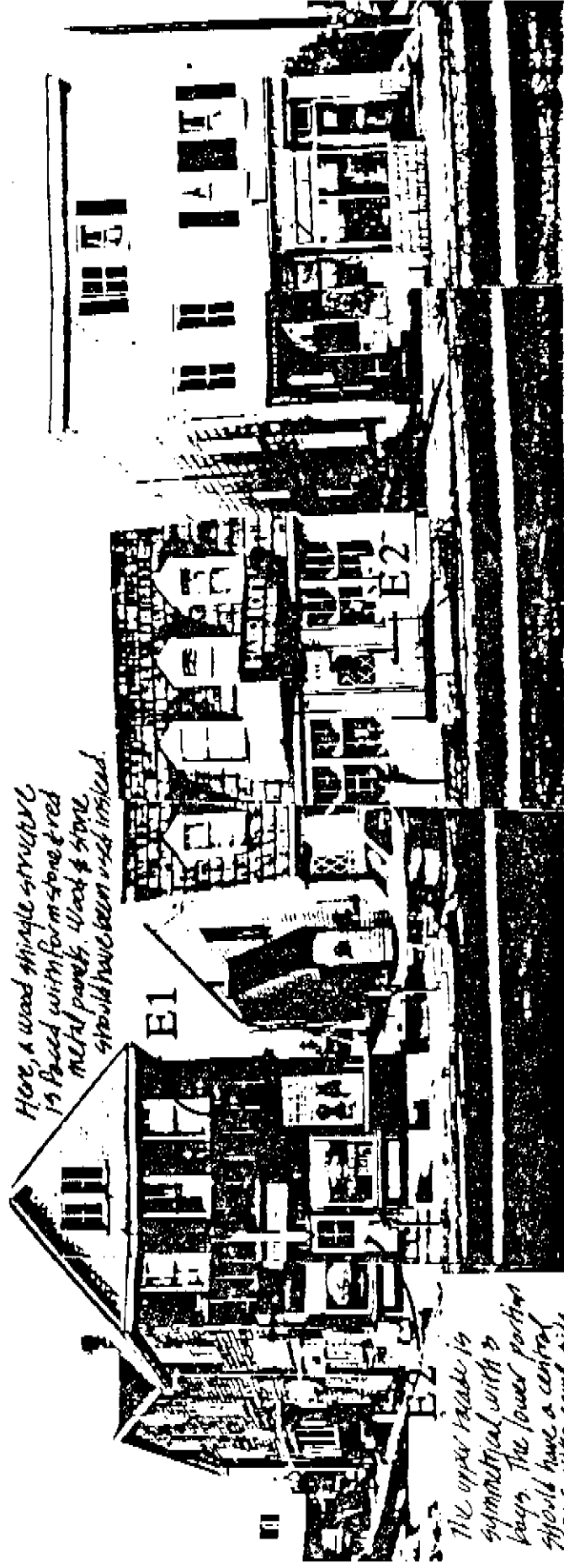
1. Use like materials and colors.
2. Storefront organization, i.e. door placement, signage location, and window-type should relate to the organization of the upper facade.

F. Storefront windows should be lighted to illuminate displays.

1. Do not obscure the entire facade by covering it with metal or plastic panels.
2. Do not obscure original materials.
3. Do not alter the shape of original openings.
4. Repair or replace original building elements and materials.

1. Do not obscure the entire facade by covering it with metal or plastic panels.
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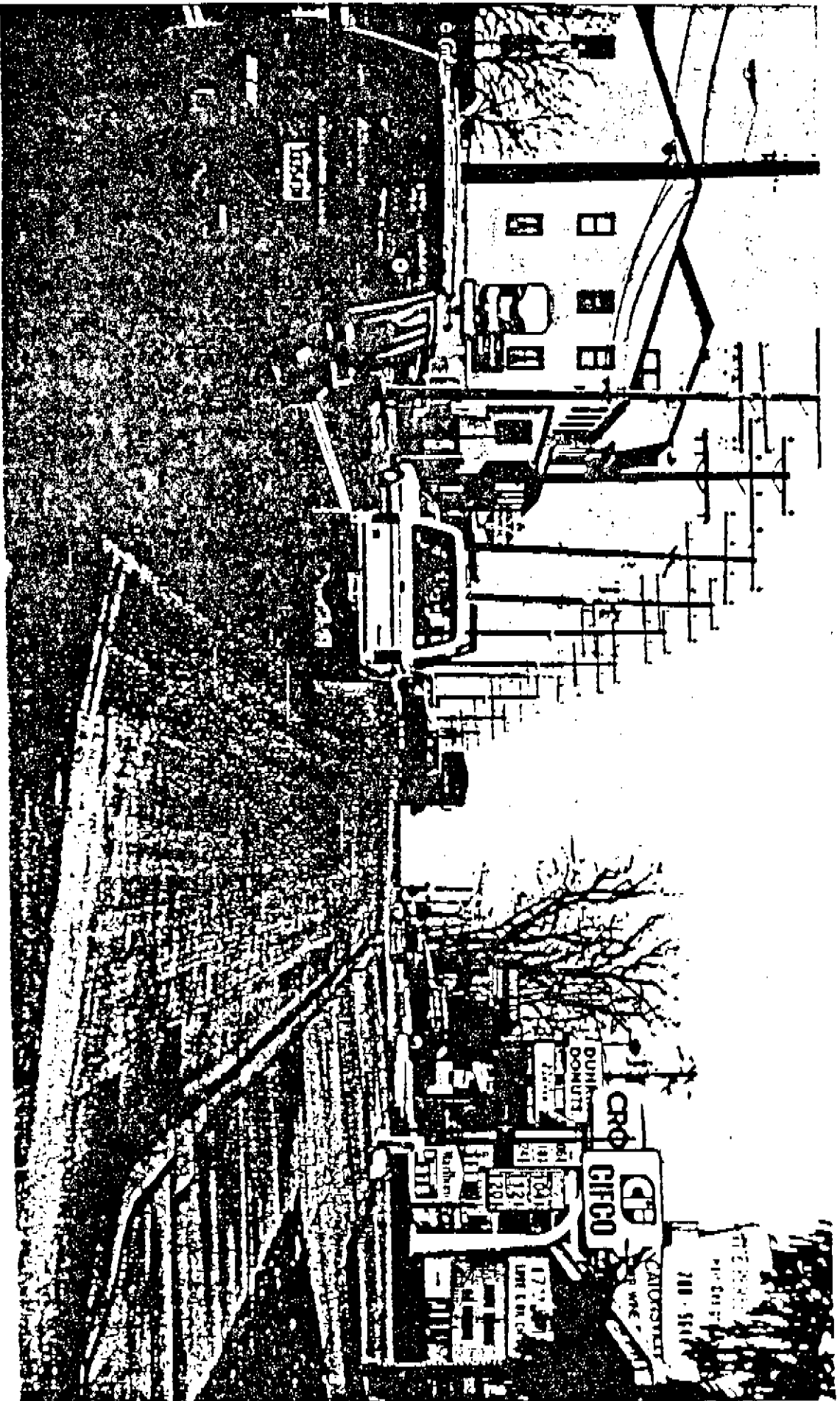
- RENOVATION GUIDELINES**
- A. Agree, but add that the first floor area of all buildings should not be hidden by the foliage of trees to be planted.



Here, a wood shingle structure
is faced with form stone & red
metal panels. Wood & stone
should have been used instead.

The upper portion is
symmetrical with 2
bays. The lower portion
should have a central
door with equal side
windows.

Examples



Auto-oriented streetscape with proliferation of signs.

Signage Guidelines

Well thought out signage can add character and detail to the village as well as communicate a sales message. Keep signs subordinate to the buildings. Billboards are inappropriate to the village character and should therefore not be permitted. A variety of signage is appropriate to the different areas of Catonsville, which are outlined below.

Location:

Parallel to Building Face

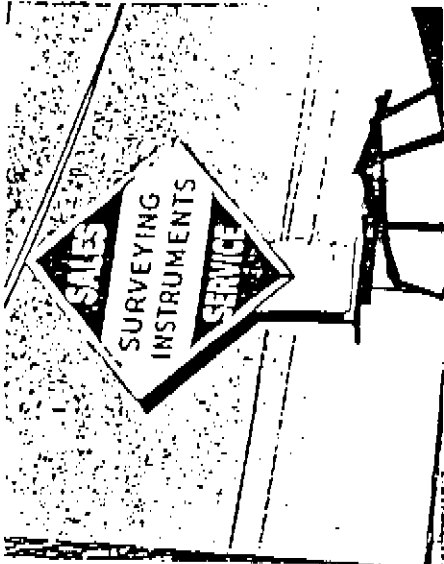
Different signs on the same building should align horizontally. Whenever possible, the signs should fit within existing or reconstructed features of the facade. On many buildings, bands of decorative moulding create natural frames for signs. In general, the location of the sign should reinforce the overall composition of the facade.

Possible locations for signs parallel to the facades are:

1. Available flat surfaces, just above the store windows.
2. Transom areas aligning with the window below.
3. Second floor surface if others are not available (these second story signs could be individual cut out letters).
4. Interior mounted neon or acrylic signage panels hung in the store window.

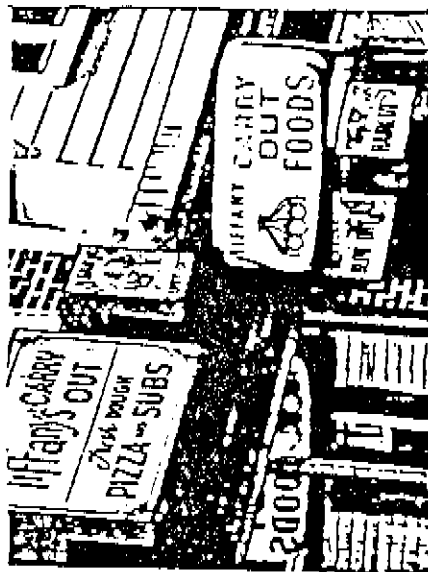
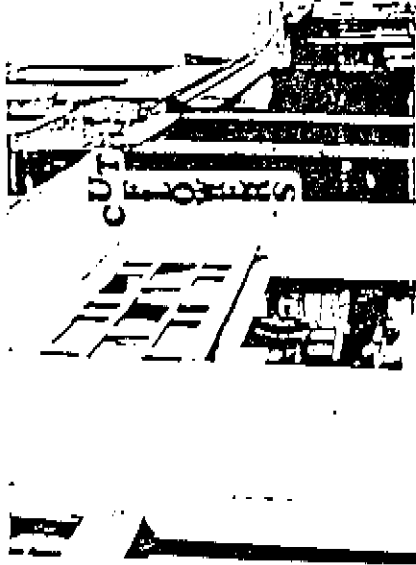
Signs are not to exceed the width of a shop front

and therefore should not adjoin storefronts. Sign boards will preferably run the full length of a storefront. If not, they will be centered above the storefront. Whenever possible, signs should align vertically with doors and windows on the facade. Sign panels should not obscure

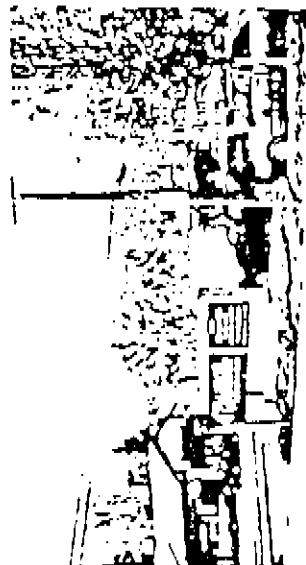


Poor Examples

windows or other architectural features. Signs which appear in the window area should be decals or painted letters applied directly to the glass, if not neon. The use of opaque sign panels in shop windows is to be avoided.



Good Examples



SIGNAGE GUIDELINES

Agree on all points, except drawing on page 9.7 where the tree foliage is not above the entire first floor facade, and the drawing on page 9.8 where a free standing sign should not be at a base of a tree.

Perpendicular to Building Face

Signs should be hung within the height of the building. Large roof structures to hold perpendicular signs should be avoided. A simple hanger attached to the facade is preferred. The hanger should also not be attached to two surfaces, for example, the roof and a vertical wall.

Free Standing

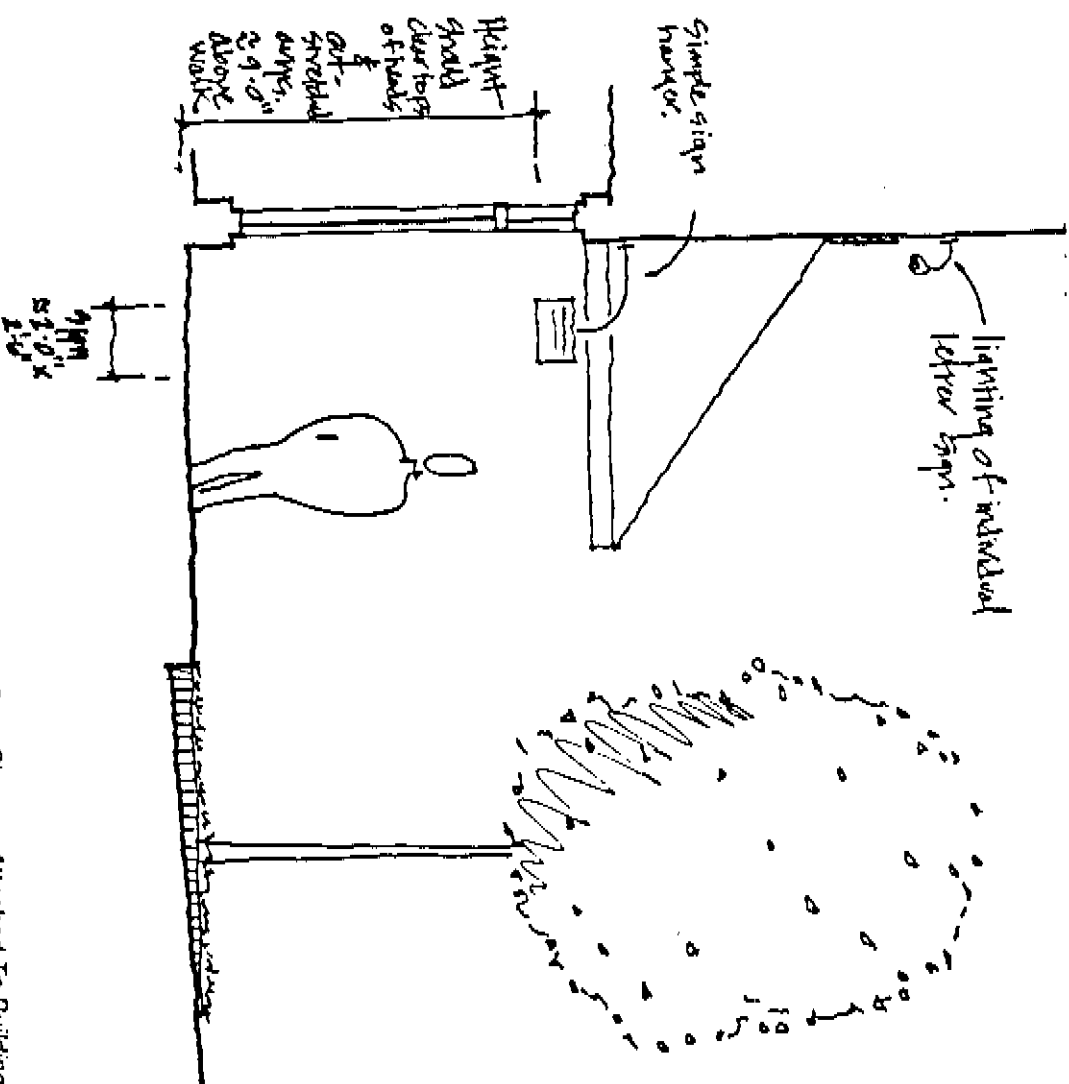
In the strip commercial area, freestanding signs are permitted. The illustration below guides their placement, size, etc. Free standing signs are not permitted in the village core area.

Size:

Village Core

All signs should be in scale with the store that they represent. The depth of the sign panel should not exceed the architectural location designated for the sign. The length of the sign should not exceed the length of the shop front. The lettering on the sign should generally fill the sign area. If there is a graphic image on the sign, the scale of the type should be in harmony with the symbol. In the case of individual cut out letters, they should be applied directly to the building facade and complement in scale, the architectural features of the building.

Over scale letters are to be avoided.



Village Core Signage Attached To Building

Strip (Auto Related)

Freestanding signs should not exceed an area of 15 sq.ft. Only one freestanding sign per property is permitted.

Shape:

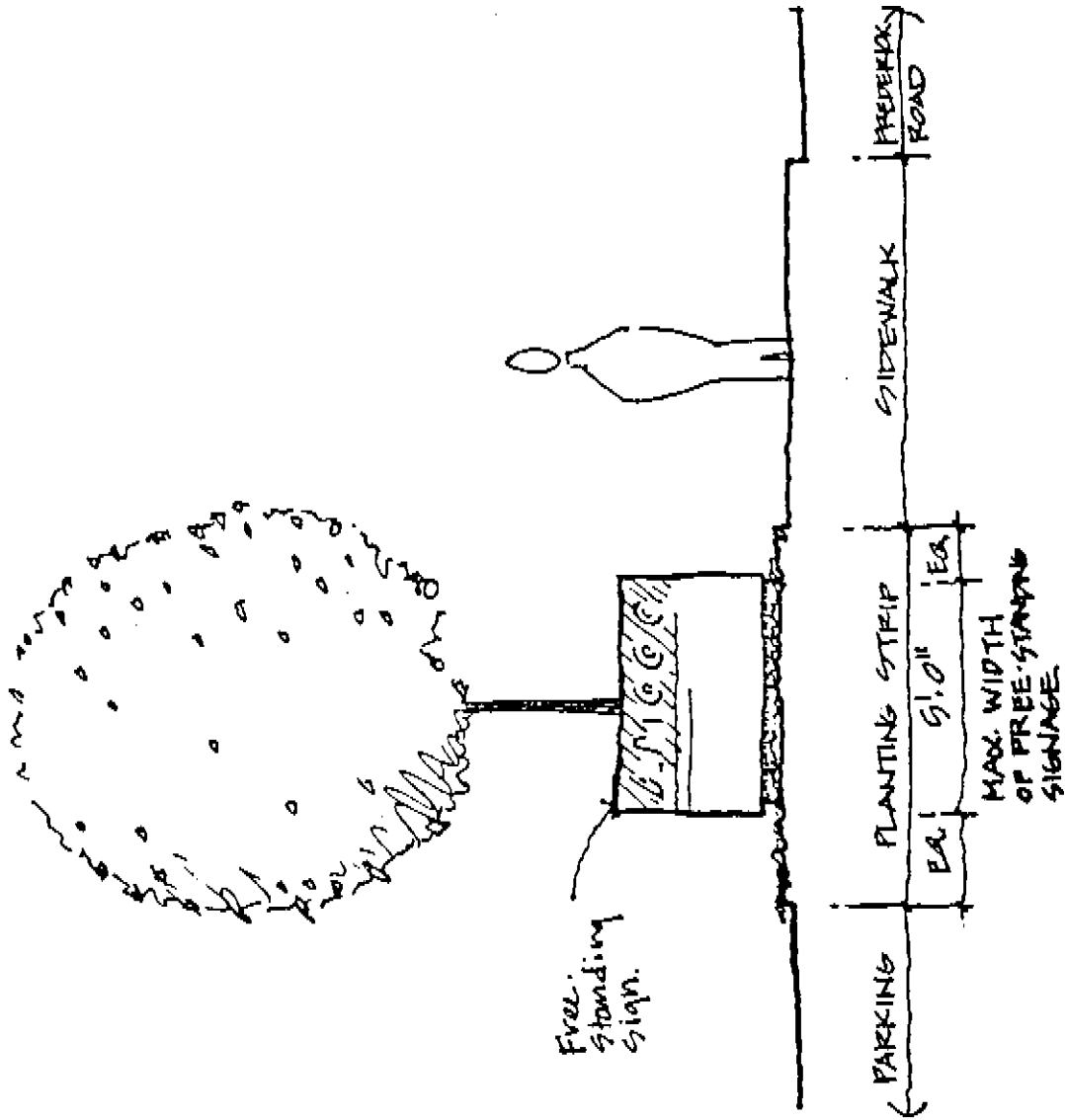
All signs on a particular building should be the same shape. The shape should fit the character of the building.

Color:

All signs for a particular building do not have to be the same color, but should complement each other and the building colors. Muted colors are preferred to bold pure colors, particularly for background areas. A flat color background with simple contrasting combinations of applied color for graphics and type is preferred. All signs on a particular building should have consistent use of color though not necessarily the same colors.

Material:

All signs for a particular building or block should be constructed of the same materials. The material that are preferred are painted wood or enameled metal. Plastic may also be used if an illuminated sign is required. In general, internally lighted signs are discouraged in the village core as they tend to over-power their historic setting.



Free-Standing Auto Related Signage

CATONSVILLE 2000 ANALYSIS

Implementation Strategy

The plan focuses on four items that will aid Calonsville in enhancing and retaining its village character:

1. Architectural and Signage Guidelines.
2. Revised definition of R.O. zoning.
3. Improved traffic patterns (more service alleys - less individual driveways) and slowing of traffic off the beltway (light and median).
4. Improved streetscaping and increased on-street parking in the village core.

While any of these items can be implemented individually, items 3 and 4 are more naturally related and the plan as described assumes their enactment together. This requires continued close cooperation and coordination between the community and the County.

The chart below summarizes the tasks required to implement the plan and a general timetable.

County

Designate Calonsville "Commercial Revitalization District."

Petition State for light at Delray.

Change R.O. zoning to disallow new "suburban type" office buildings. Any new building in this area should be strictly residential in character (though they may have office use).

Adopt Architectural and Signage Guidelines.

Title search for Orban Lane extending to Winters Lane and service alley from Melkor to Newberg.

Consultant begins on streetscape plans; conduct discussions with State Highways. Acquisition of properties for service alleys.

Implement streetscape and improved parking lot/park.

Community

Provide forum for talks on parking lot consolidation.

Community support.

Community support.

Support and comply within 3 years. Strengthen business association.

Support from community both in cooperation with shared parking and in support to State Highways.

Implement parking lot consolidation.

IMPLEMENTATION STRATEGY

Agree with recommendations for county for Fiscal Year 1991, with exceptions. There are two top priorities: The state should be petitioned for a traffic light at Delray Avenue, and the county should be pressed to upgrade Orban Alley between St. Timothy's Lane and Ingleside Avenue as IMMEDIATE PRIORITIES.

For FY 92, it is the understanding of the committee that the county will work directly with an architectural review group derived from Calonsville 2000, to encourage merchants and commercial property owners to renovate their properties to coincide with the facade and structure guidelines proposed in this 1990 study. Also signage should be regulated by 1992.

CATONSVILLE 2000, INC. RECOMMENDS THAT THE PLANNING BOARD OF BALTIMORE COUNTY SHOULD ADOPT THE CATONSVILLE 2000 ARCHITECTURE AND SIGNAGE GUIDELINES INTO THE SOON-TO-BE-ADOPTED REVISIONS OF THE COMPREHENSIVE MANUAL OF DESIGN POLICIES.

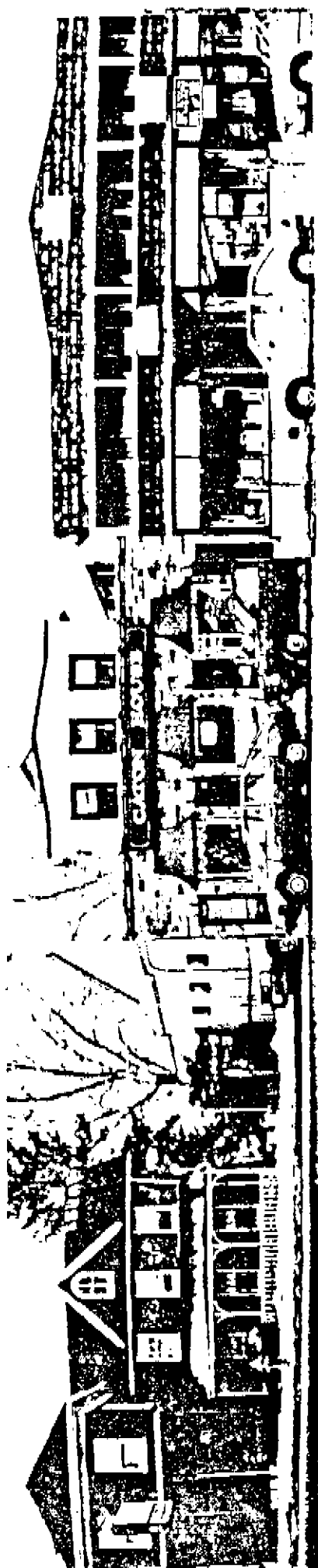
THESE GUIDELINES SHOULD BE ENFORCED BOTH AT CRG APPROVAL AND AT THE FINAL DEVELOPMENT PLAN APPROVAL STAGE. If a final development plan is not required for a particular project, then compliance should be enforced AT THE BUILDING PERMIT STAGE.

FY 92

FY 93

CATONSVILLE 2000
ANALYSIS

The recommendations made by Catonsville 2000 recognize that opportunities to expand open space, park, and recreation areas in our community are extremely limited. This is on top of the fact that our area ranks lowest in the County with regard to recreational land acreage per thousand residents. Our ratio of 11.7 acres of recreational land per thousand people is substantially below the targeted goal of 20 acres per thousand established by the Maryland Department of Planning. We cannot afford to lose any existing open space, parks, or active recreation areas in our community, and any opportunities to expand such areas or to acquire others should receive primary consideration in the planning process.



10. Appendix

Appendix A: Catonsville Shoppers Survey

In order to identify the shopping patterns in Catonsville and determine what the major attractors are within the downtown, LMRG performed a survey of shoppers. Over 200 shopper surveys were distributed during a two day period in February, 1990. The forms were given out on a Friday and Saturday by selected merchants located on Frederick Road. In all, LMRG received 74 fully usable responses, a return rate of 37 percent.

In order to determine where respondents live, LMRG asked which zip code the respondents resided in. Of the 74 responses received, 41 or 55.4 percent resided in the 21228 zip code area, which encompasses the Catonsville area. Nine of the respondents, or 12.2 percent resided in the 21229 and 21227 zip code areas which encompass the two zip codes surrounding Catonsville. Twenty-four or 32.4 percent of the respondents resided in zip codes in other areas.

A. Survey Responses

The responses to the Catonsville shopper survey are shown in Table A. In order to quantify the responses, LMRG has divided the respondents into their various zip code areas including:

1. The 21228 zip code area which encompasses the primary market area surrounding downtown Catonsville,
2. The 21227 and 21229 zip code areas which encompasses the secondary market area surrounding the downtown Catonsville area,

3. Other zip codes which encompass a tertiary market area for downtown Catonsville.

After reviewing the responses, LMRG notes the following significant observation and trends:

- Over half of the respondent's suggested that they were in downtown Catonsville to shop while 29 responded that they were there principally to go to the bank. Fourteen of the respondents suggested that they worked in downtown Catonsville and six responded that they were there to take music lessons.

- In terms of frequency of shopping, 30 of the 77 respondents said that they shop in downtown Catonsville between two and four days per month, while 12 suggested that they shop in downtown Catonsville between five and nine days per month.

Therefore, over half of the respondents suggested that they shop in downtown Catonsville at least one to two days per week.

- When asked what items they typically shop for in downtown Catonsville at those times, the most surprising statistic revealed that the highest number, 22 of the total 77 respondents shop for musical instruments or were taking music lessons in downtown Catonsville. Of that total, 16 resided in areas outside of the primary and secondary zip code market areas. The next highest totals were for groceries, hardware, and cards and gifts. Respondents in these three categories were dominated by

shoppers living in the primary trade area. The third highest category of shoppers included plants and flowers, needlework and crafts, and food at restaurants.

- Asked whether the shoppers considered downtown Catonsville as their principal shopping area, only 14 of the 77 shoppers responded affirmatively. Forty-seven of the 77 suggested that it was not their primary shopping area.

- When asked what area of store do shoppers typically buy food, the overwhelming majority purchased their food at the Giant Food store on Route 40, while the next highest category was at the Giant on Wilkens Avenue. Only one respondent who lived in the primary market area suggested that they typically buy their food at the Caton Supermarket on Frederick Road.

- When asked what store and location do shoppers typically buy clothing, over half responded that the purchase clothing at either the Security Mall, Columbia Mall, or the Owings Mills Mall.

- In terms of transportation, 60 of the 77 respondents traveled to downtown Catonsville by car and none responded that they traveled by bus.

- When asked about parking in downtown Catonsville, only four responded that they thought it was very easy to park in downtown Catonsville, while 19 suggested it was fairly easy. Almost three-quarters of the

respondents suggested that it was fairly difficult or very difficult to park in downtown Catonsville.

- When asked what they most liked about downtown Catonsville, 28 suggested it was the "small town atmosphere" while 13 suggested that convenience played a part in what they liked most about the area. The "variety of shops" and "friendly merchants" were cited as the second most popular reason for visiting downtown Catonsville. Eight respondents suggested the number of music stores located in Catonsville attracted them there.

- When asked what two things shoppers liked least about downtown Catonsville, the overwhelming response concerned traffic and lack of parking with 47 of the 77 respondents citing one of those two problems. Nine of the respondents suggested that the run-down appearance of downtown Catonsville was a negative, all nine of which lived in the primary zip code area.

- When asked what they would like to see added in downtown Catonsville, the overwhelming response was better parking, with 16 of the 77 respondents citing this as the most critical need in the downtown area. Other responses included six wanting a five and dime store, five wanting more specialty shops, and four wanting a grocery chain.

These responses indicate that shoppers per-

ceive downtown Catonsville as a specialized area which they frequent to go to the bank or shop for food or for miscellaneous shoppers goods. It is apparent that the musical instruments, needlework and crafts, wallpaper and hardware stores are the main attractants to the downtown area along with the financial institutions lining Frederick Road. However, with the current retail mix lacking a large food store, most do not consider downtown Catonsville as their principal shopping area. In fact, Giant Food's several locations surrounding downtown Catonsville appear to capture a high percentage of the market for grocery shopping within the area.

In terms of transportation, it is evident that the automobile is the preferred mode of transportation and that additional parking is the most critical need within the downtown area. Catonsville's advantages are cited as its small town atmosphere, the variety of shops and friendly merchants. These positives should be used as a marketing tool as they are the things that people like best about downtown Catonsville.

Overall, the comments in the shoppers survey indicated that most people like the way that the existing downtown Catonsville area was laid out, but would not likely come there on a more consistent basis unless a major food chain moved to the area.

	21228	21229 & 21227	OTHERS(1)	TOTAL
ROYAL FARM STORE	1	0	0	1
LEO'S	1	0	0	1
PAGE	1	0	0	1
NO RESPONSE	0	2	0	2
				12

6. AT WHAT STORE/CENTER/LOCATION DO YOU TYPICALLY BUY CLOTHES?

	RESPONDENT ZIP CODE			TOTAL
	21228	21229 & 21227	OTHERS(1)	
SECURITY MALL	15	6	0	21
COLUMBIA MALL	9	1	0	10
OWINGS MILLS	7	1	3	11
WESTVIEW	5	0	0	5
ELLIOTT CITY	2	0	0	2
TOWSON	1	0	0	1
ROCKVILLE	1	0	0	1
NO RESPONSE				

7. HOW DO YOU USUALLY GET TO DOWNTOWN CATONSVILLE?

	RESPONDENT ZIP CODE			TOTAL
	21228	21229 & 21227	OTHERS(1)	
CAR	29	9	22	60
BUS	0	0	0	0
WALK	6	0	0	6
NO RESPONSE	0	0	2	2

8. HOW EASY/DIFFICULT DO YOU FEEL IT IS TO PARK IN DOWNTOWN CATONSVILLE?

	RESPONDENT ZIP CODE			TOTAL
	21228	21229 & 21227	OTHERS(1)	
VERY EASY	1	0	3	4
FAIRLY EASY	8	5	6	19
FAIRLY DIFFICULT	15	4	9	28
VERY DIFFICULT	6	1	7	16
NO RESPONSE	1	0	0	1

	RESPONDENT ZIP CODE				TOTAL
	21228	21229 & 21227	OTHERS(1)		
SHOE REPAIR	2	0	0	0	2
HAIRCUT	1	0	0	0	1
LIBRARY	1	1	0	0	2
POST OFFICE	1	0	0	0	1
GAS	1	0	1	0	2
VIDEO TAPES	1	1	0	0	2
MODEL TRAINS	0	2	0	0	2
SKATEBOARD SUPPLIES	0	1	0	0	1
FOOD (RESTAURANTS)	1	1	7	0	9
CONVENIENCE STORE	0	1	1	0	2

4. DO YOU CONSIDER DOWNTOWN CATONSVILLE YOUR PRINCIPAL SHOPPING AREA?

	RESPONDENT ZIP CODE				TOTAL
	21228	21229 & 21227	OTHERS(1)		
YES	5	4	5	0	14
NO	26	5	16	0	47
NO RESPONSE	10	0	3	0	13

5. AT WHAT STORE/CENTER/LOCATION (CATONSVILLE OR ELSEWHERE) DO YOU TYPICALLY BUY FOOD?

	RESPONDENT ZIP CODE			TOTAL
	21228	21229 & 21227	OTHERS(1)	
GIANT @ ROUTE 40	15	0	0	15
GIANT ON WILKINS AVE	6	5	0	11
GIANT ON ROLLING RD.	0	0	6	6
APPALACHIAN/BLUEGRASS	0	0	6	6
FARM FRESH (ARBUTUS)	1	2	0	3
OWINGS MILLS	1	0	0	1
"THE STORE" FREDERICK ROAD	1	0	0	1
FOOD CART	1	0	0	1
KASH AND KARRY	2	0	0	2
SHOP & SAVE	1	0	0	1
VALUE FOOD (ST. JOHNS LANE)	1	0	0	1
SUPER FRESH (ROLLING RD. & RTE 40)	2	0	0	2

	21228	21229 & 21227	OTHERS(1)	TOTAL
ROYAL FARM STORE	1	0	0	1
LEO'S	1	0	0	1
PACE	1	0	0	1
NO RESPONSE	0	2	0	2
				12

6. AT WHAT STORE/CENTER/LOCATION DO YOU TYPICALLY BUY CLOTHES?

	RESPONDENT ZIP CODE			TOTAL
	21228	21229 & 21227	OTHERS(1)	
SECURITY MALL	15	6	0	21
COLUMBIA MALL	9	1	0	10
DUNINGS MILLS	7	1	3	11
LESTVIEW	5	0	0	5
ELLCOTT CITY	2	0	0	2
TOPSON	1	0	0	1
ROCKVILLE	1	0	0	1
NO RESPONSE	0	0	0	0

7. HOW DO YOU USUALLY GET TO DOWNTOWN CATONSVILLE?

	RESPONDENT ZIP CODE			TOTAL
	21228	21229 & 21227	OTHERS(1)	
CAR	29	9	22	60
BUS	0	0	0	0
WALK	6	0	0	6
NO RESPONSE	0	0	2	2

8. HOW EASY/DIFFICULT DO YOU FEEL IT IS TO PARK IN DOWNTOWN CATONSVILLE?

	RESPONDENT ZIP CODE			TOTAL
	21228	21229 & 21227	OTHERS(1)	
VERY EASY	1	0	3	4
FAIRLY EASY	8	5	6	19
FAIRLY DIFFICULT	15	4	9	28
VERY DIFFICULT	8	1	7	16
NO RESPONSE	1	0	0	1

9. WHAT TWO THINGS DO YOU LIKE MOST ABOUT DOWNTOWN CATONSVILLE?

	RESPONDENT ZIP CODE			TOTAL
	21228	21229 & 21227	OTHERS(1)	
"SMALL TOWN ATMOSPHERE"	16	5	7	28
"VARIETY OF SHOPS"	9	1	1	11
"CONVENIENCE"	10	2	1	13
"FRIENDLY MERCHANTS"	7	1	3	11
"MUSIC STORES"	1	1	6	8
"BANKS"	3	0	0	3
"NOTHING"	2	0	0	2
"LIBRARY"	2	0	0	2

10. WHAT TWO THINGS DO YOU LIKE LEAST ABOUT DOWNTOWN CATONSVILLE?

	RESPONDENT ZIP CODE			TOTAL
	21228	21229 & 21227	OTHERS(1)	
"PARKING"	12	4	11	27
"TRAFFIC"	9	3	8	20
"RUNDOWN APPEARANCE"	9	0	0	9
"NO CLOTHING STORES"	5	0	0	5
"NO 5 & DINE STORES"	6	0	0	6
"NO ENTERTAINMENT"	2	0	0	2
"RESTAURANTS"	1	0	0	1
"SHOPS CLOSE EARLY"	1	0	1	2
"BARS"	0	1	0	1
"BUMS"	0	0	5	5

11. WHAT ONE THING WOULD YOU LIKE TO SEE ADDED IN DOWNTOWN CATONSVILLE?

	RESPONDENT ZIP CODE			TOTAL
	21228	21229 & 21227	OTHERS(1)	
"BETTER PARKING"	6	1	9	16
"5 & DINE STORE"	5	0	1	6
"MORE SPECIALTY SHOPS"	4	1	0	5
"GROCERY CHAIN"	4	0	0	4
"WOMENS CLOTHES"	1	1	0	2
"MACYS"	1	0	0	1
"EARLY LEARNING CENTERS"	1	0	0	1
"AFFORDABLE HOUSING"	1	0	0	1
"KEEP AS IT IS"	1	0	0	1
"NIGHTCLUBS"	1	0	1	2
"MORE POLICE"	1	0	1	2
"BAKERY"	0	1	0	1
"ANTIQUE STORE"	0	1	0	1
"FURNITURE STORE"	0	1	0	1
"MOVIE THEATRE"	0	1	1	2
"COMMUNITY REC. CENTER"	0	1	0	1
"BETTER RESTAURANTS"	0	0	1	1

12. WHAT ZIP CODE DO YOU LIVE IN?

ZIP CODE	ZIP CODE	ZIP CODE	TOTAL
21228	(229 & 227)	(OTHERS)	
41	9	24	74
55.4%	12.2%	32.4%	100.0%

(1) OTHER RESPONDENT ZIP CODES INCLUDE: 20866, 20907, 21043, 21045, 21061, 21122, 21131, 21133, 21157, 21207, 21208, 21215, 21216, 21286, 21403 AND 21784.

Appendix B: Catonsville Merchant Survey

As part of the study of downtown Catonsville, LMRG requested that merchants doing business in downtown Catonsville provide certain information regarding their business and their outlook for the future. In January 1990, LMRG had over 80 survey forms delivered to business along Frederick Road in downtown Catonsville. Responses were received from 17 businesses.

Businesses responding included a variety of retailers such as a music store, a florist, a restaurant, a needlework and craft shop, an automotive service facility, two banks, a grocery store, and several personal service related users. The questionnaire and the responses are listed in Table B.

As shown, of the 17 businesses responding almost on-quarter occupied under 1,000 square feet of space while seven occupied between 1,000 and 5,000 square feet of space. In terms of age, most of the responding businesses had been in downtown Catonsville for many years, with nine of the 17 having been there for over 10 years. In fact, five of the 17 respondents have been located in downtown Catonsville for over 20 years. When asked whether they own or rent, seven of the respondents own their current space while eight are currently leasing.

In terms of employment, 12 of the 17 respondents employed fewer than four full-time persons while four of the responding businesses had 10-19 full-time employees.

The hours of operation were typical for retailers in smaller towns with only seven of the 17 suggested that they are open after 5:00 p.m. on

weekdays and only two are open after 5:00 p.m. on weekends.

In terms of the busiest day, seven responded that Friday was their busiest days and nine responded that Saturday was their busiest day.

When asked what their sales were in 1989, only two of the 17 respondents gave gross sales answers, most of the others gave a qualitative description of their business in 1989. As shown in Table B, eight of the 17 responses suggested that they had good or excellent years in 1989 and 11 suggested that 1989 was better than sales in 1988.

When asked to look into the future, nine merchants suggested that they felt 1992 sales would be better than 1989 sales, and only one suggested that it might be worse. In terms of customer mix, most suggested that their customer mix had not changed over the past several years in terms of people living in the surrounding area versus people living in the surrounding areas.

When asked what their customer base was, the following responses were listed:

- Twelve of the 17 respondents said that people who work in Catonsville accounted for between 1 and 24 percent of their business, while three suggested that people who worked in Catonsville comprised between 25 and 50 percent of their business.
- Most of the respondents suggested that people who lived near Catonsville provided

50 to more than 75 percent of their business.

- In attracting people from outside of the area, three of the 17 respondents said people from outside of the area encompass more than 75 percent of their business.

When asked what the best points of doing business were in Catonsville, most said the small town atmosphere and the friendliness of local merchants and citizens while good access was the second most frequent response.

The overwhelming response in terms of worst points of doing business in Catonsville was the existing parking shortage and the amount of heavy traffic and congestion along Frederick Road.

The results of this survey correlate well with the shoppers survey. It is evident that many of the convenience and personal service retailers in downtown Catonsville are very dependent on people who live in and around the downtown area. However, several of the businesses attract a large clientele from outside of the Catonsville area as they offer specialty goods not typically found in shopping centers. A surprising number of respondents own their space and it is apparent from the responses concerning sales that most had good to excellent years in 1989 and they feel that the future holds promise for good business in the 1990's.

Table B
CATONSVILLE MERCHANT SURVEY

1. NATURE OF BUSINESS?		Oil Change		Gas Station		Cleaner	
Type of Business:	Music Store	Bank	Pet Grooming	Grocery	Flooring	7-Eleven	Appliance Service
	Florist						
	Restaurant						
	Needlework Shop						
		Photography Studio					

2. AMOUNT OF SPACE IN USE?		RESPONSE	
Amount of Space (square feet):			
0 - 999:		4	
1,000 - 2,499:		3	
2,500 - 4,999:		4	
5,000 - 9,999:		2	
10,000 plus:		2	
No Response:		1	

3. YEARS AT THIS LOCATION?		RESPONSE	
YEARS			
1 - 2:		2	
3 - 4:		1	
5 - 9:		3	
10 - 19:		4	
20 plus:		5	
No Response:		2	

4. DO YOU OWN THIS SPACE?		RESPONSE	
Own Space:	Rent Space:		
7	8	No Response:	1

5. NUMBER OF EMPLOYEES AT THIS LOCATION?		RESPONSE	
Full-time Employees:	Part-time Employees:		
0 - 4:	12	0 - 4:	12
5 - 9:	1	5 - 9:	4
10 - 19:	6	10 - 19:	1
20 plus:		20 plus:	1
No Response:		No Response:	

6. Days/Hours of Operation:

	RESPONSE		RESPONSE
Weekdays	15	Weekends	15
9 a.m. - Noon	14	9 a.m. - Noon	15
Noon - 5 p.m.	15	Noon - 5 p.m.	11
After 5 p.m.	7	After 5 p.m.	2

7. WHAT ARE YOUR BUSIEST DAYS?

Busiest Days:	RESPONSE	Weekends (gen):	RESPONSE
Monday:	4	Saturday:	9
Tuesday:	1	Sunday:	
Wednesday:	2		
Thursday:	7		
Friday:			

8. WHAT WERE YOUR SALES IN 1989?

	RESPONSE	1989 vs. 19887:	RESPONSE	1992 vs. 19877:	RESPONSE
Excellent	5	Better	11	Better	9
Good	3	Worse	2	Worse	1
Fair	4	Same	2	Same	3
Poor	0	N/A	1	N/A	3
N/A	4				

9. HAS YOUR CUSTOMER MIX CHANGED OVER THE PAST 5 YEARS?

	yes 2	no 12	N/A 3
9a. THE PAST 2 YEARS?	yes 4	no 11	N/A 2

10. WHAT PERCENTAGE OF YOUR CUSTOMERS ARE...?

A. People who work in Catonsville

	RESPONSE
0 - 24%	12
25% - 49%	3
50% - 74%	1
75% plus	0
N/A	1

B. People who live in and near Catonsville

	RESPONSE
0 - 24%	2
25% - 49%	4
50% - 74%	6
75% plus	4
N/A	1

C. People who are just passing through	0 - 24%	14
	25%-49%	1
	50%-74%	0
	75% plus	0
	N/A	1
D. Other:	0 - 24%	7
Baltimore, MD, Columbia, Severna Park,	25%-49%	0
Laurel, Annapolis, VA, PA, DC, Del	50%-74%	3
	75% plus	3
	N/A	1

10. WHAT ARE THE BEST POINTS OF DOING BUSINESS IN CATONSVILLE?

Easy Access "Small Town" Flavor
Friendly Atmosphere

11. WHAT ARE THE WORST POINTS OF DOING BUSINESS IN CATONSVILLE?

Parking Shortage
Traffic too fast in front of store
Frederick Road not wide enough

SOURCE: LEGG MASON REALTY GROUP, INC.

Appendix C: Inventory of Catonsville Business

APPENDIX C INVENTORY OF DOWNTOWN CATONSVILLE BUSINESSES

<u>SIC CODE</u>	<u>BUSINESS</u>	<u>SIZE</u> <u>(SQ. FT.)</u>
<u>TRAVEL AGENCIES</u>		
47	Fierson Travel Services	2,000
47	Travel Agency	2,500
	SUBTOTAL	4,500
<u>BUILDING MATS & GARDEN SUPPLIES</u>		
52	True Value Hardware Store	7,000
52	Sharpening Service (Chain Saws)	2,500
52	Guechos Home Imp. Center	2,000
52	John S. Wilson Hardware & Lumber	30,000
	SUBTOTAL	41,500
<u>GENERAL MERCHANDISE</u>		
<u>FOOD STORES</u>		
54	Caton Supermarket	20,000
54	Higgs Dairy Store	4,000
54	7-Eleven	3,000
54	Oriental Gourmet Shop - Food & Plants	5,000
	SUBTOTAL	32,000
<u>AUTO RELATED</u>		
55	Shell Station	2,000
55	Amoco Station	3,000
55	Citgo Gas Station	1,600
55	Crown Gas Station	500
55	Auto Parts	5,000
55	Jiffy Lube	1,600
	SUBTOTAL	13,700

APPAREL		
56	The Apple Tree Clothing Store	2,000
56	Clothing Store	3,500
56	Bridal Shop	4,000
56	Cyes Clothing	2,000
56	Amstus Tuxedos	2,000
	SUBTOTAL	13,500

FURNITURE AND HOME FURNISHINGS		
57	Plymouth Wallpaper Company	8,000
57	Lee E. Sanderson & Co./Tile Store	3,000
	SUBTOTAL	11,000

EATING AND DRINKING PLACES		
58	Motors Restaurant & Bar	3,000
58	Tiffanys Carryout (Restaurant)	2,000
58	Jennings Cafe	6,000
58	Bar	3,000
58	Hardees	3,200
58	Pete's Grill (Restaurant)	1,000
58	Sea Hunt Inn (Restaurant)	6,000
58	TAJ Restaurant	4,000
58	Roy Rogers Restaurant	1,800
58	Restaurant	1,500
58	Dunkin Donuts	1,800
58	828 Bar & Lounge	3,500
	SUBTOTAL	36,800

MISCELLANEOUS RETAIL STORES		
59	Antique Store	1,500
59	Need-O-Computer	1,500
59	Bills Music Hut	7,000
59	Bray Electronic Company	3,000
59	Musical Instruments	4,000
59	Video Time	2,000

59	Catonsville Beer & Wine	1,100
59	Beer, Wine & Liquor Store	4,000
59	Curtis Dexter Stamps & Coins	700
59	Medical Pharmacy	7,000
59	Hilton Flower Shop	2,000
59	Mr. Pads Studios (Photography)	3,400
59	The Village Shop (Gifts)	2,000
59	Ridgeway Jewelers	2,000
59	Christian Book & Supply Store	5,000
59	Hallmark Store	4,000
59	Hobby Shop	2,500
	SUBTOTAL	52,700

BANKS AND THRIFTS		
61	Augusta Federal Savings Bank	8,000
61	Household Bank	2,500
61	Commercial Credit	2,000
61	Carteret Savings Bank	5,000
61	Vista Federal Savings Bank	3,500
61	Rose Shanis Loans	3,000
61	Commercial & Farmers Bank	2,000
61	First National Bank of Maryland	2,000
61	Western Permanent Federal	3,000
61	Signet Bank	3,200
	SUBTOTAL	34,200

INSURANCE		
64	Interstate Insurance Co. of Maryland	2,500
	SUBTOTAL	2,500

REAL ESTATE		
65	Coldwell Banker Real Estate	3,500
65	Century 21 Office	4,000
65	O'Connor, Piper, Flynn Realtors	4,000
	SUBTOTAL	11,500

PERSONAL SERVICES

72	Catonsville Beauty Salon	1,500
72	Shoe Repair/Dry Cleaning	2,500
72	Barber Shop	1,500
72	Hair Cuttery	4,000
72	Barber Shop	1,500
72	Catonsville Hair Co.	2,000
72	Catonsville Cleaners	1,100
72	Hair Loft	2,000

SUBTOTAL 16,100

MISCELLANEOUS SERVICES

73	Copier Store	2,000
73	Edmonson TV Repair	1,500
73	Air Conditioning Service Shop	2,000
73	Navy & Marine Recruiters	4,000
73	Print Shop	2,000

SUBTOTAL 11,500

MEDICAL SERVICES

80	Two Physicians Offices	4,000
80	Chiropractor	3,000
80	Medical Pharmacy	7,000

SUBTOTAL 14,000

ACCOUNTANTS

89	Accounting Service	2,000
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SUBTOTAL 2,000

TOTAL 293,500
=====

Source: Legg Mason Realty Group, Inc. Based on street survey and inspection of photographs. Some data provided by Catonsville 2000, Inc.

Appendix D - Traffic and Parking

During the preparation of the downtown plan, Douglas & Douglas, Inc. performed several traffic and parking surveys to better define the problems and to help identify possible solutions. This Appendix contains the results of those surveys and the data from the various inventories performed.

Through Traffic Study

Based on Maryland Department of Transportation and Baltimore County Traffic Department volume counts, Frederick Road carries approximately 14,000 vehicles per day in the downtown Catonsville area. The traffic volumes on Frederick Avenue rise dramatically on either side of downtown Catonsville to approximately 21,000 vehicles per day as may be seen in Figure D.1. We can see that the traffic volumes on Frederick Road at Ingleside Avenue and Bloomsbury Avenue are only about 65% of those measured on Frederick Road at the Beltway. West of the South Rolling Road intersection, the traffic volumes on Frederick Road increase dramatically (from 14,000 to 20,975 vehicles/day [vpd]) and then drop to 10,425 vpd at North Rolling Road. From this data it appears that approximately 40% to 50% of the vehicles travelling between the two sections of Rolling Road represents traffic which would prefer not to use Frederick Road at all but is trying to make a continuous journey north and south on Rolling Road.

Because of concern expressed by Catonsville citizens about the amount of through traffic on Frederick Road, Douglas & Douglas, Inc. per-

formed a license plate survey on Thursday, January 11, 1990 surveyors were stationed at Delrey Avenue to record the last three digits of the license plate for each westbound vehicle on Frederick Road and crossing Delrey Avenue between 4:30 and 6:30 PM. A second counting station was established at Beaumont Avenue to record the last three digits of license plates of vehicles travelling westbound on Frederick Road and crossing Beaumont Avenue during the same time interval. The license plate records were then computer-matched to determine the time elapsed between a vehicle's crossing Delrey Avenue and again crossing Beaumont Avenue. In cases where duplicate license plate values were observed (3%), the "worst case" assumption was followed (that is the shortest possible elapsed time was chosen). In this way we tended to overestimate rather than underestimate through traffic.

Delrey Avenue and Beaumont Avenue are approximately 3,500 feet or 2/3 of a mile apart. An elapsed time of 15 minutes would be equivalent to an average speed of approximately 3 miles an hour. Therefore we assumed that any vehicle traversing Frederick Road between Delrey and Beaumont in less than 15 minutes was a through vehicle, and those which took more time stopped for shopping or for some other personal reason. As may be seen in Table D.1, approximately 36% of the vehicles crossing Delrey Avenue between 4:30 and 6:30 PM were observed to cross Beaumont Avenue within 2 hours. Twenty-one percent (295 vehicles) crossed both survey points within 15 minutes and are therefore considered to be through traffic.

The last entry in Table D.1 indicates that the westbound volume crossing Beaumont and proceeding westbound on Frederick Road amounted to 874 vehicles or only 64% as many as crossed Delrey Avenue. This percentage is roughly equivalent to the percentage differences in average daily traffic figures at these two points reported by Baltimore County and Maryland DOT.

These data and our analysis suggest two conclusions. First only 21% of the traffic westbound on Frederick Road represents through traffic. Secondly, the total volume of traffic westbound at Beaumont Avenue is only 64% as great as the traffic crossing Delrey Avenue. These figures are approximately the same as the average daily traffic volumes measured by Maryland DOT. We can infer from these data that many of the vehicles entering Catonsville from the east on Frederick Road are either residents or shoppers who have destinations in the town and who do not travel west of Beaumont Avenue on Frederick Road.

Street Width Study

A number of citizen comments about traffic and parking in Catonsville refer to narrow streets. As a result, Douglas & Douglas, Inc. field crews measured the width of Frederick Road and the cross streets in downtown Catonsville. The results of this survey are shown in Figure D.2.

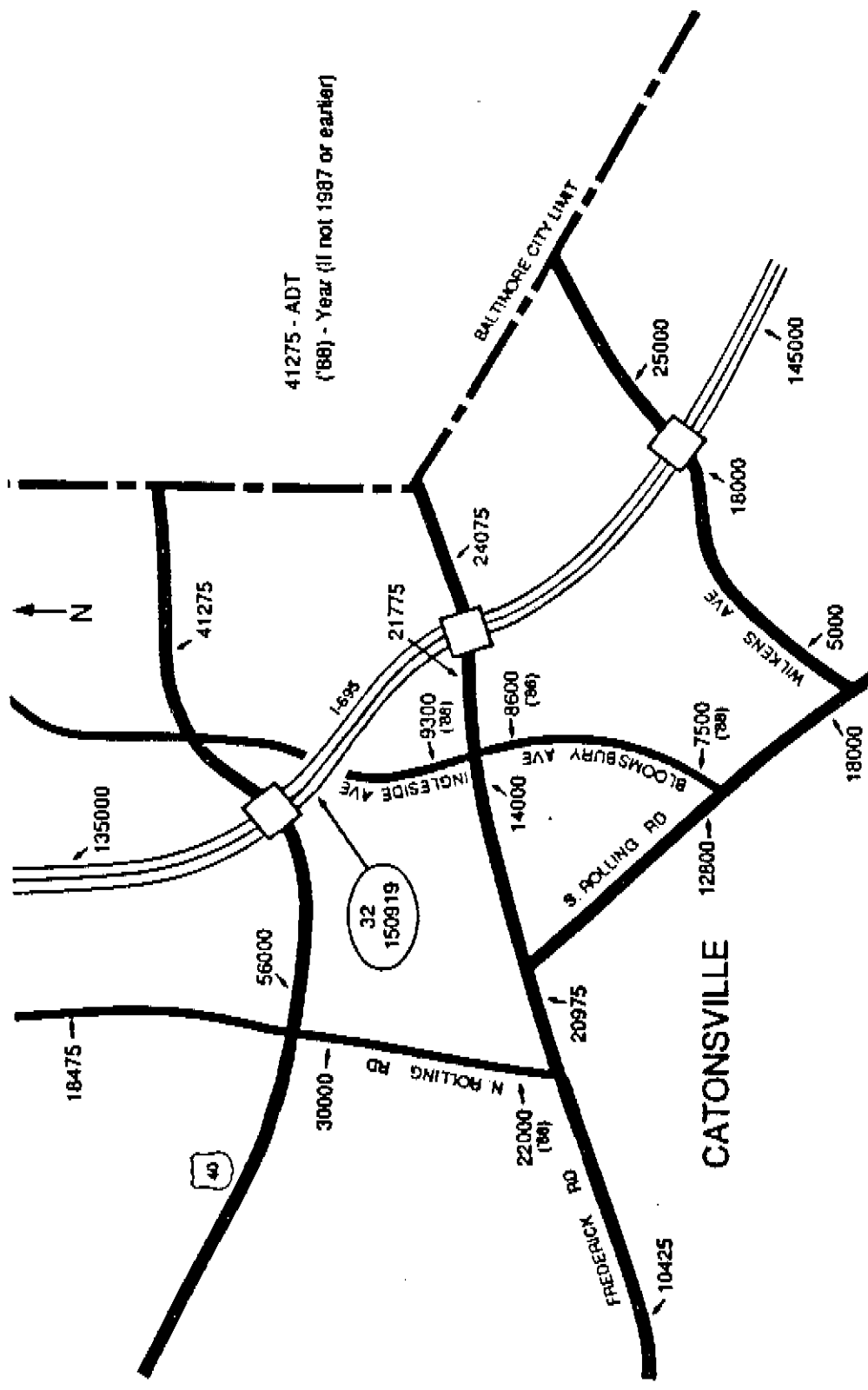


Figure D.1 - Average Daily Traffic (ADT) Volumes on Catonsville, MD Major Arterials

Source: MD DOT, Baltimore County Traffic Dept: ADI Count, Updated 10/17/89

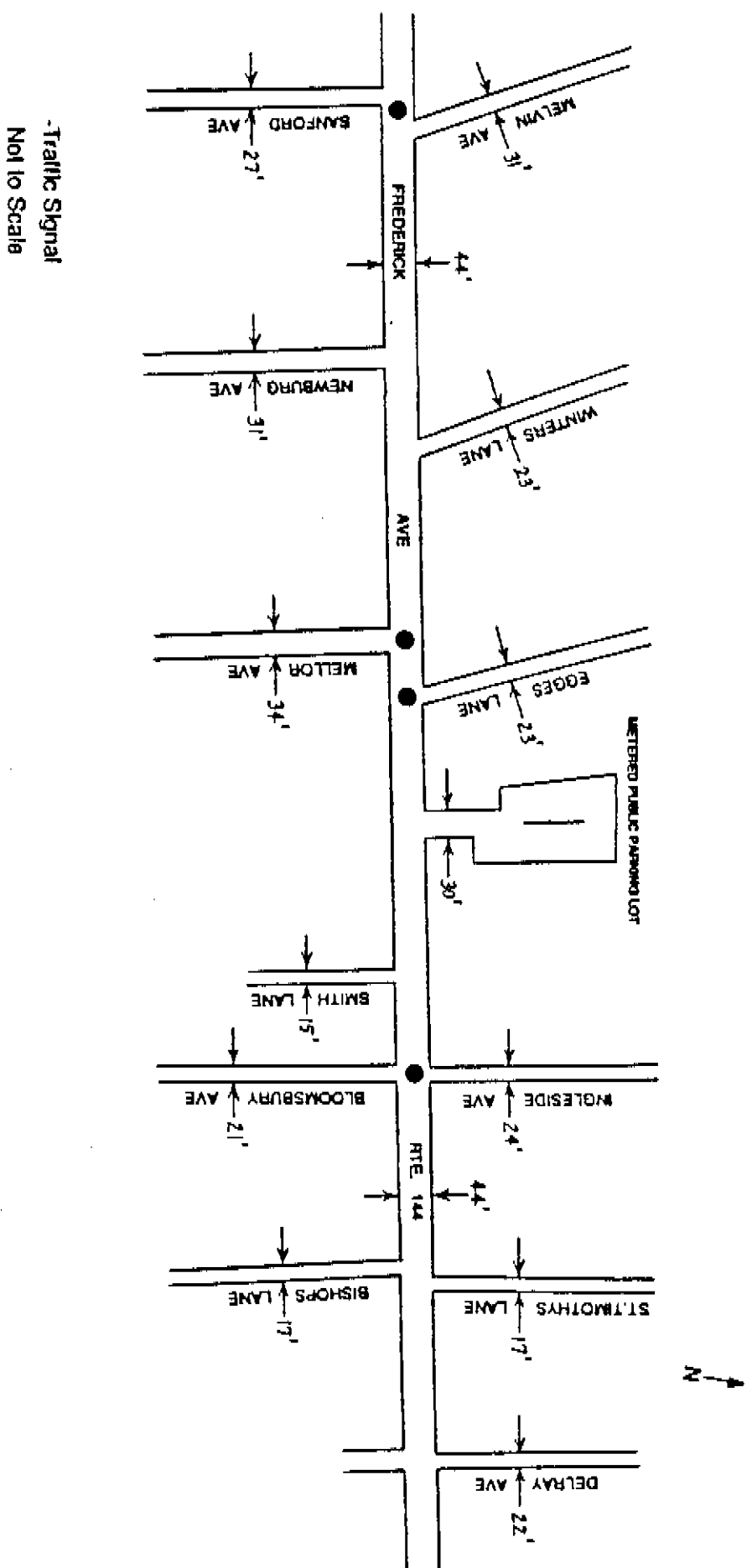


Figure D.2 - Calonsville Downtown Street Widths

Source: Douglas & Douglas, Inc.

-Traffic Signal
Not to Scale

Off-Street Parking Inventory

Downtown Calonsville has numerous small parking lots which are privately owned. Frequently, they are restricted in use. We counted approximately 1,497 private, off-street spaces located within the commercial area of downtown Calonsville between Deirey Avenue and Forrest Avenue. In addition there are 83 off-street spaces in the Parking Authority lot. The addition of 79 curb side spaces, produces a total of approximately 1,659 spaces along and near Frederick Road. There number is about equally divided between the north side and south side although the south side is slightly undersupplied (46% of the total). Since a number of the private parking lots did not have stalls delineated, the Douglas & Douglas, Inc. field crew made estimates of capacities. The inventory by individual lot is summarized in Table 5.1 in the report. Detailed estimates of available parking spaces by individual lot are shown in Figures D.3 and D.4.

Parking Utilization and Duration

A survey of curbside and metered parking lot spaces between 10:00 AM and 4:00 PM on Thursday, January 11, 1990 produced statistics on parking lot utilization and duration. The utilization figures are summarized in Table D.2. The statistics for each block of meters are illustrated in Figure D.5. As may be readily seen in Table D.2, the south side meters are more heavily used than the north side meters; the north side utilization figures are biased by the low utilization rate of the public Parking Authority

Table D.1

Through Traffic on Frederick Road (MD 144) Results of License Plate Survey - Westbound Traffic Thursday, January 11, 1990

	Number of Vehicles	Percent
Total Vehicles Crossing Delray Ave (4:30-6:30 PM)	1,374	100%
Number of vehicles crossing both Delray Ave and Beaumont Ave. with elapsed time =	295	21%
01 - 15 Min.	76	5%
15 - 30 Min.	52	4%
30 - 45 Min.	25	2%
45 - 60 Min.	52	4%
60 - 120 Min.	500	36%
Total Vehicle Crossing Beaumont (4:30-6:30 PM)	874	64%

Source: Douglas & Douglas, Inc.

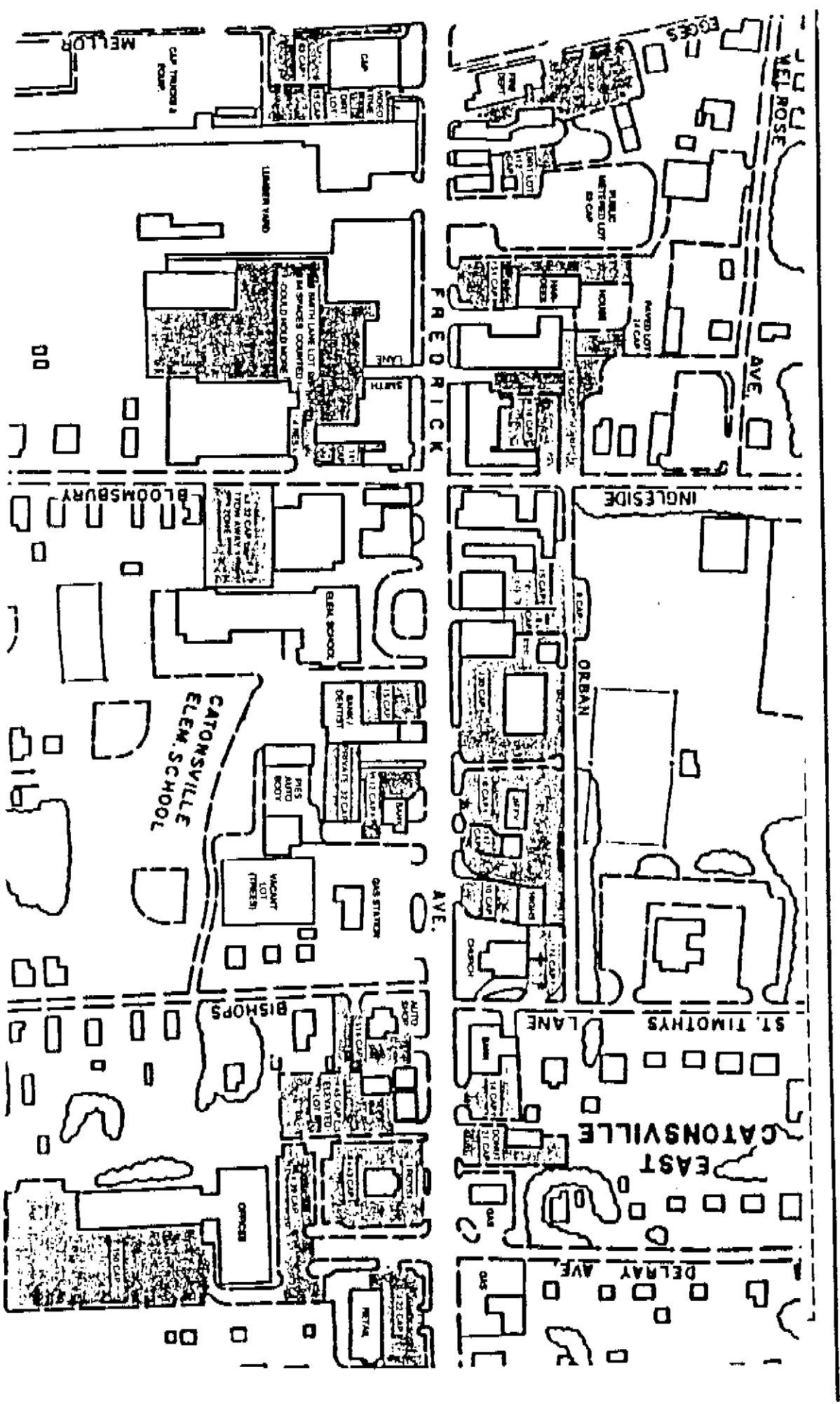


Figure D.3 - Catonsville Downtown Off-Street Parking Inventory (Jan., 1990)
Delray Avenue to Mellor Avenue

Source: Douglas & Douglas



Figure D.4 - Catonsville Downtown Off-Street Parking Inventory (Jan., 1990)
Mellor Avenue to Forrest Avenue

Source: Douglas & Douglas, Inc.

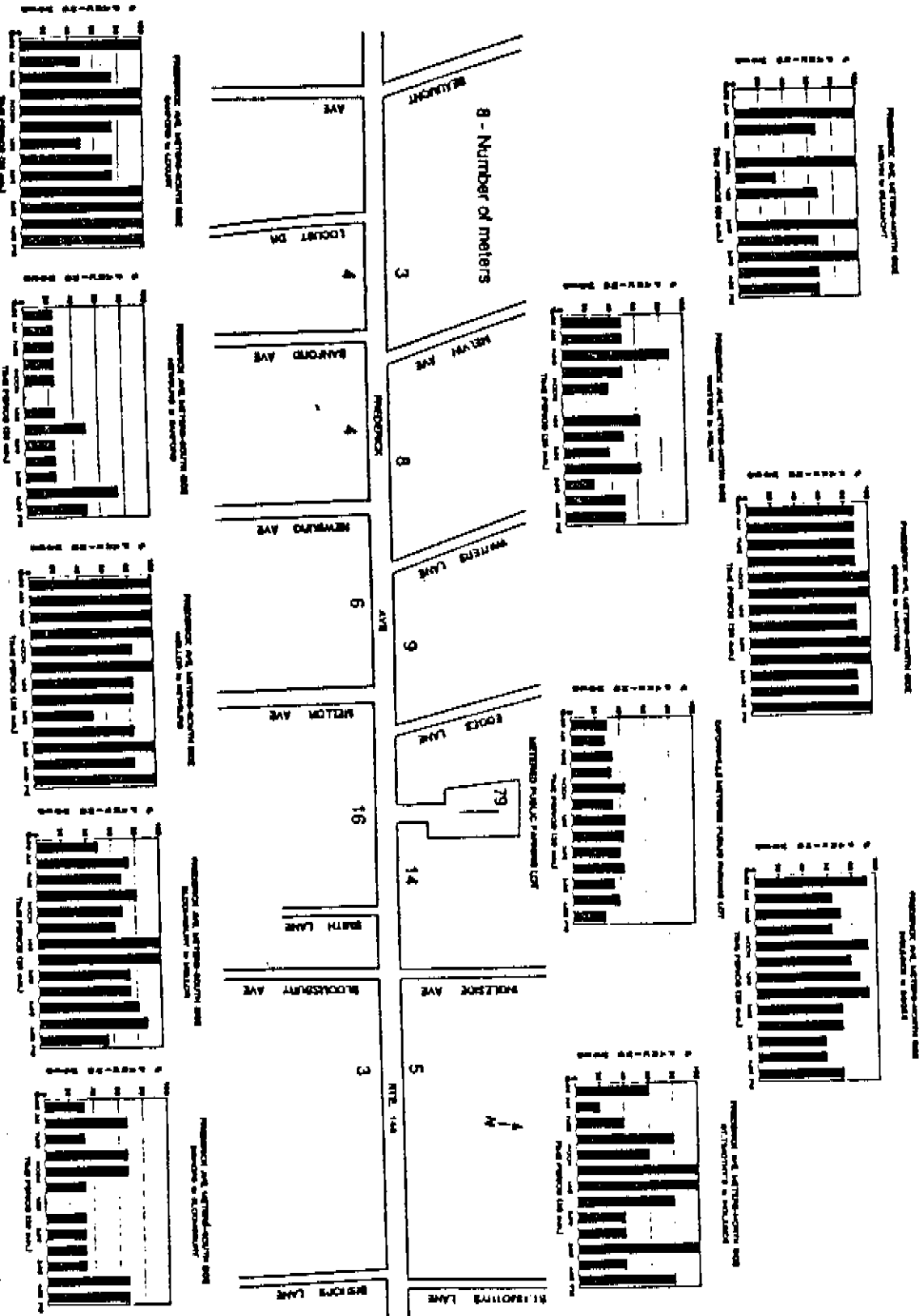


Figure D.5 - Metered Parking Utilization - Downtown Catonsville

Source: Douglas & Douglas, Inc.

lot (At no time during the survey was the Authority Lot more than 45% full). As shown in Figure D.5, the heaviest utilization of the curbside meters occurs between Egges Lane and Winters Lane on both sides of the street. There is a heavy use of the meters near the Post Office. Heading east from Egges Lane, meter utilization declines in part because of the increased amount of off-street parking available.

In Table D.3 we have calculated the average parking duration at the public meters. It is interesting to note that the meters located between Egges Lane and Winters Lane have not only the highest level of utilization but the longest average parking duration (including several all-day parkers). The use by daily "meter feeders" is partly due to the low cost (\$.10/per hour) and the apparent lack of enforcement; the meters on Frederick Road all have two hour parking limits. Other than the single block between Egges Lane and Winters Lane, the average parking duration at curbside meters is between one-half hour and one hour which represents a reasonable turnover. The average parking duration of 72 minutes at the Authority Parking Lot indicates that very few patrons are parking there all-day, although it is metered for all day parking.

Table D.2
Parking Meter Utilization
Catonsville, Maryland
Thursday January 11, 1990

Time	Metered Lot	Meters		Total		Percent Parking Used			
		North Side	South Side	North Side	South Side	N	S	Total	
Capacity	79	39	33	118	33	151	100%	100%	100%
10:00	24	28	20	52	20	72	44%	61%	48%
10:30	22	25	23	47	23	70	40%	70%	46%
11:00	27	29	22	56	22	78	47%	67%	52%
11:30	26	25	26	51	26	77	43%	79%	51%
NOON	35	31	23	66	23	89	56%	70%	59%
12:30	27	26	23	53	23	76	45%	70%	50%
1:00	35	32	24	67	24	91	57%	73%	60%
1:30	34	29	25	63	25	88	53%	76%	58%
2:00	32	27	20	59	20	79	50%	61%	52%
2:30	34	28	23	62	23	85	53%	70%	56%
3:00	28	26	25	54	25	79	46%	76%	52%
3:30	31	24	28	55	28	83	47%	85%	55%
4:00	21	29	23	50	23	73	42%	70%	48%

Source: Douglas & Douglas, Inc.

Average Parking Duration at
Public Meters in Downtown Catonsville

Table
D.3

Meter Locations	Average Parking Duration (Minutes)
Average for North Side	54 Min.
Frederick Ave. (North Side)	42 Min.
St. Timothy's Lane to Ingleside Ave.	48 Min.
Ingleside Ave. to Egges Lane	108 Min.
Egges Lane to Winters Lane	48 Min.
Winters Lane to Melvin Ave.	30 Min.
Melvin Ave. to Beaumont Ave.	72 Min.
Authority Parking Lot	
Average for South Side	48 Min.
Frederick Ave. (South Side)	36 Min.
Bishops Lane to Bloomsbury Ave.	48 Min.
Bloomsbury Ave. to Mellor Ave.	138 Min.
Mellor Ave. to Newburg Ave.	36 Min.
Newburg Ave. to Sanford Ave.	30 Min.
Sanford Ave. to Locust Drive	
Average for South Side	48 Min.

Average obtained by weighting times based on the number of parking meters in a block.

COUNTY COUNCIL OF BALTIMORE COUNTY, MARYLAND
LEGISLATIVE SESSION 1991, LEGISLATIVE DAY NO. 18

RESOLUTION NO. 67-91

MRS. BERCHIE L. MANLEY, COUNCILWOMAN

BY THE COUNTY COUNCIL, OCTOBER 7, 1991

A Resolution to adopt the Catonsville Plan as part of the Baltimore County Master Plan 1989-2000.

WHEREAS, the Baltimore County Council adopted the Baltimore County Master Plan 1989-2000 on February 5, 1990; and

WHEREAS, the Master Plan recognized the work then underway for the preparation of a plan for the Catonsville area; and

WHEREAS, by Resolution adopted April 18, 1991, the Baltimore County Planning Board adopted the Catonsville Plan dated January, 1991, including the April 4, 1991 Addendum and the comments and recommendations of Catonsville 2000, Inc., to constitute a part of and an amendment to the Master Plan; and

WHEREAS, the County Council held a public hearing on the recommended Catonsville Plan on September 26, 1991.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNTY COUNCIL OF BALTIMORE COUNTY, MARYLAND, that the Catonsville Plan, a copy of which is attached hereto and made a part hereof, be and it is hereby adopted and incorporated into the Baltimore County Master Plan 1989-2000 to be a guide for the development of Catonsville, subject to such further modifications as deemed advisable by the County Council.

RESOLUTION NO. 67-91
Councilwoman Manley

1. On page 2.2, in the second paragraph of the column titled "MARKETING", insert the following after the sentence which concludes with "such a concept.": We further recommend that steps be undertaken to review the suitability of the Hardee's site for use as a Revenue Authority parking facility or for its use as a public park.
2. On page 2.3, delete in their entirety paragraphs 3a. and 3b. under the paragraph relating to streetscaping to unify Frederick Road.
3. On page 2.3, in the column titled "TRAFFIC & PARKING", add the following as priority number 4:
 - "4) A study of the suitability of the Hardee's site for use as a Revenue Authority parking facility."
4. On page 3.1, at the conclusion of the first paragraph under the section titled "A. Catonsville's Regional Context", strike "provides a dividing line between Catonsville and Arbutus" and substitute "draws together the two designated community conservation areas of Catonsville and Arbutus"
5. On page 4.1, in Table IV-1, strike the number "676,900" in the column for 1990 Baltimore County population and substitute "692,134". Strike the number "281,414" in the column for 1980 Baltimore County households and substitute "243,994". Strike the number "290,200" in the column for 1990 Baltimore County households and substitute "281,553"
6. On page 4.3, under "3. Impact of Economic Development Efforts", strike "Development of a high-technology business park at UMBC.", and strike "Phasing out of hospital activities at Spring Grove and development of a business park to compliment that being developed at UMBC." In the last full paragraph of paragraph 3., in the second sentence, delete the phrase "at Spring Grove and UMBC"
7. On page 4.12, in the column titled "Catonsville 2000 Analysis", delete at the end of the first sentence the phrase which begins "which, interestingly" down to and including "development concept", and delete in its entirety the following sentence which begins "This boutique" and ends with "have progressed."

8. On page 4.14, delete in its entirety the first full sentence on the page which begins with "The development" and ends with "square foot range."
9. On page 5.1, in the fourth sentence of paragraph A.1.a., after "study", insert "apparently"
10. On page 5.3, in paragraph A.3.2., delete in their entirety the first three sentences.
11. On page 5.4, at the end of the first full sentence on the page which ends "except for emergencies.", insert the following: "Public hearings will be required before any relocation is approved."
12. On page 5.4, delete paragraph A.4.1. in its entirety and renumber the remaining paragraphs. In paragraph A.4.4., delete from the first sentence "22' pavement, curbs and gutters" and substitute "18-22' pavement". In the column titled "Catonsville 2000 Analysis" delete in their entirety the first two paragraphs titled, respectively, "GATEWAYS" and "Western Gateway"
13. On page 5.7a, at the end of the paragraph titled "800 and 900 BLOCK OF FREDERICK ROAD", after "size", add ", or to expand the existing revenue lot into the vacant Hardees site"
14. On page 7.2, in the column titled "Catonsville 2000 Analysis - Design Plan", in the fourth paragraph, after "character, and", insert "are compatible with the"
15. On page 7.4, in the first paragraph of the column titled "The Gateways", delete in its entirety the second sentence which begins "A landscaped median" and ends "where needed." In the following sentence, delete the phrase "in the median". Delete in its entirety the second paragraph under "The Gateways". Under the column titled "Catonsville 2000 Analysis - The Gateways", delete in its entirety the second paragraph.
16. On page 7.9, under "Plan Summary", delete in its entirety paragraph 2.A. and reletter the remaining subparagraphs. And delete paragraph 3.B. and reletter the remaining subparagraph.
17. On page 7.26, delete in their entirety the three streetscape recommendations and substitute the following: "Catonsville 2000, Inc. disagreed with the Legg Mason recommendations. Therefore, they have been deleted."

18. On pages 8.1 and 8.2, delete in its entirety on each page the column titled "Catonsville 2000 Analysis"
19. On page 8.6, in paragraph "4. Fire Station", delete the fourth and fifth sentences in their entirety.

ACKNOWLEDGEMENTS

CATONSVILLE 2000, INC.

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