



Pikesville

Pikesville Commercial Revitalization Guidelines



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USE OF THIS MANUAL

The Pikesville Design Guidelines provide a higher level of detail than the existing Comprehensive Manual of Development Policies (CMDP). Planning staff and the Design Review Panel shall use the Pikesville Design Guidelines in addition to the Commercial Corridors section of the CMDP in their review.

The major building elements (streetscape, architecture, signage, lighting) listed in the Table of Contents have been divided into two components (Required, Prohibited). When applications are reviewed by the Baltimore County Design Review Panel and by Office of Planning staff, the applicants’ proposal will be evaluated for compliance with this manual. All of the elements that are listed as Required do not necessarily have to be provided. However, if they are provided, e.g. awnings, then they shall conform with the manual. The Design Review panel and/or Planning staff shall ask the following questions:

- Required** - Is this element provided? Does it meet the requirements?
- Prohibited** - Is a prohibited element being provided? If so, the element shall be removed.

Introduction



PURPOSE

Reisterstown Road is a major thoroughfare for commuters in the north-west Baltimore metropolitan area. Once a vibrant retail downtown, Pikesville's current pass-through issue is hurting retailers and local businesses. In order to correct this pass-through mentality, the community needs to make a concerted effort to create an inviting environment that causes people to slow down and experience Pikesville. Many main streets possess a variety of architecture and quality materials that encourage opportunities like café seating, window-shopping and people watching for the pedestrian.

Main Streets in America have developed over decades of planning, building and preservation. As towns grew from their original small patents and parcels, many main streets contained scores of small unique and varied buildings. This natural variety created a rich visual experience for the pedestrian and shopper. Some communities, through Historic Preservation efforts, have saved this unique element in their downtowns.

Currently, much of the existing retail architecture in Pikesville is lacking variety and detail. Existing blocks contain one or two strips of retail buildings that are automobile-oriented and do not relate to the pedestrian shopper. Effective storefronts should be located on the sidewalk. By creating variety, encouraging unique architecture and maintaining the existing streetscape program, Pikesville can once again become an inviting and stimulating downtown environment.

GOALS

- i. To ensure the continued revitalization of the Reisterstown Road Corridor through Pikesville.
- ii. To ensure the creation and maintenance of a high quality built environment and streetscape.
- iii. To ensure architectural variety among the existing streetscape and built environment.
- iv. To ensure a cohesive streetscape through the implementation of a banner program, and maintenance of existing street furniture, lamps and planting beds.

These are guidelines that are recommendations to positively reinforce the Main Street vision of Pikesville.



Sidewalks/Crosswalks

The street is the primary conduit of traffic that feeds any downtown main street. Traffic in the street and pedestrians on the sidewalk create the vitality that retail districts require and help to create inviting urban environments.

REQUIRED

Sidewalks shall be paved in a manner that adds texture, color and variety to the pedestrian's experience. In addition to serving as the pedestrian's highway, sidewalks create opportunities for people-watching, café seating, and impromptu encounters which add to the vitality of a Main Street environment.

In addition, crosswalks shall be paved in a manner that adds texture and visually sets itself apart from the street paving. Whenever possible, crosswalks shall be slightly raised from the surround paving to help slow crossing vehicular traffic

When new construction disturbs the existing sidewalk, projects shall provide for new sidewalk consistent with existing scoring, landscaping and decorative elements. This sidewalk and other elements shall be approved prior to an issuance of a permit.

Walkways must be provided from all parking lots to allow safe and convenient pedestrian access to the building entrance.

Recommended materials for all sidewalks (public and private) and crosswalks include:

- Brick
- Textured/Stamped Concrete
- Colored Concrete
- Decorative Pavers
- Stone, Cobblestone

PROHIBITED

Walks that are unlevel or present a tripping hazard.

Asphalt, gravel or loose earthen paving.

Sidewalks shall not be paved in a monotonous, unvaried manner.



Landscaping/Trees



REQUIRED

Street trees help to define the street, enhance the pedestrian's experience and reduce the urban heat island effect. In addition, trees help to create a visual buffer between pedestrian and automobile traffic. Selection of street trees shall be based on their foliage, longevity, and flowering characteristics.

Planting beds, flower pots and other landscaping elements likewise add character and beauty to the sidewalk. Planting beds should be maintained during the warm planting season. When plantings or trees die, it is important to replace these elements as soon as it is feasible. Flower pots and planter boxes should be in proportion and be of an appropriate scale to the pedestrian.

Fencing, when visible from Reisterstown Road, shall be of high-quality materials, be of a visually open nature and be limited in height. When fencing occurs directly on Reisterstown Road, it shall be setback from the sidewalk and be low (less than four feet in height). Acceptable materials include: painted or stained wood, decorative metal, or masonry garden walls.

PROHIBITED

Flower beds not properly maintained through weeding, mulching or replanting

Chain-link, stockade or split rail fencing, or concrete masonry unit (CMU) garden walls.

Flower pots or boxes that are not of an appropriate scale or are not in keeping with the surround buildings.

Unacceptable fencing materials include: wooden vertical board, tightly spaced wooden pickets.

Fencing shall not be at a height that blocks views beyond the fence (42" above surrounding grade.)

Lighting/Street Furniture

Lighting will help “extend day into night” and create an active evening environment along Reisterstown Road. Street lamps, tree lights and storefront facade lighting help to produce a safer, well-lit shopping environment. Utility poles, telephone, data or electrical wires and associated utility lines should not be visible from the Main Street. Whenever possible, these elements should be buried or relocated out of view from the pedestrian.

REQUIRED

In addition to existing street lamps, tree lighting through up-light landscape lighting is encouraged for Reisterstown Road.

Street furnishing, shall be of a durable high quality construction and finish.

Additional public area lighting may be provided either as building facade mounted lighting or bollard/landscape lighting. It should be designed to augment the existing street lighting.

Wall packs located on the side and rear elevations of buildings are permissible if equipped with cut-off devices and lighting is directed away from the roadway and nearby residences.

PROHIBITED

Plastic, folding, or other non-durable street furnishing.

Wall paks/cobra type lighting visible from Reisterstown Road.

Inappropriate street lights include cobra-type highway lamps.

Sodium or mercury lamps should be avoided since they do not render colors in a true manner.

Street lighting that causes glare for drivers and pedestrians.

Street furniture that is not in keeping with other street elements.



Parking Lots/Service Areas

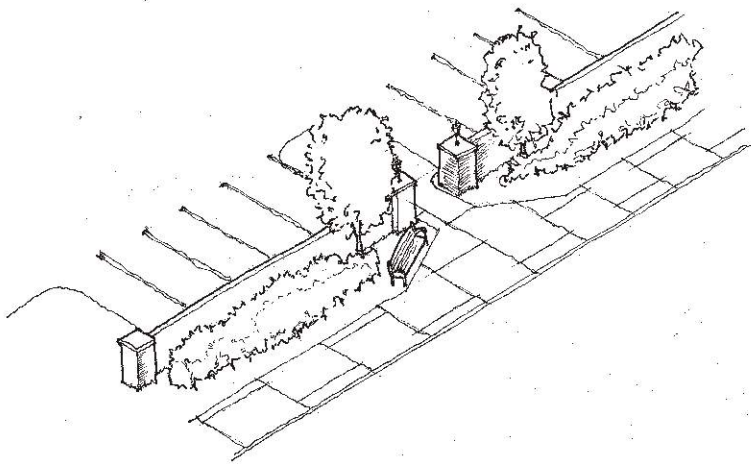


Illustration of 10' landscape buffer and garden wall in front of a parking lot.

Adequate and convenient parking are important to allow shoppers to experience downtown Pikesville. Realizing this important aspect of modern life, elements such as Parking Lots and Garages should be regulated for reasons of design. In addition, Pikesville should encourage parking lot sharing amongst existing tenants. This will help ease parking demand for shoppers in certain locations along Reisterstown Road.

REQUIRED

Parking lots shall be provided at the side or rear of the buildings.

When parking lots are located adjacent to road, a minimum ten-foot (10'-0") wide landscaping buffer between the sidewalk and parking lot pavement shall be provided.

Buffer must contain shrubbery of at least 42" high and/or a garden wall or fence of the same height. These elements are intended to screen the parking lot from the main street.

Adequate tree plantings in the parking lot shall be provided in accordance with the Landscape Manual (but should not be less than 1 tree per 7-1/2 spaces).

Lighting in parking lots shall be pole-type fixtures that do not exceed 25'. These fixtures shall be similar in design to the street lamps on Reisterstown Road.

Paving: alternate paving materials are encouraged. These materials include brick and concrete pavers. Striping can be achieved through the use of two colors of paving materials.

Walkways must be provided from all parking lots to allow for safe and convenient pedestrian access to the building's entrance.

Service and dumpster areas shall be adequately screened from public view.

PROHIBITED

Use of cobra-type highway lamps for parking lot lighting.

Service/dumpster areas visible from public streets.

Parking lots that are located on Reisterstown Road without the prescribed buffer.

P Streetscape

Café Seating

Restaurants have a unique opportunity along Reisterstown Road to spill out onto the sidewalk. Café seating brings life and activity to the street which helps further the pedestrian experience.

REQUIRED

Café seating shall be located directly against the restaurant's facade and not prohibit the passing pedestrian walk area.

Planters, flower pots, or other landscaping elements shall be used as demarcating buffers between the pedestrian traffic and seating area.

Café seating shall be of a high-quality and may utilize large umbrellas if desired (see street furniture requirements).

Landscaping elements such as planters, boxes or flowerpots must be professionally maintained.

PROHIBITED

Café seating which blocks passing pedestrian traffic.

Service or preparation areas in the seating area.



Creating A Unique Environment: Variety

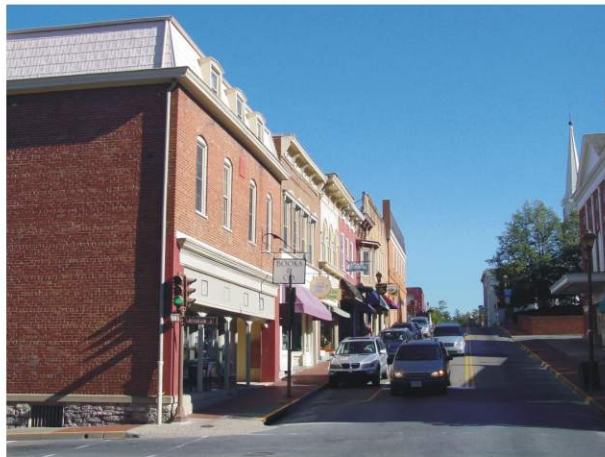


Unique built environments are not something that simply sprout up overnight. Many Main Streets have grown over decades of building, remodeling and re-building. Creating a built environment with variety adds to the unique characteristics of a town. Pikesville, however, suffers from run-of-the-mill architecture that does not create a unique collection of buildings or a memorable place.

REQUIRED

When a renovation to an existing storefront occurs, the proposed architecture shall not directly or overtly copy neighboring details, signage types or other architectural elements.

Renovation proposals shall be individualistic and original in design to help add variety to the existing Main Street character.



When renovation occurs to an existing bank of storefronts (similar in nature), the architecture proposed shall encourage variety in detailing, signage and other architectural elements, to help make the project seem like individual units (not a collection of similar storefronts).

Rear facades of buildings should be designed with the same intent as the front facades. Details, elements and materials of both facades should be compatible with each other.

PROHIBITED

Overtly copying surrounding detailing.

Taking a block of dissimilar storefronts and proposing to unify the collection by means of similar detailing, architectural elements or signage.

High quality materials enhance any built environment. Generally more durable than cheaper alternatives, the palette of quality material available helps to create visual interest and exquisite architectural detail. Facades that face Reisterstown Road shall use quality materials, such as brick, to further enhance the Main Street experience. The general goal is to provide masonry in new construction and to establish more consistent materials and theme along Reisterstown Road.

MASONRY

Brick masonry is the preferred building material. Brick detailing allows for variety and interest in storefront facades. Other materials like decorative concrete masonry units, cast stone/pre-cast concrete, terra cotta (tiles or decorative pieces), or stone or porcelain tile are encouraged as accents.

WOOD

Wood in the form of siding, miscellaneous painted trims such as cornices and moldings, and decorative elements like surrounds and entablatures are permissible.

GLASS

Clear storefront/plate glass for display windows and entry doors. Tinted glass is permissible in transom frames. Etching of glass is allowed for signage purposes.

METAL

Metals such as brass, copper, bronze, clear anodized aluminum, painted metals and cast iron are acceptable.

STONE

Stones such as marble, granite, limestone, slate are acceptable. Soft stones such as sandstone should be avoided.

HIGH QUALITY DURABLE MATERIALS - LIMITED USE

In certain instances, the Design Review Panel and/or Planning staff may allow the substitution of high quality durable materials only in the form of trims such as cornices, end moldings and decorative elements like surrounds and entablatures provide the following occurs:

- It is demonstrated that these materials will be indistinguishable from wood and
- They enhance the overall building's design
- They meet the spirit and intent of the guidelines

WINDOWS - NOT INCLUDING DISPLAY WINDOWS

Windows may be wood, aluminum-clad wood, vinyl-clad wood or be made of other high quality durable material, which shall have the appearance of a wooden window. Windows made primarily of vinyl or vinyl based products are prohibited. Windows shall have true divided lites or simulated divided lites, which shall have the appearance of true divided lites when seen from the exterior.

Recommended Materials



Acceptable materials such as decorative masonry block, brick and glazing can create an attractive environment. It should be noted that the cornices on these storefronts are made of EIFS.

Unacceptable Materials

UNFINISHED MATERIALS

Unpainted/unfinished materials such as bare finish wood, exposed building wrap, or exposed structural elements like wood or metal studs are unacceptable.

PLYWOOD

Under no circumstances shall plywood, textured plywood, or T-11 siding be used on exteriors of buildings.

MAN-MADE PRODUCTS

Vinyl products including windows, siding, plastic composite lumber (commonly known as PVC lumber) and similar man-made products, used in exposed locations.

EIFS (Exterior Insulation Finishing System)

EIFS may only be used for a building's cornice or entablature. It may not be used as a dominant form of cladding on a wall. EIFS use is prohibited below 12'-0" above the sidewalk.

OTHER MATERIALS

Mill finished aluminum, polycarbonate glazing (commonly known as Plexiglas), wired glass, artificial versions of wood or other material, highly textured paint, gray concrete masonry units (non-decorative), etc.

Anatomy of a Store Front

STOREFRONT

The quintessential element that defines any commercial storefront: the display window.

ENTRANCES

Historically, entries have been recessed to allow for more display window area and for protection of the pedestrian from the elements.

PIERS

Solid planer elements located on either side of the display window that help to define the storefront opening.

BULKHEAD

The bulkhead occurs below the display window.

TRANSOM

Usually multi-divided lites, the transom helps to get sunlight deep into the store.

AWNINGS

Generally used to shield the pedestrian from the elements, awnings also shield the display window from harsh sunlight.



Display Windows



REQUIRED

Provide display windows in order to invite shoppers to capture a glimpse of the store while promoting specific merchandise. As such, windows should always be kept clear of extraneous signage. There should always be a clear, unobstructed view into the retail store.

The name of the business establishment may be etched on the glass if so desired.

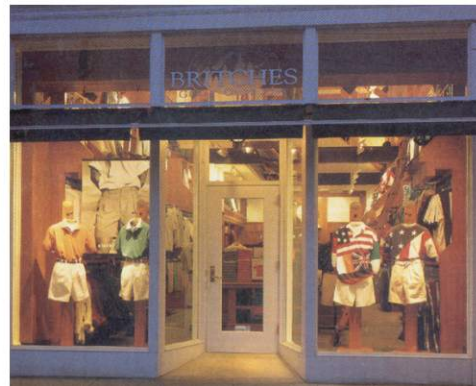
PROHIBITED

Empty or undesigned storefront windows.

Flashing or moving displays.

Temporary signage of a handwritten or non-professional character.

Replacement of glazing with any material other than glass is prohibited. Wood panels, metal panels, glass block and stained glass are never to be used in the display window.



REQUIRED

Entries into a store shall always be from Reisterstown Road.

Entry doors shall be clearly identifiable and allow for viewing into the store.

Recessed entries shall be lit from either a recessed fixture, or a decorative hanging fixture that complements the existing/proposed architecture.

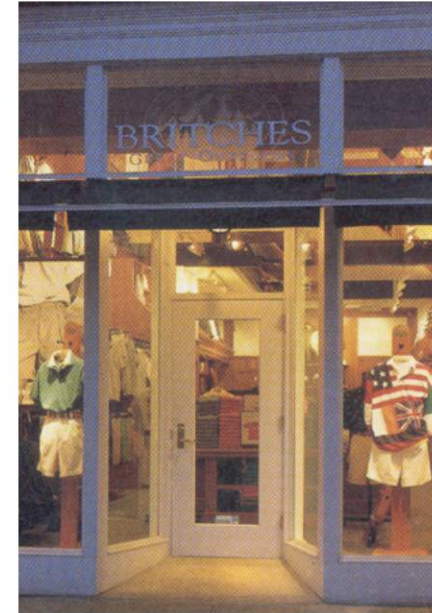
Transoms above the entry door may have the address etched/painted onto the glass, if so desired.

Entrance doors may also have the title of the establishment etched/painted on glass.

PROHIBITED

Under NO circumstances shall a main entrance to an establishment be from the rear or sides of a building. If two or more entries exist, the main entry shall ALWAYS be from Reisterstown Road. Main store entries located at the rear of the building will destroy the Main Street character that is Reisterstown Road.

Solid wooden or metal doors and doors with high small lites shall not be allowed as storefront entries. Extraneous paper signage shall not be allowed.



Lower Bulkhead



REQUIRED

Bulkheads shall be made of painted wood, metal, brick, stone, terra cotta, or spandrel glazing, or other suitable durable materials.

Bulkheads shall be suitable for all seasonal weather conditions and not inhibit snow removal or other maintenance activities.

Non-illuminated board signs may be placed in the bulkhead.

PROHIBITED

Using EIFS as a bulkhead material.

Placing illuminated signage on the bulkhead.

Placing mechanical louvers or equipment on the bulkhead.

Transoms, Piers, Cornice

REQUIRED

Transoms should be multi-divided lites or panes of glass set in aluminum or wood frames or other high-quality durable material.

Operable transoms are permissible for ventilation purposes.

Enclosing Piers shall be made from approved materials, brick if possible. Renovations to existing storefronts shall not cut into existing architectural piers. If it is desired to widen a storefront, new enclosing piers shall be designed.

Above the storefront opening, an architectural cornice, lintel or articulated facade shall be provided.

PROHIBITED

Transoms shall not be infilled with wood or metal panels, contain through-window air conditioning units or contain louvers for ventilation fans.

Piers shall not be made from EIFS.

Cornices that appear too small for the opening they are above.



Awnings



REQUIRED

Awnings should be as wide as the openings they serve.

Awnings should be 8'-10' above the plane of the sidewalk.

Awnings may contain valances.

Colors of awnings should relate to the colors on the existing facade. However, variety in awning colors are recommended between surrounding buildings.

Permissible materials include fire retardant duck canvas or acrylic.

Visible frames for awnings should be clean and painted.

Closed or open valance awnings are acceptable.

PROHIBITED

Internally illuminated awnings are not recommended under any circumstances.

Vinyl is unacceptable material.

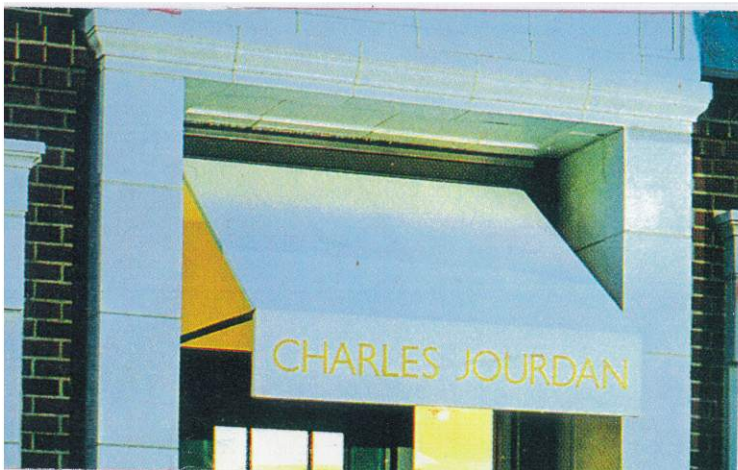
Awnings may not be supported from the sidewalk.

Unfinished visible frames are not permitted.

Retractable awnings.

Awnings shall not cover hanging or other signage.

Awnings that have varied patterns are prohibited.



New Construction-Site Features/Landscaping

REQUIRED

New walks shall be paved with paving materials such as brick, concrete paving units, patterned concrete or stone.

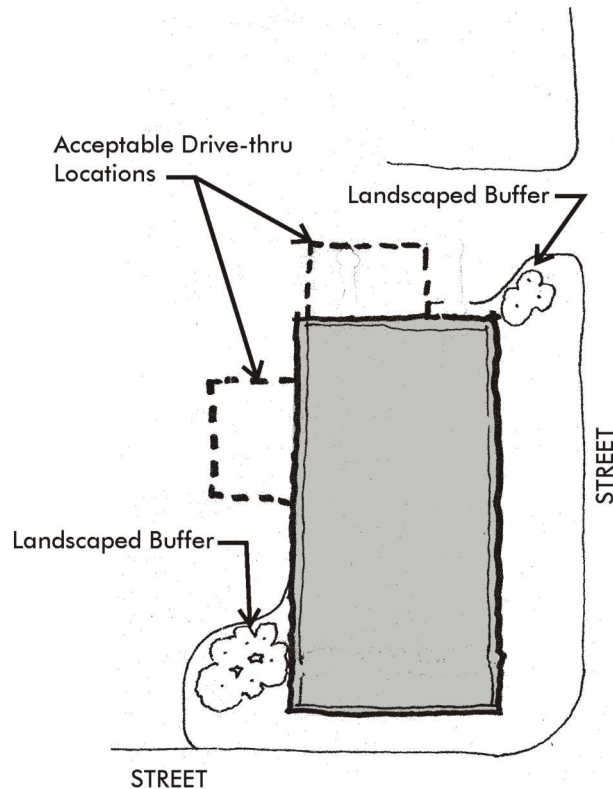
Mechanical equipment: Any type of mechanical equipment should be screened by building elements such as parapet roofs, garden walls or penthouses.

PROHIBITED

Under no circumstances shall mechanical equipment be visible from Reisterstown Road. Through-window units, ventilation louvers and fans, and other wall penetrations for mechanical systems shall not occur on the Reisterstown Road facades.

Asphalt walks are unacceptable.

Drive-thrus shall not be allowed on streets since they detract from the true character of a main street environment. If drive-thrus are required, they should be located at the rear or the non-street side of the proposed building. Whenever possible, drive-thrus shall be located as far towards the rear of the proposed buildings as possible. Adequate landscape buffers should be located between the drive-thru and the main street for screening purposes. Buffers must comply with the Baltimore County Landscape Manual.



Drive-thru locations may only happen on non-street sides of buildings and shall be accompanied by landscaped buffers.

New Construction-Setbacks

A building's setback is the distance it is located inside the property lines. Generally, commercial buildings do not have a front setback, and very small rear setbacks. Main Streets in many communities have no front setbacks, which places the retail buildings directly on the sidewalk and close to the street.

REQUIRED

Buildings shall be set on the street at the existing sidewalk in order to create a Main Street environment. This requirement takes precedence over Section 303.2 of the Baltimore County Zoning Regulations which states in commercial zones, the front setback is an average of the front setback of commercial buildings within 100 feet of the joint side property lines.

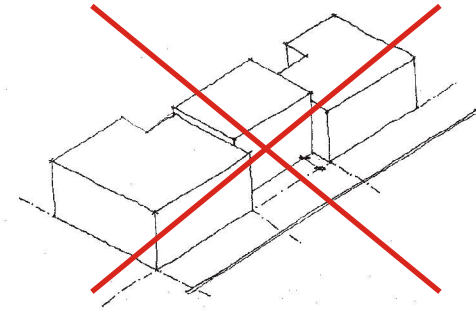
If zero lot lines are required, the new construction should have the same setbacks as the neighboring structures, so that blank side facades are not visible.

PROHIBITED

Forcing buildings too close to the street, or too far back is not advised. An uneven street wall will hinder the creation of a quality Main Street environment.

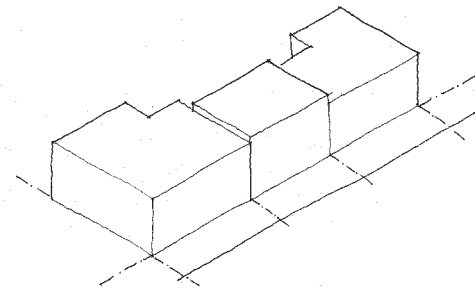
Buildings shall not create an uneven street wall which will hinder the creation of a quality Main street environment.

Blank side facades shall not be visible from Main Street.



PROHIBITED

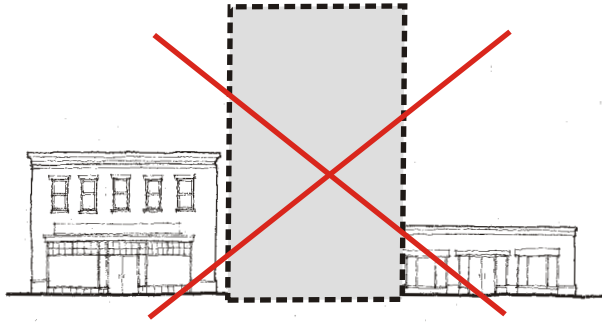
With center building set back from the existing buildings, a jog is created in the street wall exposing the side party-wall facades of the neighboring buildings. This will not create a cohesive street environment.



REQUIRED

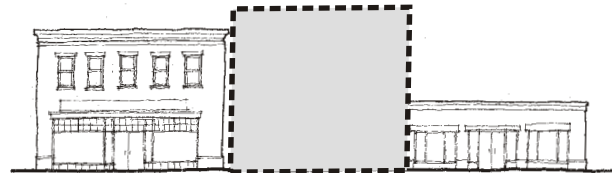
Pull all proposed buildings to the sidewalk, and have the new building's setback match that of its neighbors.

New Construction-Height



PROHIBITED

The height of the center building is entirely too high for the surrounding context. This building will seem out of place along the street.



REQUIRED

The center building is of an appropriate height - it closely follows the heights of its neighbors. While following the existing heights, new construction can still be slightly higher or lower than its context. This will add variety along the street.

Main Street architecture in many urban environments have multi-level buildings. Not only does this help to create a strong, vertical street wall, but it enables a mixture of uses to occur along the street. Offices and residential units help to keep retailers busy throughout the day and evening - not just on the weekend.

REQUIRED

Heights of new construction along Reisterstown Road should relate to the pre-existing heights of the surrounding buildings.

Buildings of two, or three, stories are encouraged to allow for a mixture of uses along the street. Offices or residential units can occur above the store front.

When a building's proposed height exceeds its neighboring buildings by more than a story, a massing strategy must be employed that sets the upper stories back from the main lower facade. This will help to minimize the scale of the new building from the street. Please see illustrated example on page 20.

PROHIBITED

Buildings that do not respect the heights of surrounding buildings.

Removing floors from an existing building.

Scale is the relative size of a building in relation to its surrounding neighbors. Scale is also comparative amongst building elements such as windows, doors, and other elements. Many commercial buildings and Main Street environments have a scale that is closely associated with humans. These buildings and environments are said to have a human scale. Monumental scaled buildings, those seeming larger than life, are historically public structures and sometimes banking institutions.

REQUIRED

New or proposed buildings should maintain a scale in keeping with the pedestrian and the scale of surrounding buildings.

PROHIBITED

Monumental scale should be avoided for commercial/retail buildings.

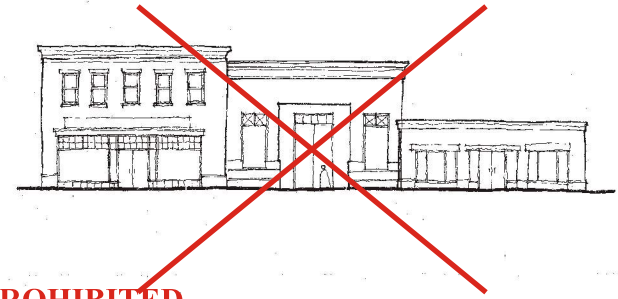
A building's massing is the articulation of the overall building form through the use of upper level setbacks, towers, dormers, roofs, balconies and other elements that project or recess. All of these architectural elements add to the quality of the streetscape.

REQUIRED

Buildings shall be massed in such a way that is compatible with the existing fabric.

Larger commercial projects shall be broken down into smaller elements to encourage variety in the street facade.

New Construction- Scale



PROHIBITED

The center building contains architectural elements that are too large in comparison to the surrounding buildings and to the pedestrian walking down the street.

New Construction-Massing



REQUIRED

The center building illustrates how a four-story building can be placed in a streetscape that contains lower-rise buildings. By the use of belt courses and cornices, the scale of the building is kept low. In addition, the massing of the structure allows a fourth floor to be set back from the three-story mass. The scale and proportions of the new building are appropriate for the surrounding context.

New Construction- Proportions/Facade Openings

Proportion is the dimensional ratio of architectural components that make up a building's facade.

REQUIRED

Elevations of proposed construction shall contain elements that are proportionally harmonious with surrounding buildings.

Historically, multi-level Main Street architecture has exhibited vertically oriented openings.

All new development shall be a minimum of 2 stories in height. Facades will contain two stories including a storefront level and an upper story. The upper story should have a strong cornice line; enclosing piers that frame the storefront below and appropriately proportioned window openings. The storefront below shall be framed by the enclosing piers and a strong lintel or cornice.

New Construction- Details

Details on buildings create a varied close-up experience for the pedestrian. Watertables, brick detailing, and hardware are all details that the pedestrian can examine through sight and touch.

REQUIRED

New construction shall contain human-scaled details that add interest, texture and shadow to the building's facade.



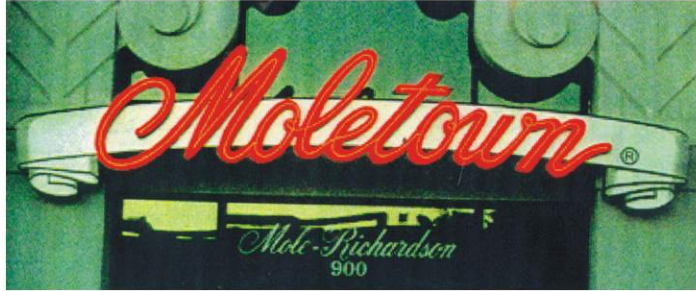
The rusticated watertable, wooden storefront and brick detailing add interest to the pedestrians experience.



Brick and other masonry elements lend themselves to exquisite details. Blank walls should not be unarticulated, but have interest through coursing and materiality.



Types



Signage is the main means which shops, restaurants and service-oriented businesses communicate to their potential shoppers, diners and clients. As such, it is an important and significant element in any retail main street environment. If left unchecked, however, signage can ruin a beautifully crafted built environment. There are many different types of signs, but the general categories are as follows:

STOREFRONT - a sign located above the storefront, generally the largest and main sign for a retailer.

BLADE SIGNS - a secondary sign located perpendicular to the facade of the building. Generally these are hanging type signs.

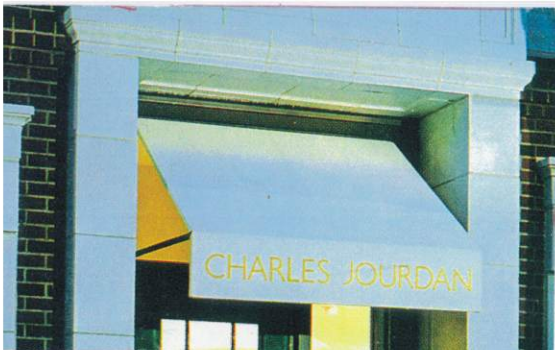
AWNINGS - the awning can be a secondary means of signage when the name of the establishment is silk-screened on the canvas.

OTHER - a multitude of other signage types exist. Sandwich boards, painted letters/logos on buildings or building elements, and banners all constitute other sign types.

LIMITATION

Signage shall be limited to one primary and two supporting secondary signs per business only, so that confusion is avoided and clarity of communication can occur. Varying types of logos, colors and typefaces are discouraged. Extraneous signage becomes an eyesore to the main street. Advertisements, sale type signs should be limited.

Signage in display windows shall not obscure the view into the store.



Signage

Storefront Signage

REQUIRED

Generally, storefront signs are mounted above the storefront opening. The sign shall be mounted flush and centered over the storefront opening. The sign shall contain the name of the establishment, address, and any accompanying logos. Signs should be mounted with concealed stainless steel, bronze, hot-dipped galvanized iron or brass fasteners.

Painted wooden sign board with dimensional elements (e.g. letters, borders, etc.), illuminated via external light source.

Individual channel internally illuminated sign. If an electric raceway is unable to be concealed, it shall be painted to match the surrounding area.

Dimensional metal sign, illuminated via an external source.

Exposed neon lettered sign.

Individual metal pinned letter sign, back lit if desired.

PROHIBITED

Signs shall not contain an e-mail, web-address or telephone number of the property or the proprietor's name (unless the establishment is a professional service office).

Internally illuminated box-type signs, with flat or unarticulated faces.

Vacuformed signs, formed plastics, or injected-molded signs.

No exposed conduit, tubing or raceways, conductors, transformers and other equipment, will be permitted.

No signmaker's labels or other identification shall be permitted.



Awning



REQUIRED

When awnings are present, establishments may list their store name centered on the valance. Letters are to be silk-screened on approved awning material.

Store name, address and logo may also be placed centrally on the sloping portion of the awning.

Hanging wooden or metal dimensional signs may also be hung from the awning frame, if the establishment wishes to not list their name on the awning.

PROHIBITED

Awning signage shall not list the phone number, email or web address, or proprietor's name of the establishment.

Blade/Hanging Signs



REQUIRED

Hanging blade signage should be encouraged for all stores along Reisterstown Road. These signs help to add variety to the streetscape and help the pedestrian locate stores.

Hung perpendicular to the main facade, these signs should be non-illuminated or externally illuminated and be made of approved quality materials.

Blade signs should be hung from appropriate brackets of painted metal or wrought iron.

PROHIBITED

Blade signs shall not be vacuumed-formed signs or internally-illuminated.

Blade signs should not exceed eight square feet (8 s.f.) in area.

Blade signs should not be mounted 8'-0" above the sidewalk.

P Signage

Other Signage

Other forms of signage are encouraged. These include display window lettering, wall mounted banners and sandwich board signs.

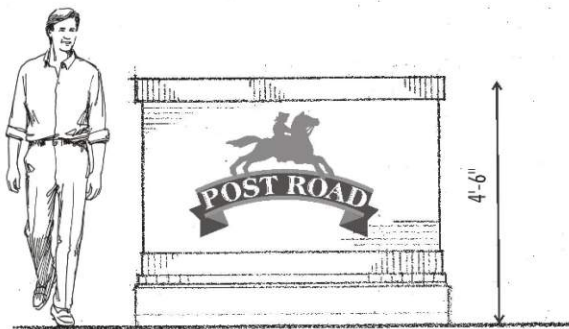
REQUIRED

Window lettering: either painted or etched glass lettering is permissible on display windows and entry doors. Names of establishments and building numbers may only appear on entry doors and display windows.

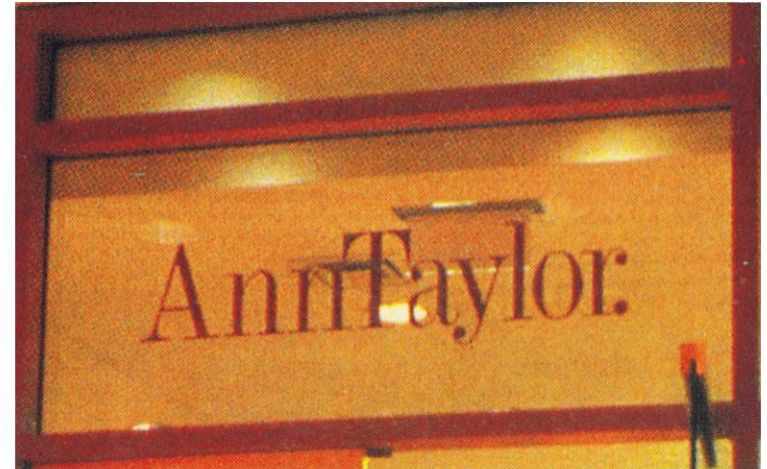
Wall mounted banners: shall be made of fire retardant duck canvas or acrylic. Banners shall be mounted directly to the facade of buildings by secure means. In addition, they shall be mounted 8'-0" above the sidewalk, and be no larger than 32 square feet in area. To reduce wind loading, banners shall be perforated.

Sandwich board signage: establishments, if they so desire, may place out sandwich board signs during business hours on the sidewalk to advertise their wares and services. These signs shall be less than 5' in height, non-illuminated, and shall be heavy enough to withstand wind, yet light enough to remove at closing. In addition, sandwich board signs shall not impede pedestrian traffic.

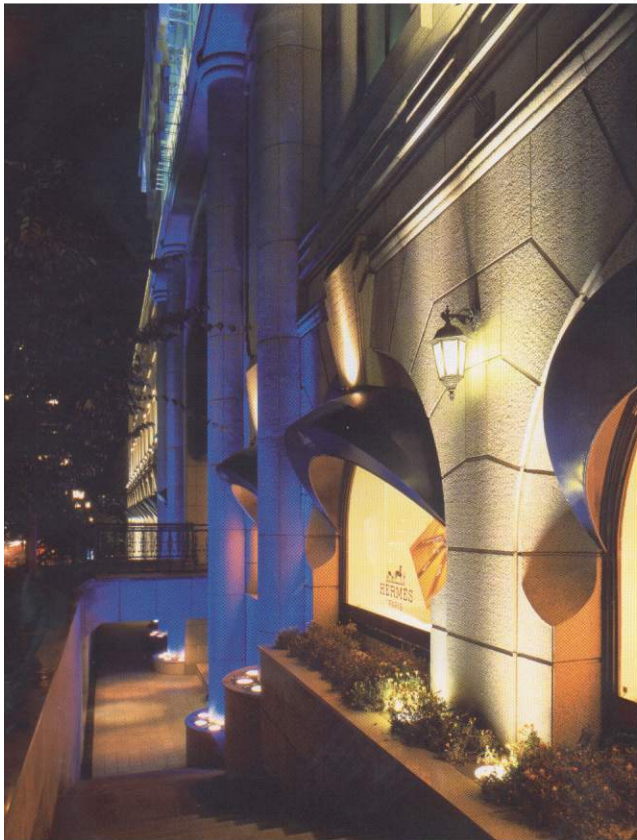
Monument-type signage: When a business is set back from the street, a monument-type sign is encouraged. These signs shall be less than 4'-6" and made from high quality materials like masonry, pre-cast concrete or metal/wooden panels.



Compatible entry monument.



Facade Lighting



REQUIRED

Provide true color rendering lamp types. Sodium or mercury vapor lamps that do not render color correctly should be avoided.

Recessed type lighting at recessed entries and soffits.

Gooseneck signboard lighting.

Facade-mounted sconces that are in keeping with the existing architecture.

Shields should be used to reduce glare to pedestrians and automobile drivers.

Uplighting of architectural elements such as cornices and piers.

PROHIBITED

Wall Pak type security and glare producing lighting visible from Reisterstown Road.

Blinking, flashing, scrolling or video displays, or tracer type lighting.

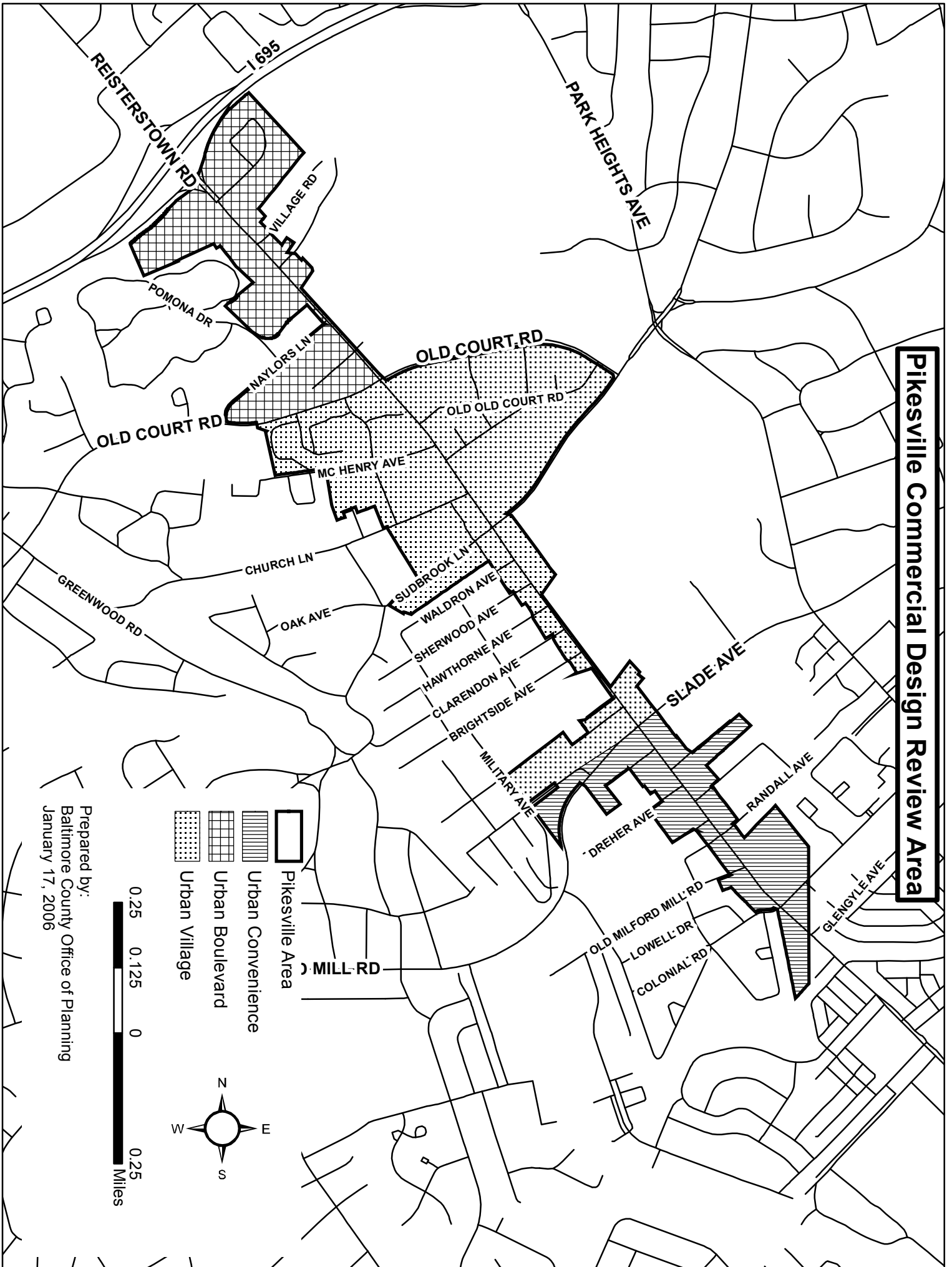
Illuminating the entire storefront.

Excessive luminance of light fixtures.

Colored lighting.

Sodium or mercury vapor lamps.

Pikesville Commercial Design Review Area



Prepared by:
Baltimore County Office of Planning
January 17, 2006

Facade Examples: Before *P*



BEFORE
1000 BLOCK OF REISTERSTOWN ROAD

Facade Examples: After *P*



AFTER

1000-4 Reisterstown Road

- Powerwash existing brick to remove black paint.
- Remove existing reflective metal overhang.
- Install new canvas awnings with shop name. Vary color of awning with each tenant.
- Install new cornice.
- Add new signage boards to existing brick facade. Illuminate with gooseneck lamps.
- Add café seating in front of 1000 Reisterstown.

1006 Reisterstown Road

- Powerwash existing structure to prepare it for new paint.
- Build up existing cornice to hide mechanical equipment from view of pedestrian on the street.
- Install new metal cornice.
- Install new facade illumination letters.
- Add banners to building.
- Replace store front glazing with new system.

1006-8 Reisterstown Road

- Powerwash existing structure.
- Remove existing awnings and add new canvas awnings containing the name of the tenant, each unique to each tenant.
- Install new signage on brick.
- Install new facade illumination.
- Apply tenant logo to existing storefront glazing.

1010 Reisterstown Road

- Powerwash existing structure.
- Remove existing brick planter.
- Remove existing awnings and add new canvas awnings containing the name of the tenant.
- Extend cornice to hide mechanical equipment and to create signage area for tenant.
- Install new signage on brick.
- Install new facade illumination.
- Provide café seating with potted plants

1012 Reisterstown Road

- Powerwash existing structure.
- Remove existing wooden planters.
- Scrape and paint all wooden trim.
- Provide café seating.

Facade Examples: Before *P*



BEFORE
1300 BLOCK OF REISTERSTOWN ROAD

Facade Examples: After *P*



AFTER

| 1304 Reisterstown Rd. | 1308-10 Reisterstown Rd. | 1310 Reisterstown Rd. | 1316 Reisterstown Rd. | 1320 Reisterstown Rd. | 1324 Reisterstown Rd. | 1326-8 Reisterstown Road | 1330 Reisterstown Road |
|---|---|---|--|--|---|--|---|
| <ul style="list-style-type: none"> -Powerwash existing brick to prepare for new paint. -Remove existing tile overhang. -Install new canvas awnings with shop name. -Add new signage board to existing brick facade. -Add blade signage near entry. | <ul style="list-style-type: none"> -Remove existing wooden overhang. -Remove wooden shutters. -Install new metal overhang with shop name. -Add new wooden trim to windows. -Paint all wooden siding, trim and cornice. | <ul style="list-style-type: none"> -Remove existing sign. -Add new sign with internally illuminated individual letters. | <ul style="list-style-type: none"> -Remove existing overhang. -Add new signband/overhang. -Remove old windows and install new double-hung windows. -Install new blade sign. -Consider signage to identify the building. -Repair and paint cornice. -Install new siding. | <ul style="list-style-type: none"> -Remove existing awning. -Add new sign illumination. -Add new awning as shown. -Install new blade sign. | <ul style="list-style-type: none"> -Remove existing sign. -Add new sign illumination. -Remove all extraneous signage. -Replace storefront glazing with new wooden system. -Install new blade sign. -Powerwash existing brick to | <ul style="list-style-type: none"> -Recently renovated. | <ul style="list-style-type: none"> -Recently renovated. -Add café seating and planters. |

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Pikesville



PIKESVILLE CHAMBER of COMMERCE
7 church lane
pikesville, maryland 21208
t 410.484.2337
f 410.484.4151
www.pikesvillechamber.org

BROWN CRAIG TURNER
tide point | cascade building
1030 hull street, suite 301
baltimore, maryland 21230
t 410.837.2727
f 410.837.7447

bct