



## APPENDIX A

### *Guidelines for the Development of a Boulevard District (Floating Zone)*

#### Aesthetic Recommendations

The following items should be addressed in the aesthetic Design Guidelines for the Boulevard District:

**Architectural Style and Facade Treatments:** Guidelines for the architectural style of new and renovated buildings in the BD will be developed, including guidelines for new facade treatments. The guidelines developed must be applicable to and consistent with the types of buildings and land uses envisioned within each of the respective corridors containing the BD. Guidelines will be developed to address the uses anticipated in the ordinance, such as large retail uses, smaller retail opportunities, residential/office combinations, and residential buildings.

**Landscaping:** Guidelines regarding landscaping within the BD will be developed. The guidelines will consider the most appropriate types of plantings and maintenance along a major corridor (high-traffic volumes, sight distance impacts, resistance to road salt and runoff, low maintenance requirements, etc.).

**Streetlights:** Guidelines to achieve safety, consistency, and pleasing aesthetic value will be developed regarding the appearance and placement of street lighting.

**Signage:** Guidelines addressing the appearance, placement, and quantity of signs will be developed as an important part of the implementation of the BD. The new sign guidelines will:

1. Require new businesses to conform and require existing businesses to conform at time of expansion or renovation;
2. Restrict size and design of signs to enhance traffic safety and overall appearance of the corridor;
3. Restrict off-premise signage, freestanding signage, portable signage, flags (except the US flag and other official flags), pennants, banners, flashing signage, sidewalk signage, and pole signs;
4. Determine “sunset” requirements that establish lifetime limits for off-premises signage (billboards);
5. Restrict on-premises signage and window signs in size, number, and percentage of overall window cover; and
6. Permit replacement signage when non-conforming signage is removed.

**Utility Lines:** Overhead utility lines will be buried when feasible.

**Parking:** Guidelines regarding the design of parking areas within the BD will be developed.





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Consideration will be given to the need for construction of parking areas that address landscaping, lighting, pedestrian safety, and overall aesthetic appearance.

### Vehicular and Pedestrian Traffic Control Recommendations

A coordinated, long-term recommendation which combines access consolidation and control, pedestrian and vehicular safety measures, median barriers, parallel service roads, and traffic signal coordination will be part of the overall implementation of the BD. The following items will be considered during the preparation of traffic control measures for both vehicles and pedestrians:

**Access Consolidation:** A coordinated consolidation of accesses to businesses within the BD will be developed. New businesses will be required to divert access points onto service roads where applicable. New service roads will be considered within the respective BD zones throughout the county, and businesses developing next to each other will be required to share access points to state roads where no service roads are available. New “curb cuts” or breaks in the state road right-of-way will be discouraged (particularly between traffic signals that are close together), and existing access points onto state roads will be reviewed for efficiency and safety.

**Traffic Signal Synchronization:** Signalization will be allowed only where traffic volumes warrant the placement of the signal (according to the MD SHA). Where appropriate and in accord with MD SHA practice, signals located within the BD will be synchronized according to the latest technology (“hard wire interconnect”).

**Median Barriers and Median Breaks:** As part of the access control and consolidation, median barriers will be constructed along major segments of the state roadways within the BD. Landscaping of the medians will be designed in accord with the pertinent section of the design guidelines addressing streetscaping. Landscaping materials will be hardy enough to withstand roadway elements while also maintaining safety standards for sight distance.

**Speed Limits:** Vehicular speed within the BD will be considered in the preparation of the traffic control strategies. Speeds will be set in coordination with the MD SHA and in recognition of the types of uses in the immediate vicinity. Speeds may vary within the respective Boulevard Districts throughout the county.

**Pedestrian Movements:** The safety of pedestrian movements within the respective corridors containing the BD will be reviewed. Appropriate locations for crosswalks and other pedestrian crossing movements will be identified. Pedestrian movements will be given higher priority than they are currently at locations supporting a need for safe access (i.e., between shopping areas and residential neighborhoods, schools, churches, etc.). Vehicular speeds and roadway designs will be moderated proximate to these areas. Sidewalks will be given a higher priority during design phases of construction within the BD.

