

# Odenton MARC Station Area Planning

Maryland Department of Transportation



## Summary Report



August 12, 2008

*Cover Image provided by the Lessard Group, Inc.*

Odenton MARC Station Area Planning  
Maryland Department of Transportation

Summary Report



September 15, 2008

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# 1.0 Introduction

With the Base Realignment and Closure (BRAC) of 2005 and demands to pursue Transit Oriented Development (TOD) around the State, the Maryland Department of Transportation (MDOT) undertook a process to explore the program and design of TOD in Odenton, MD. The Odenton MARC Station is a prime candidate for new mixed-use, commercial, and residential projects. The station is well located on the MARC Penn Line in Central Maryland Fort Meade where local BRAC improvements are focused.

MDOT engaged the PlaceMaking Group of Parsons Brinckerhoff (PB) to study the potential for transit oriented joint development on public lands in proximity to the Odenton MARC Station. Activities included providing professional services to ensure that the private development is designed to create a new walkable community with the transit station at its center. The TOD objectives for the Odenton station area include:

- Promote transit ridership in a quality environment;
- Create a positive return on investment for the public and private sectors;
- Direct growth where infrastructure already exists;
- Develop a pedestrian-friendly neighborhood around transit where people can live, work and play;
- Promote higher-densities to support mixed-use development driven by the market; and
- Help to diminish air pollution by discouraging sprawl and promoting multi-modal facilities, such as, trails, sidewalks, plazas and transit.

The Odenton MARC Station is located to the south of Maryland Route 175 and west of Route 170 in Anne Arundel County. The station is within the “Core” of the Odenton Town Center Master Plan and has been designated as a county Growth Area since 1968. The station area is to the east of Fort Meade and the National Security Agency (NSA), both of which are expected to grow as the result of the 2005 BRAC decisions. The Odenton Town Center area is a “designated neighborhood” within the Anne Arundel County Priority Funding Area, a state designation that qualifies the area for state funding.

Ridership at the station is currently about 2400 boardings per day, making it the busiest suburban station along the segment of the MARC Penn Line between Baltimore’s Penn Station and Union Station in Washington, DC. This Penn Line corridor has 19,000 daily riders, which further supports the potential for TOD at the Odenton Station. As part of their ongoing planning process, MTA proposes a range of investments and improvement to the line, including station improvement to meet 2015 demand and station modifications for four main tracks and parking expansion. Below is a diagram that illustrates the physical layout of the existing conditions and proposed rail line expansion.

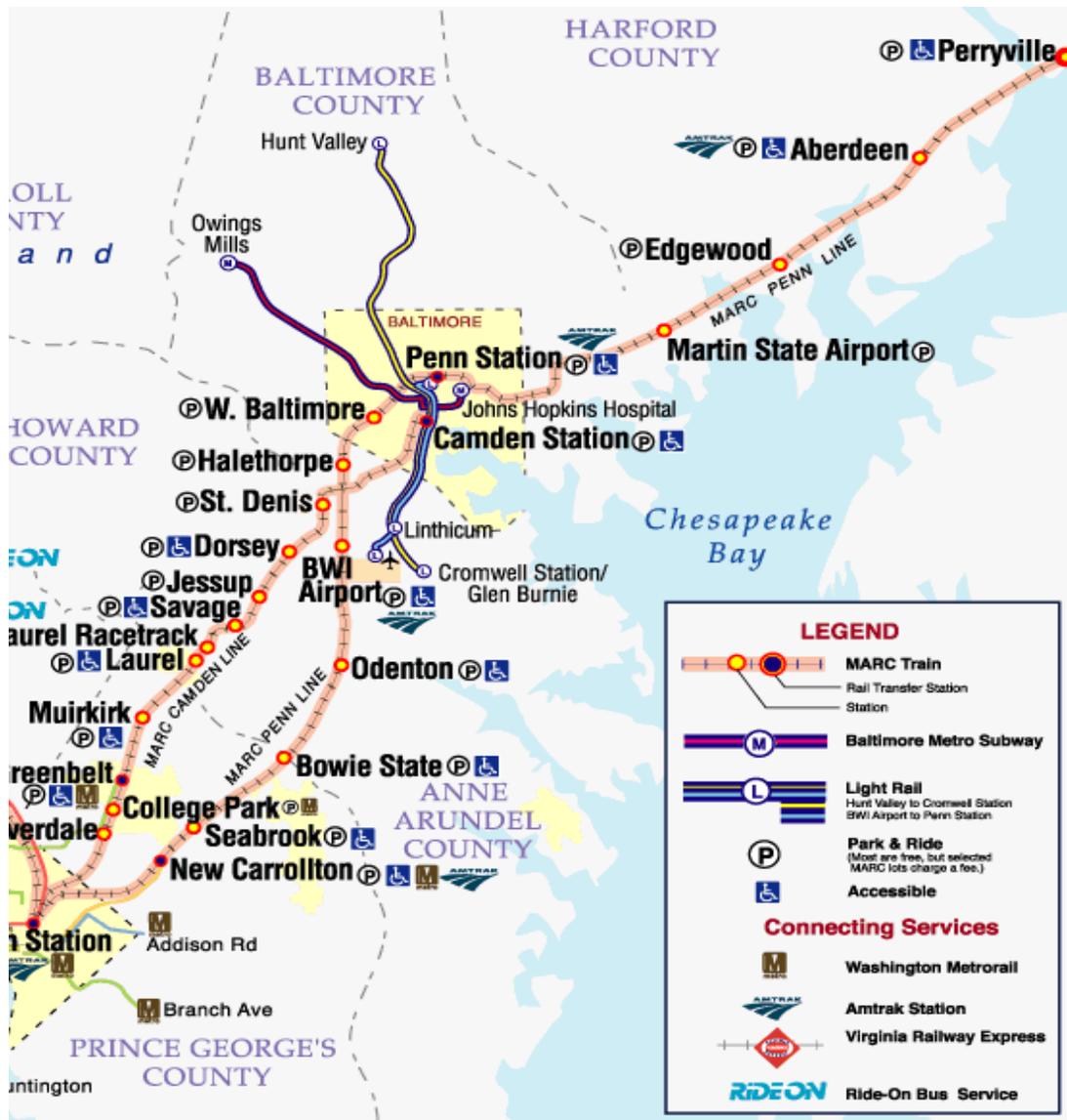


Figure 1: Regional MARC System

# 2.0 Planning Context

## 2.1 The Process

PlaceMaking collaborated with MDOT, MTA, SHA, and Anne Arundel County officials to oversee a public/private station area planning process that:

- Conducted background investigations,
- Studied the local development context,
- Assessed growth pressures,
- Created “agreed to” planning/design principles,
- Surveyed comparable Commuter Rail TOD Projects across the country,
- Proposed a local “development framework,” and
- Worked with the preferred developer to create a recommended TOD scenario.

Following is an overview of the Planning Process. Summaries of this work are included in subsequent sections of this Report.

### 2.1.1 Phase 1: Coordination, Comparables, and Planning to Date

PB was charged with conducting background investigations to support the systematic organization and refinement of a project development program that meets all the parties needs, based on a series of desired outcomes. This effort involved ongoing one-on-one consultations with representatives from MDOT, MTA, SHA, and Anne Arundel County, technical research and analysis, summary memos, a project notebook, and work sessions. This task also included a series of kick-off meetings with the key stakeholders, including the designated development team led by Osprey Property Company, key County officials, key MDOT, MTA and SHA staff, to clearly outline the process and the schedule of work that is being initiated.

#### **2.1.1.1 Stakeholder Interviews**

PB conducted interviews with State and local officials to review new data and brainstorm how to achieve a consensus vision for an Odenton TOD project. The PlaceMaking team interviewed the designated developers for Odenton Town Square Development, LLC, a full range of County planners, and representatives from MDOT, MTA, and SHA. Key concerns included:

- Creating the new development at the MARC station as a signature project with a very strong sense of place.
- Paying more attention to potential traffic impacts. Depending upon the ultimate development program, define future traffic needs to be addressed.

- Exploring the possibility of reducing the scale of MD 175 roadway improvements; only very large (4 to 6 lane) alternatives are being studied.
- Maintaining or expanding the current level of public park-and-ride parking is crucial. How will construction of new garages insure that the full number of public spaces is maintained during the construction cycle?
- Having the private developer provide all public replacement parking. In general, many were skeptical that this could be achieved.
- Increasing the density of the current development proposal. Many felt that the build-out should be approximately FAR 4.0.
- Reducing the expectation of FAR 4.0 to closer to FAR 2.0.
- Planning for a development project that is financially feasible.
- Funding the required infrastructure upgrades, from construction of Town Center Boulevard to installation of an upgraded district-wide utility system.
- Implementing short-term goals for transit service: accommodating current passengers to ensure a pleasant experience, providing weekend service, ensuring ADA accessibility for both platforms, and ensuring an easy walk from future parking spaces to the platform.
- Implementing long-term goals for transit service, such as creating a better transit distribution (shuttle) system (buses and mini-buses)

#### **2.1.1.2 Case Studies of Comparable Commuter Rail TOD Projects**

PB PlaceMaking researched comparable transit oriented developments throughout the U.S., with particular emphasis on those projects surrounding commuter rail stations. The team started with a long list of fifteen commuter rail stations and narrowed the list to eight final candidates. Stations included two in New Jersey (South Orange and Rahway), one in New York (New Rochelle), two in Illinois (Arlington Heights and LaGrange), two in California (Mountain View and Oceanside), and one in Pennsylvania (Paoli). Investigations addressed level of transit service, description of the scale and density of existing and proposed development, and documentation of the case studies for public discussion, including photos, maps, illustrative diagrams/drawings, etc. Lessons learned ranged from the importance of setting and the market to the initiative of local leadership. A summary of this work is presented in Chapter 3.

#### **2.1.1.3 Proposed Development Framework**

PB PlaceMaking collected information, data, drawings, and maps of ten planned private developments located throughout the Odenton Town Center. The purpose was to diagram and map these proposed development and illustrate how they can be tied together into a rational and supportive pattern. This work was completed with the publication of the “Preliminary Development Framework” diagram; a summary of this work is presented in Chapter 5. The framework was crafted to optimize the linkages and relationships among proposed developments with an emphasis on centrality, i.e. the importance of a strong center, a strong sense of place, a vibrant active community, integrated mixed use developments, and adequate supporting infrastructure.

#### **2.1.1.4 Project Notebooks**

A project Notebook was prepared for each of the public agency representatives and the designated development team to organize background information and highlight materials from upcoming visioning and workshop meetings. Sections in the final Notebook described:

- Regional planning and economic context,
- Development Framework
- Case Studies,
- Guiding Principles,
- Town Center Master Plan Summary,
- Town Center Boulevard,
- MARC growth plans,
- BRAC Action Plan,
- MD 175 expansion project,
- Market Assessment, and
- Current Development Proposal

### **2.1.2 Phase 2: Visioning, Concept Planning and Development**

Due to the intensive, collaborative nature of the work, the MDOT team organized the project work process around a series of workshops, coordination meetings, interagency strategy meetings, and work sessions to convey the results of technical work and advance the planning for TOD in the Odenton station area. During this process analytical work was shared, feedback was assembled, and direction of the development team was studied, critiqued, re-examined, and shaped into a scheme that was acceptable to the project stakeholders.

#### **2.1.2.1 Interagency Workshops/Coordination Meetings**

MDOT and PB PlaceMaking conducted a series of milestone workshops/meetings with agency representatives and the designated development team as the project progressed . A summary of the key meetings to date follows:

**Meeting 1: State Team Workshop** (February 19, 2008) – This meeting gathered the key representatives from MDOT (including MTA and SHA). The agenda for this meeting included: identification of the various private development projects in the area, discussion of key issues, creation of the draft Odenton-specific Guiding Principles, and preparation for the full interagency workshop to be held February 29.

**Meeting 2: Interagency Workshop** (February 29, 2008) – This workshop drew in all of the public stakeholders, including a range of representative from both the State and the County. Attendees from the State included MDOT, MTA and SHA staff, while attendees

from the County included representatives from the Office of Planning and Zoning, DPWT/Engineering, Traffic, and the Economic Development Corporation. Bob Hannon of the Anne Arundel County Economic Development Corporation (AACEDC), a leader for much of the County's work in the Odenton Town Center, played a pivotal role in the meeting, as did Bay Area Economics (BAE), the consulting team's economic consultant, who presented their conclusions from their market study.

**Meeting 3: Developer/Agency Coordination Meeting** (April 4, 2008) – The Interagency Group was expanded to include the development team (Osprey, Reliable, Bozzuto) and this was the first meeting of the larger team. Key issues were discussed and consensus was achieved on a number of concerns such as designing the central space in the project as an active vibrant place, maintaining at least 2,000 Park and Ride spaces throughout the construction period, limiting the MD 175 expansion to four lanes, and assuring that the development program fit current market demand. PlaceMaking staff presented a draft set of “Design and Development Guidelines” to further highlight important principles that needed to be incorporated into the developers proposals. The developer gave a brief update of their work to date.

**Meeting 4: Development Team Meeting** (May 12, 2008) -- This meeting was between MDOT staff and their consultants and the designated development team. Its purpose was to review the developer's plans and phasing strategies that had been revised in response to comments from the previous meeting. The meeting included MDOT responses to key issues raised by the development team's presentation of their revised scheme and phasing strategy.

**Meeting 5: Development Team Work Session** (May 23, 2008) – In response to the developer proposals on May 12, the PlaceMaking team prepared a series of “Site Design Questions and Comments” that addressed Urban Design, Access, Phasing and other Site Constraint issues. Based on this feedback and input from the State and County representatives, MDOT and the development team discussed how the current proposal could be adjusted to respond to those questions.

**Meeting 6: Agency/Developer Coordination Meeting** (June 9, 2008) – This meeting reconvened the full interagency stakeholder group (both State and county) and the development team presented their latest scheme and phasing strategy. This meeting provided valuable input from the State and county agency representatives to the development team.

#### **2.1.2.2 Recommended TOD Scenario**

The development team created the recommended TOD scenario, based on guidance from the State and PlaceMaking team to ensure that the resulting scenario would create a sustainable, vibrant transit-focused community. The Recommended TOD Scenario is described in Chapter 7 of this report.

## 2.2 Odenton Town Center Master Plan

This section provides a brief summary of the Odenton Town Center Master Plan (OTC Plan). The Master Plan outlines a definitive framework for managing future growth and provides an array of tools, incentives and regulations to achieve a new vision for Odenton. In addition to its regulatory standing, the Master Plan provides general planning guidance to be used in making land use, development review, zoning, and public improvements decisions. The entire Master Plan can be found at: <http://www.aacounty.org/PlanZone/MasterPlans/OTC/Index.cfm>

“Odenton Town Center” is the name given to the entire Odenton Growth Management Area. The Town Center covers 1,620 acres, located in the western part of Anne Arundel County only twelve miles from the City of Baltimore, sixteen miles from Washington DC, and five miles from the Baltimore Washington International Thurgood Marshall Airport (BWI). Odenton is one of three designated “Town Centers,” in Anne Arundel County, the others being Parole to the southeast and Glen Burnie to the northeast. It is strategically located in the Baltimore-Washington corridor at the junction of Maryland Routes 32, 170, and 175, with close connections to Baltimore and Washington via MARC commuter rail, the Baltimore-Washington Parkway, and Interstate 95. It is adjacent to the U.S. Army Base, Fort George G. Meade which is also the home of the National Security Agency (NSA).

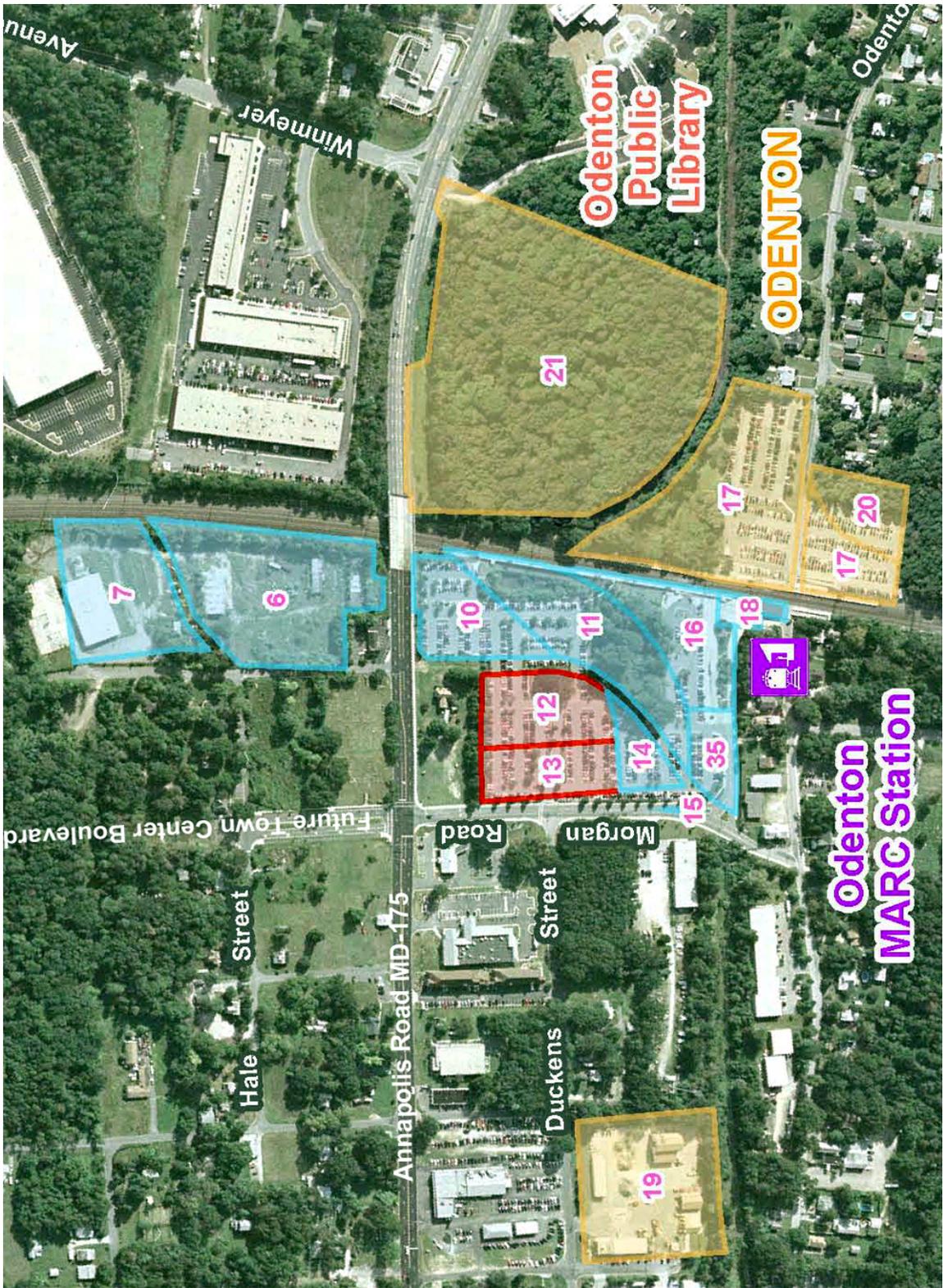
The Odenton Town Center is at the heart of an area that has experienced tremendous residential and business growth in recent decades and is expected to experience more growth which is expanded and accelerated by BRAC. The Odenton Town Center is particularly well positioned to deal with that growth and provide a center of community activity to serve the growing population. In addition, a significant portion of the land close to the station is publically-owned (see **Figure 2**), providing the opportunity for joint public-private collaboration to best utilize the land for transit-oriented development. The presence of the MARC train station in The Odenton Town Center, the proximity of the Odenton Town Center to major highways and regional connector roads, the bus service to the Odenton Town Center and the connection of the Odenton Town Center to area hiker/biker trails combine to make the Odenton Town Center accessible to all.

### 2.2.1 Goals

The goals for development of the Odenton Town Center (OTC) are as follows:

**Goal 1:** Create a destination for shopping, employment, entertainment, education, and other public services that serves the Odenton area and West Anne Arundel County.

**Goal 2:** Capitalize on access to regional public transit by creating development conditions that promote transit use by both residents commuting out and workers commuting into Odenton.



**Figure 2: Publicly-owned Land**  
 Source: Maryland Department of Transportation

**Goal 3:** Embrace the State’s Smart Growth principles and create a compact, mixed use urban Core that is designed so that jobs, housing, and daily needs are within walking distance of each other.

**Goal 4:** Create a strong sense of place for the town center that draws upon and respects Odenton’s heritage and its historic resources.

**Goal 5:** Protect the natural resources of the OTC and in particular the wooded upland wetlands in the northern portions of the OTC.

**Goal 6:** Provide community spaces.

**Goal 7:** Ensure accessibility of the Town Center by those traveling on foot or by bike, auto, bus, or train.

## 2.2.2 Framework of the Plan

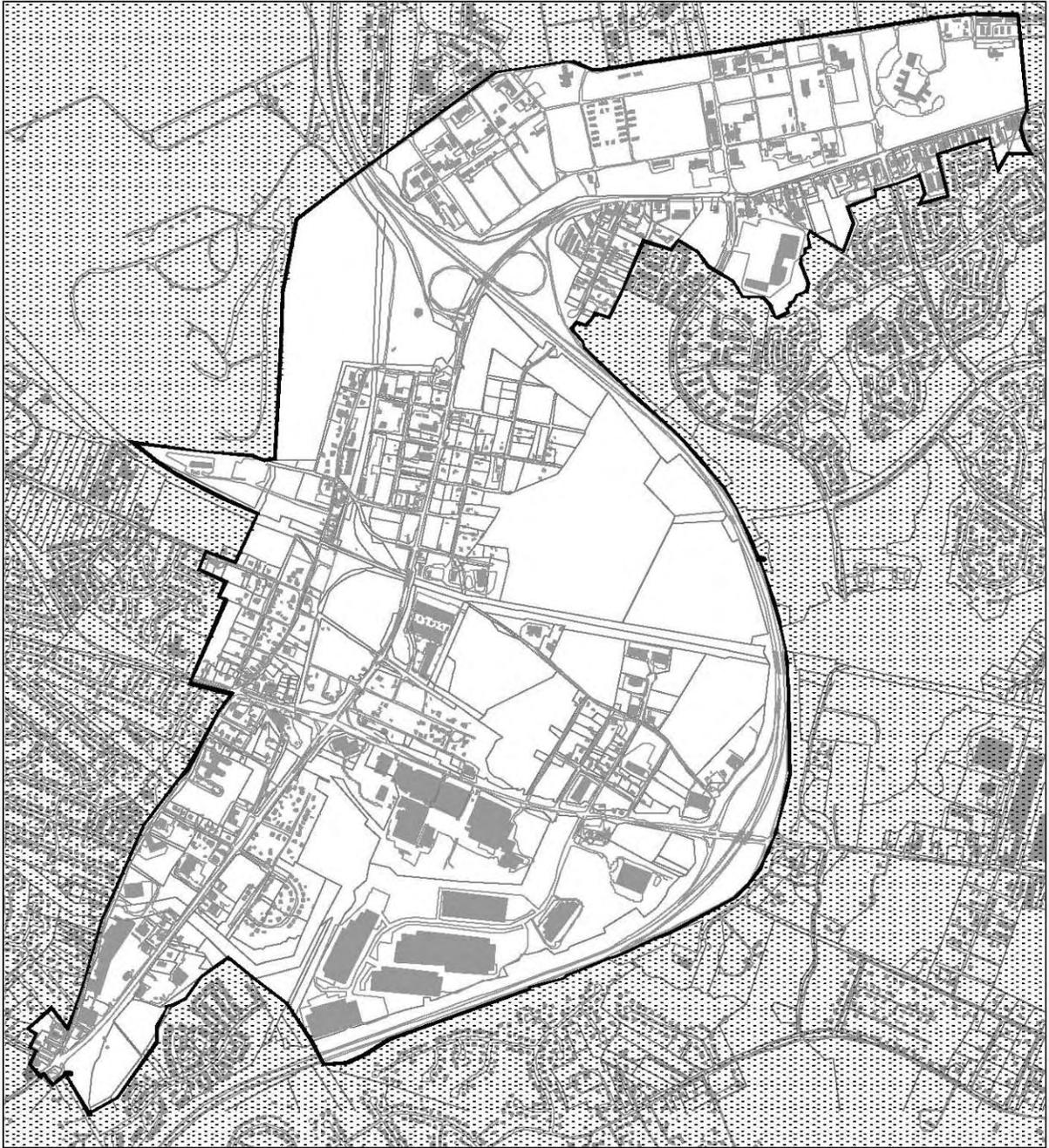
The OTC Plan contains numerous functional components, including sections on Roads, Streets and Highways; Block Layout and Design; Greenways and Trails; Pedestrian and Bike Pathways, and Streetscapes. It also includes specific design standards for site design, environmental considerations, architecture, open space and activity areas, signs, parking, and landscaping. **Figure 2** illustrates the parcelization of the publically-owned land and **Figure 3** illustrates the Town Center boundary.

Specifically, the OTC Plan sets forth:

- Goals, policies and procedures,
- Guidelines for future growth,
- Standards for review for individual applications for land use development,
- Recommended fiscal and public finance programs and policies that further the goals of the Plan and implement its recommendations,
- Methods of streamlining the permit process, unifying, as practicable, related regulatory processes and programs such as zoning, sub-division, landscape manuals, storm water management, road codes, and other regulatory codes,
- Credit, bonus, and incentive systems that encourage and support owners and developers to build vertical, mixed-use projects linked to pedestrian walkways and transit/structured parking facilities,
- A series of disincentives to build or renovate in sprawling, low intensity patterns, and
- Significant enhancements to environmental best practice and quality standards

## 2.2.3 Planning Sub-Areas

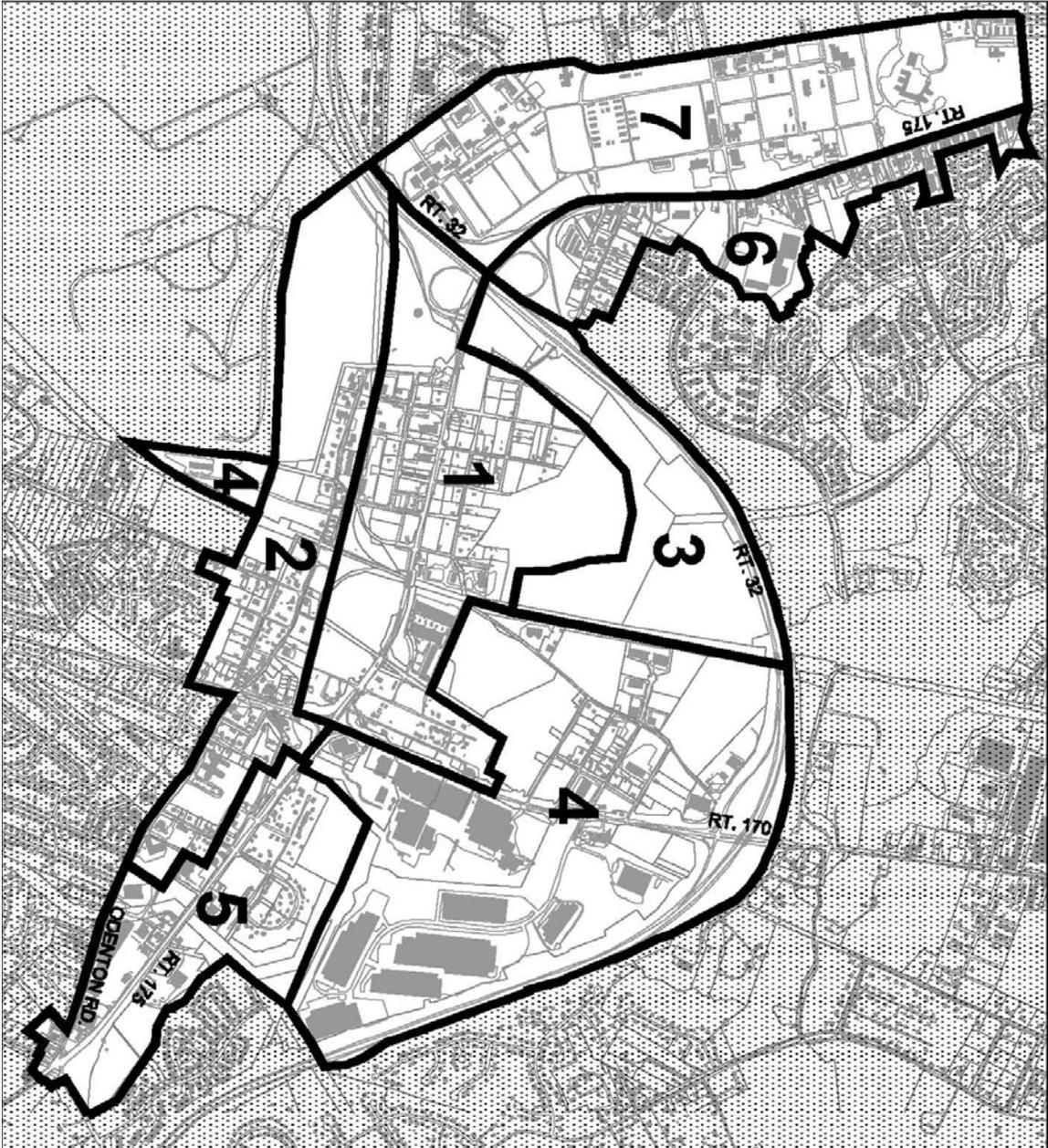
The Plan also establishes seven new zoning subareas/categories based upon the nature of past development in the category area and the Plan goals for future development or redevelopment of that area (see **Figure 4**). The Subareas are divided into numerous



**Figure 3: Town Center Master Plan Boundary Map**  
Source: Town Center Master Plan

*Sub-Area Regulatory  
Zoning Map*

- 1** Core O-COR
  - 2** Village O-VIL
  - 3** Transition O-TRA
  - 4** Industrial O-IND
  - 5** East Odenton O-EOD
  - 6** North Odenton O-NOD
  - 7** Fort Meade Areas O-FTM
- Odenton Border



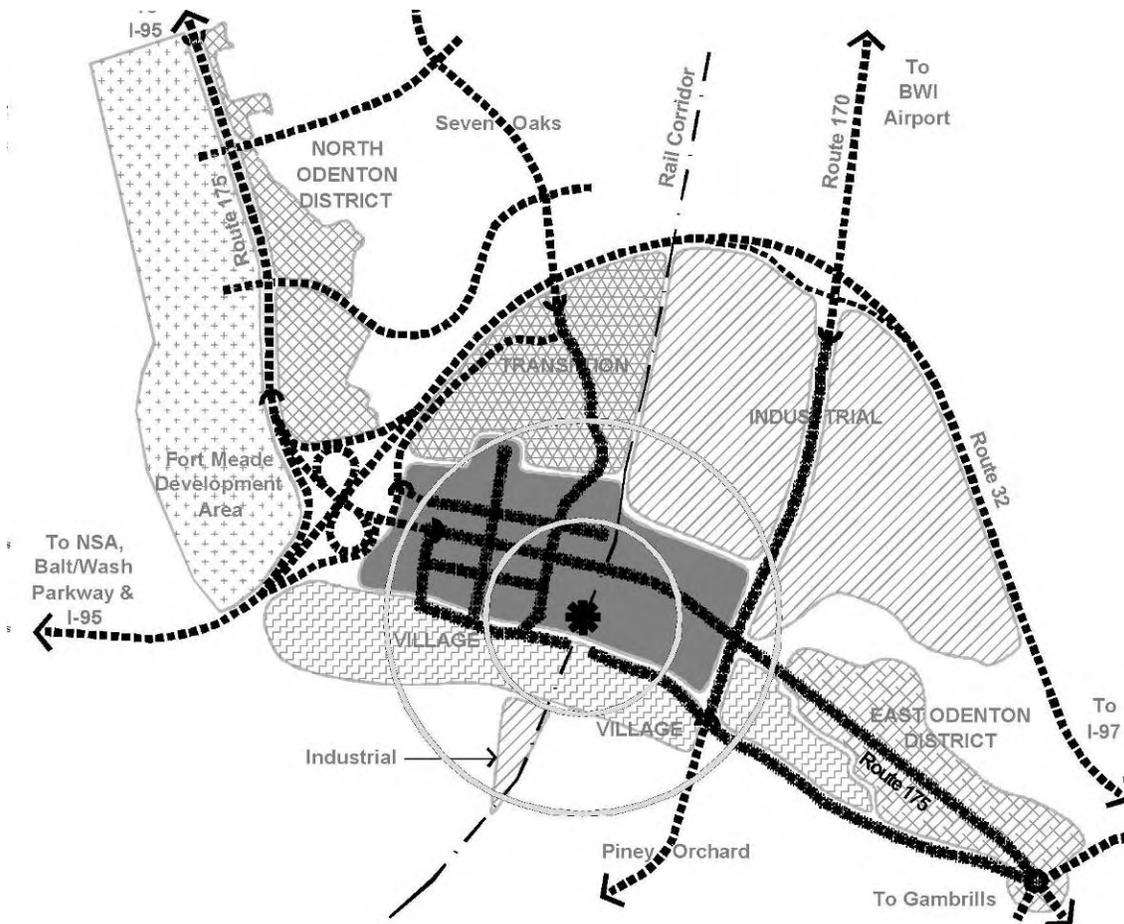
**Figure 4: Sub-areas Regulatory Zoning Map**

*Source: Town Center Master Plan*

blocks, each with special characteristics. The Plan sets forth criteria for development in each Block, some of which may be common to the entire Plan, or specifically detailed to serve as development criteria for that particular Block. The zoning categories prescribe permitted uses, dimensional requirements (setbacks, yards, heights, massing and similar components), density in dwelling units per acre (DUA), and intensity of development in allowable Floor Area Ratios (FAR), ratios of required mixes of use, and the sequencing of development of those uses. These seven zones are intended to be by-right zones, not overlay or floating zone classifications.

The seven Sub-Areas are mapped in **Figure 4: Subarea Regulatory Zoning Map**. The current Odenton Town Square project lies in three of these subareas, including the **Core**, **Village**, and **Industrial**. Each of these three Sub-Areas has a specific character and purpose within the overall concept as defined below:

**Core** – This is the heart of the OTC. It will be the most intensely developed area with a diverse mix of retail, office, civic, and housing uses combined to create a vibrant live/work community. The Core will also serve as a regional destination for the surrounding community, meeting shopping, business, service, entertainment, and transit needs. Development in this area will create a strong pedestrian environment and



**Figure 5: Town Center Development Concept**

*Source: Town Center Master Plan*



**Figure 6: Core Subarea Illustrative Vision Plan**  
 Source: Town Center Master Plan

automobile traffic will be secondary to the needs of the pedestrian. Transit use from the neighboring MARC Station will be encouraged. Building designs will be created that relate directly to the pedestrian environment with interesting facades, attractive display windows, little or no setback, and easy and frequent access points.

**Village** – The Village area of the OTC is the historic center of the community. The area includes a designated historic district, which includes several historic properties that set the framework for the general character and scale of the village. This traditional center of the community is envisioned as a place to live, work, and shop while maintaining the historic village character and residential feel. Design and historic preservation standards are provided to help ensure that new development will complement the traditional architecture, yards, and street character. The transit station will be a focal point of activity for the village with development of small specialty shops in the immediate area.

**Industrial** – Large-scale industrial development has already set a pattern in the area to the east of Telegraph Road. Large warehouse buildings sited to minimize visual impact on the surrounding area, wide roadways lined with trees, and natural wooded buffers are characteristic of the existing industrial development. Similar development character is envisioned as the industrial area expands across Telegraph Road. A few older industrial buildings line Telegraph Road and are part of the historic character of the community. Improved streetscape elements along this area will improve the visual character of these buildings, and pedestrian improvements will aid movement of pedestrians across Telegraph Road from the buildings to their associated parking areas.

**Figure 5** presents the Town Center Development Concept that highlights the MARC station and the publically-owned joint development parcels at the center of the “Core” development area.

## 2.2.4 Illustrative Vision Plan

**Figure 6:** Core Area Illustrative Vision Plan highlights the land use vision for the immediate MARC Station Area. This Core Area Vision Plan, as well as others found in the full document, shows the OTC area as it could become by the year 2020, if this vision and plan are implemented. The Odenton Town Center is envisioned as a vital community where some live and work and others come for the shopping, entertainment, cultural activities and transportation access. It is intended to bring the diverse population of the Odenton area together as a community.

The Odenton Town Center will be a retreat of green places, memorable spaces and pleasant connections. The preservation of places of historical significance, special beauty and environmental sensitivity together with the carefully planned development of the area, will make the Odenton Town Center a unique and special place and a source of pride and enjoyment for all who live, work and visit it.

STATEWIDE - TRANSPORTATION										
ACTION								RESPONSIBLE STATE AGENCY		
	2008	2009	2010	2011	2012	2013	2014		2015	
<b>I. Promote Transportation Alternatives - Transit, Carpool and Vanpool</b>										
1) Implement MARC Growth and Investment Plan, improving service for existing customers and expanding capacity and service	●									MTA
2) Promote seamless transit connections and customer convenience to and on military installations	●				●					MTA
a. Develop MOUs to address security issues of direct service			●							MTA
b. Coordinate with APG and Ft. Meade on internal mobility for transit riders			●		●					MTA
3) Complete Smart Card implementation to provide seamless connections between MTA transit services, WMATA, and LOTS				●						MTA
4) Provide continual ride-share coordination, promoting transit options, cost-effective carpooling and van pooling	●									MTA
a. Add temporary coordinators for one-on-one support during BRAC influx			●		●					MTA
b. Explore "Flex-car" service options	●									MTA
5) Assess feasibility in BRAC corridors for revitalizing communities through transportation improvements with emphasis on mass transit	●								●	MDP, DHCD, DBED, MDOT
<b>II. Encourage Smart Growth Transportation Policies and Projects</b>										
1) Revive the Community Safety and Enhancement Program	●									MDOT
2) Expand pedestrian and bicycle access	●									MDOT
a. Emphasize inclusion of sidewalks and bicycle lanes in SHA projects										MDOT
b. Target potential BRAC transportation enhancement program funding for bicycle and pedestrian improvements	●									MDOT
3) Promote TOD projects along MARC and WMATA system, targeting mixed-use and walkable, vibrant communities	●									MDOT, MDP
4) Promote growth in targeted municipalities and growth areas through investments such as evaluation of additional MARC stations	●				●					MTA

**Table 1: Statewide Implementation Schedule, Transportation Alternatives, Smart Growth**

Source: State of Maryland BRAC Action Plan Report

Website: <http://www.governor.maryland.gov/brac/documents/BRACsection3.pdf>

## 2.3 Planned MARC Station Growth and Investment

The Odenton Station is on the Maryland Transit Administration's MARC commuter Penn Line serving an all-time record of 30,000+ daily riders. Ridership exceeds capacity on peak period trains and recent growth has been over 6% per year during the past decade for the entire system. Ridership demand is expected to continue growing due to:

- Revitalization of Baltimore City's residential areas;
- Strong employment growth in corridors served by rail;
- BRAC-related activities in view of the fact that Fort Meade is located near the Odenton Station;
- Continuing regional highway congestion and suburban population growth;
- Expanded federal fare subsidy programs;
- Odenton's central location between Baltimore and Washington, DC, and
- The increased cost of gasoline.

Capacity constraints threaten the ability of the MARC system to meet the projected demand with an acceptable level and quality of service. Investment is needed to comprehensively address system capacity needs in multiple areas including parking, additional train sets, spare equipment, tracks, storage facilities and maintenance shops. Providing better service and a new framework for mobility in Central Maryland can result in fast, reliable transportation while strengthening the economic and social ties between Baltimore and Washington.

MARC Growth Plan objectives involve:

- Increasing passenger-carrying capacity threefold and increase in the share of trips by MARC during peak travel periods. Increase capacity by lengthening trains, adding more peak hour trains, and providing mid-day, late evening and weekend service;
- Providing express and limited stop service;
- Providing infrastructure to support 15-minute peak headways on the Penn Line;
- Investing in rolling stock and infrastructure improvements; and
- Improving reliability to 95% on-time or better.

The 2035 Plan for the Penn Line in MARC's 2007 Growth and Investment Plan (see **Table 2**) outlines a 25-year effort that defines incremental improvements to the system. A seating capacity of 60,000 on the Penn Line alone in 2035 is projected. The proposed TOD development at the Odenton Station will be strengthened by improvements to the MARC rail system, particularly due to the planned expanded service aimed at the BRAC market and station modifications. An increase in ridership because of planned mid-day, late evening and weekend service along the Penn Line will further benefit mixed-use development in the Odenton Town Square, which needs higher densities and ridership numbers, and an 18-hour, 7 day a week transit use to support projected retail square footage.

**Table 2: Planned Penn Line Improvements**  
 Source: Maryland Department of Transportation

FORT GEORGE G. MEADE - TRANSPORTATION										
ACTION									RESPONSIBLE STATE AGENCY	
	2008	2009	2010	2011	2012	2013	2014	2015		
<b>I. Promote Transportation Alternatives - Transit, Carpool and Vanpool</b>										
1) Evaluate additional direct transit service to Ft. Meade through Local Bus (LOTS) Anne Arundel and Howard transit development plans	●									MTA
<b>II. Implement Strategic Roadway Investments: Near-Term Transportation Improvements</b>										
1) Conduct traffic study to identify potential intersection improvements	●									SHA
<b>III. Implement CTP Transit Project Pipeline (FY 2008-2013 Draft CTP*)</b>										
1) Planning for Odenton MARC Station - structured 2,500+ space parking garage	●									MTA
2) Planning for Baltimore Washington Investment Corridor Study, to include MARC market and capacity analyses (Greenbelt to BWI)	●									MTA
3) Central Maryland Transit Facility, Ft. Meade	●									MTA
a. Planning and engineering	●									MTA
4) Support LOTS for Anne Arundel and Howard counties (FY '08)	●									MTA
5) Planning and engineering for assessment of transit needs for BRAC: Ft. Meade-related studies	●									MTA
a. Conduct BRAC commuter bus study (to assess direct routes into Ft. Meade and associated Park & Ride lots)	●									MTA
<b>IV. Implement CTP Highway Project Pipeline (FY 2008-2013 Draft CTP*)</b>										
1) Planning study for MD 175 from MD 170 to MD 295	●									SHA
2) Planning study for MD 198, from MD 295 to MD 32	●									SHA

\*Time Frame for Project Pipeline is only from FY 2008-2013, the Draft CTP Period

	2010	2015	2020	2035
Additional Daily Seats	3,400	12,000	16,000	13,000
Rail Service Improvements	<ul style="list-style-type: none"> <li>• Lengthen trains</li> <li>• Additional peak and reverse peak trains</li> <li>• Late evening and weekend service</li> </ul>	<ul style="list-style-type: none"> <li>• Additional peak and reverse peak trains</li> <li>• Increase frequencies to Aberdeen</li> <li>• Peak service to Elkton and Newark</li> <li>• Connectivity to Baltimore Core services</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction of limited stop trains at 30-minute intervals</li> <li>• Additional peak express service</li> <li>• N. VA extension</li> </ul>	<ul style="list-style-type: none"> <li>• Full 4-track railroad with "transit-like" service through Baltimore</li> <li>• Connectivity to Baltimore Subway</li> </ul>
Incremental Capital Investments	\$83 million	\$990 million	\$1.3 billion	\$570 million
Incremental Operating Cost	\$7 million/yr	\$20 million/yr	\$14 million/yr	\$20 million/yr

**Table 3: Fort Meade Implementation Schedule**

Source: State of Maryland BRAC Action Plan Report

Website: <http://www.governor.maryland.gov/brac/documents/BRACsection3.pdf>

## 2.4 BRAC Action Plan

During the 2007 Regular Session of the General Assembly, the State of Maryland committed almost \$2 billion for BRAC-related infrastructure improvements over the next five years. Twenty-three percent or 10,000 of the cumulative, direct, indirect and induced jobs will be located at Fort George G. Meade in Anne Arundel County near the Odenton MARC Station. By generating the single largest job growth in the State since the end of World War II, Maryland is seeking to optimize the benefits resulting from this realignment and consolidation of military missions and activities.

Fort Meade has an area of approximately 5,415 acres and it employs approximately 40,000 personnel within 80 tenant organizations from all military services and several federal agencies. The BRAC Commission recommended that three major activities relocate to Fort Meade: the Defense Information Systems Agency, the Defense Media Activity and the Defense Department's Adjudication Activities. Additional growth at the National Security Agency and other commands contribute to at least 6,000 additional personnel. This job growth is expected to attract personnel and their families to the area who will need homes, schools, office space and other services. This demand will be partially met at Fort Meade offering the potential for new development and infrastructure improvements in nearby locations.

Fort Meade proposes to use the Army's Enhanced Use Lease program to implement actions that involve leasing parcels of Army land to a private developer. Office space capacity for as many as 10,000 personnel is envisioned from this arrangement. In the

State of Maryland BRAC Action Plan, numerous actions items address how the State will assist in meeting the projected employment and population increases.

## **2.5 MD 175/Annapolis Road Improvement Project**

In relationship to the highway network serving Odenton, the State Highway Administration (SHA) and their county and local partners are focusing their efforts on MD 175 between MD 295 and MD 170 near Fort Meade. As mentioned previously, Fort Meade is expected to attract thousands of new jobs. In addition, because of the increasing developments in the area, traffic volumes nearby will increase by more than 50 percent by 2030. The purpose of the MD 175 project is to improve the existing capacity, traffic operations, intermodal connectivity, and vehicular and pedestrian safety on highway, while supporting existing and planned development in the area. This is one of many projects in Maryland designed to prepare the State for BRAC-related growth.

### **2.5.1 Scope**

MD 175 is a major east-west corridor serving several different types of travelers including commuters, military personnel, commercial, and residential traffic. This roadway is functionally classified as an Urban Minor Arterial.

The purpose of the MD 175 project is to improve the existing capacity, traffic operations, intermodal connectivity, and vehicular and pedestrian safety of MD 175, while supporting existing and planned development in the area. In addition, this project will serve to accommodate future transportation needs in and around Fort Meade, and it will improve connectivity between Odenton and MD 295.

### **2.5.2 Alternatives Retained for Detailed Study**

The current lineup of alternatives – known as the *Alternatives Retained for Detailed Study* – have been through an engineering and environmental analyses. The results were published this past spring, coinciding with a public hearing in June of 2008. Following is a description of the current alternatives:

#### **Alternative 1 - No-Build**

No major improvements are proposed. Minor short-term improvements would occur as part of normal maintenance and safety projects. This alternative does not address the Purpose and Need for the project. However, it serves as a baseline for comparing the impacts and benefits of other proposed alternatives.

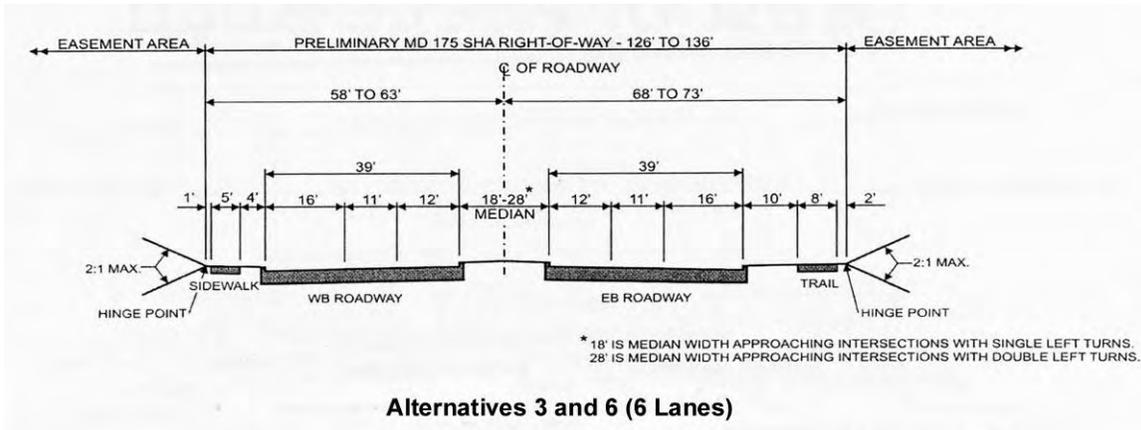
#### **Alternative 2 - Transportation Systems Management (TSM)**

This alternative consists of a wide range of spot improvements throughout the corridor that address the most serious concerns at specific locations or segments of roadway. TSM improvements generally could be constructed with relatively low costs and few

environmental impacts, but would provide no substantial improvements in capacity or operations to address future traffic conditions.

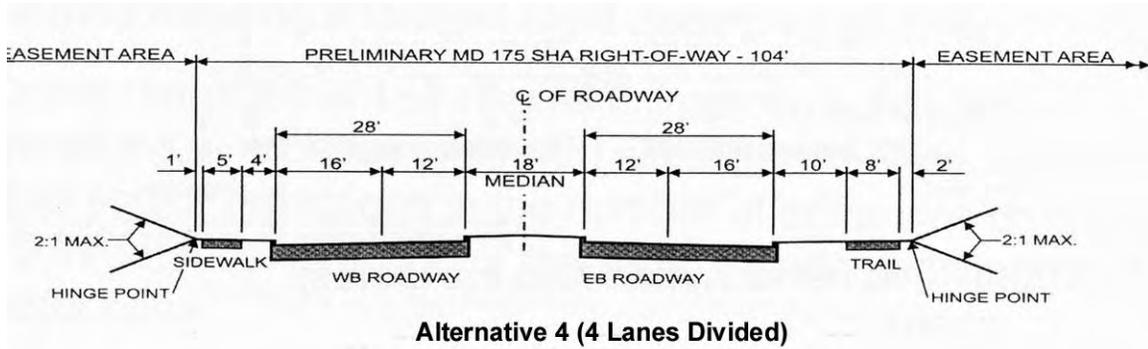
**Alternative 3 – Six-Lane Roadway on Existing Centerline**

This alternative consists of the widening of MD 175 between Sellner/Race Road to Telegraph Road (MD 170) from two/four lanes to six lanes following the existing centerline. The proposed typical section consists of two 39’ wide roadways separated by an 18’ median. Additional pedestrian and bicycle accommodations would be included as part of this alternative.



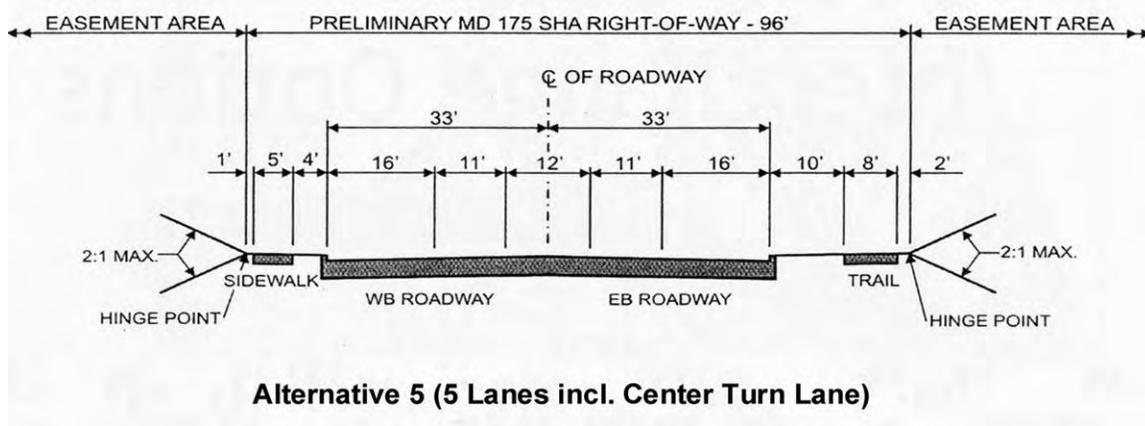
**Alternative 4 – Four-Lane Roadway West of Reece Road to Brock Bridge Road**

This alternative is similar to Alternative 4, which was a four-lane divided roadway with one 12-foot travel lane, one 11-foot travel lane and a five-foot bike lane in each direction, separated by an 18-foot median. Alternative 4 Modified extends this divided roadway from Sellner/Race Road west to Brock Bridge Road, which would have been a four-lane undivided roadway under Alternative 4. This alternative was developed at the request of residents west of Reece Road, who sought a safer and more aesthetically pleasing roadway.



**Alternative 5 – Five-Lane Roadway with Center Turn Lane West of Reece Road**

This alternative applies only to the western segment of the MD 175 Study Area, between Brock Bridge Road and Reece Road. The proposed typical section consists of a 66' wide roadway. Additional pedestrian and bicycle accommodations would be included as part of this alternative.

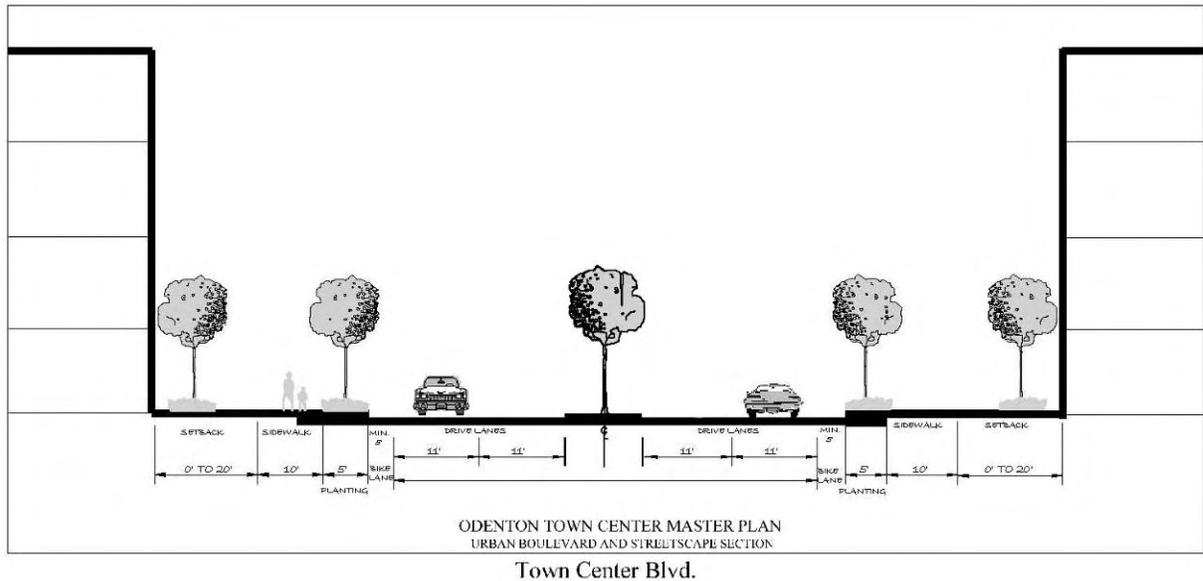


**Alternative 6 – Six-Lane Roadway on Shifted Centerline**

Alternative 6 includes the same typical section as Alternative 3. The proposed centerline for Alternative 6 uses the existing centerline in some locations but proposes southern and northern alignment shifts to minimize or avoid environmental impacts and/or commercial displacements. The Alternative 6 alignment proposes new bridges at two locations: MD 175 over MD 295 and MD 175 over the MARC/CSX Railroad. Additional pedestrian and bicycle accommodations would be included as part of this alternative. The cross section for Alternative 6 is the same as that illustrated previously for Alternative 3.

**2.6 Town Center Boulevard**

Town Center Boulevard has been proposed by the County to create a north-south spine for access to new development in the “Core” and “Transition” zones in the Town Center. The Boulevard is envisioned as having a parkway-like section with four travel lanes, planted median, generous sidewalks, and a special street tree design. This “boulevard section” will be extended north of Annapolis Road (MD 175) through the “Odenton Town Center” project and “Seven Oaks” development, connecting to Colonel Way and Reece Road. To the south of Annapolis Road, the Town Center Boulevard would extend along the alignment of Morgan Road and terminate at the MARC station in the vicinity of the existing vehicle drop-off loop. By focusing on a street that is perpendicular to Annapolis Road (Rt. 175) the new developments will have good access, calmer traffic, and visibility from MD 175. **Figure 8** illustrates the proposed section through the Boulevard and **Figure 9** illustrates the proposed horizontal alignment of Town Center Boulevard.

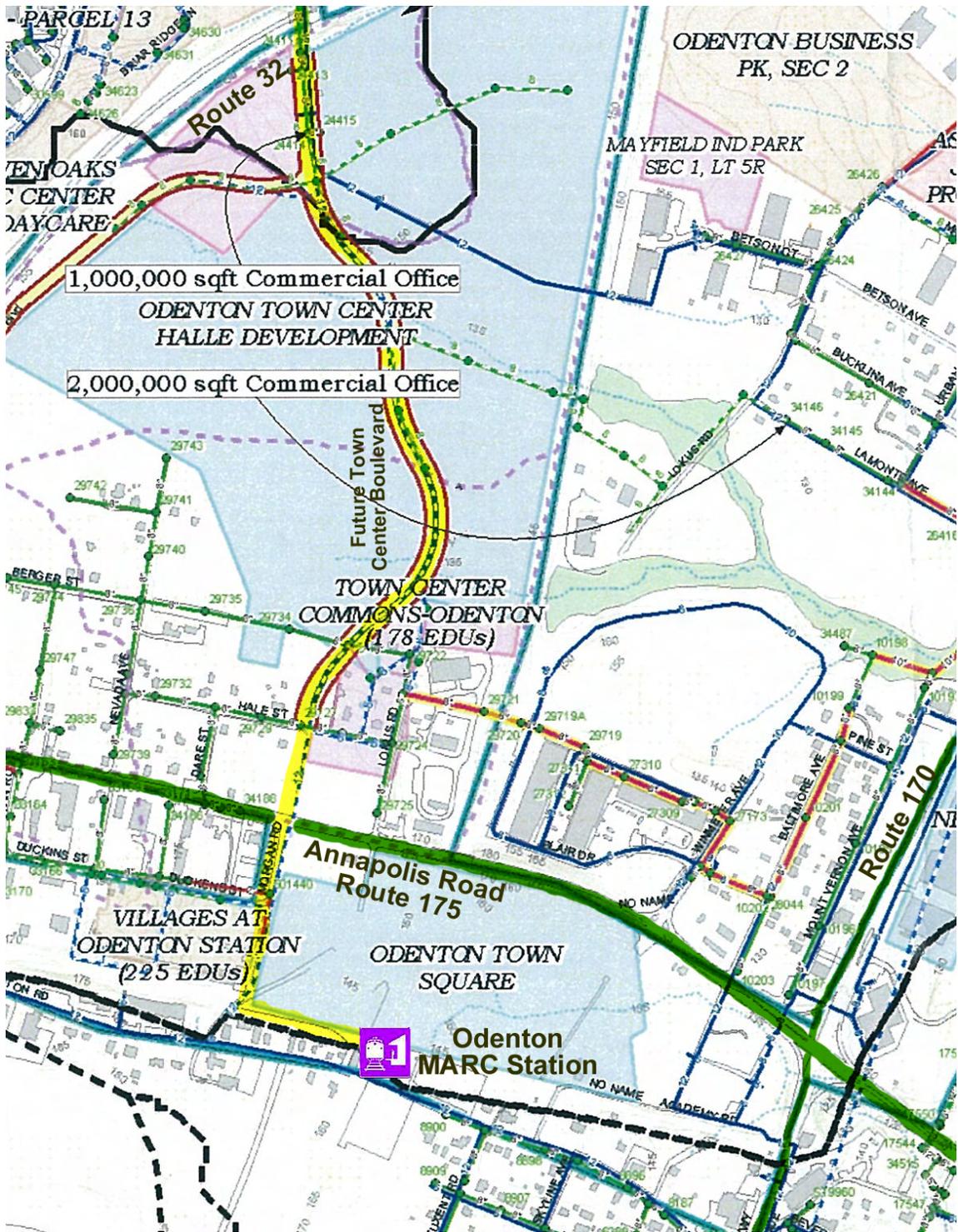


**Figure 7: Conceptual Section through Town Center Boulevard.**

A range of funding techniques for Town Center Boulevard has been explored and the use of a Special Taxing District has received the most attention. Under this scenario, proceeds from the District would be earmarked to pay for a variety of improvements in the Town Center, including much need utility upgrades and extension of Town Center Boulevard. The Special Taxing District will require that 2/3 the property owners agree for the county to float bonds to pay for public improvements to benefit those properties. The debt service (like a mortgage payment) is spread over all those properties as additional property tax, until the debt is retired. Participation in the District is voluntary. If a property owner does not want to participate, the District would be drawn around their property.

Another important milestone in construction of Town Center Boulevard was the signing of a Wetlands Permit by the Department of Natural Resources and the Army Corps of Engineers, among other entities. Having this permit enables construction of the northern reaches of Town Center Boulevard.

**Figure 8** on the following page illustrates the horizontal alignment of Town Center Boulevard.



**Figure 8: Town Center Boulevard Alignment**  
 Source: Maryland Department of Transportation and PB PlaceMaking



*Figure 9: Hillsboro, Oregon*

### 3.0 Case Studies

As part of the station area planning work for the Odenton MARC Station, PB PlaceMaking examined a range of commuter rail stations to understand the effect that these stations had on their surrounding station areas. The purpose was to highlight the public actions that supported local development and which could be transferrable to planning at the Odenton MARC station area. Following is a description of the selection process for candidate stations and what were the key lessons learned from the study.



*Figure 10: South Orange, NJ*

### 3.1 Case Study Candidate Selection

In an effort to narrow the field of potential TOD case studies for the Odenton planning effort, the strongest guiding principle that MDOT expressed was that the case studies should look exclusively at TOD related to commuter rail stations. While there is a plethora of TOD case studies on light rail systems and older heavy rail systems, there are less strongly demonstrative examples of intensive development around commuter rail stations. To develop a list of candidate station, we started by examining a broad collection of commuter rail systems in major metropolitan areas across the United States and Canada.

Commuter rail stations are typically located in one of two types of settings: a historic town center or a more suburban, twentieth century community. While Odenton is located close to the town's historic area, it would more accurately fall into the second category, since the city of Odenton does not have an historic city center with civic spaces, public uses, and a concentration of retail stores around the station. When choosing our case study candidates, we looked for representative examples of each type of setting.

After discussions with the MDOT the long-list of candidates were narrowed to the Case Studies of the following stations:

- **South Orange Station, NJ**, NJ Transit, Morris and Essex Line, New York City Metro Area
- **Rahway Station, NJ**, NJ Transit, Northeast Corridor Line, New York City Metro Area
- **New Rochelle, NY**, MTA Metro-North Line, New York City Metro Area
- **Arlington Heights, IL**, Metra-Union Pacific District Northwest Line, Chicago Metro Area
- **LaGrange Road Station, IL**, Metra-BNSF Railway Line, Chicago Metro Area
- **Mountain View, CA**, Caltran, San Francisco Metro-Area
- **Oceanside Station, CA**, San Diego Coaster, San Diego Metro Area
- **Paoli Station, SEPTA R5, Zone 4**, Philadelphia, PA Metro Area

### 3.2 Lessons Learned

From our case studies work we were able to determine that commuter rail stations have a modest, but discernable effect on surrounding development. However, for the station area to reach its full potential, it requires more than the pedestrian traffic generated by the station alone. These other forces include strong public leadership, a coordinated revitalization policy, a strong real estate market, development incentives such as the tax increment financing, and other TOD incentives designed to mold the physical shape and intensity of local development.



*Figure 11: Rahway Station, NJ*

Invariably, each station area is caught between two opposing forces: (1) the desire to use the station as a focal point in a broader revitalization of a traditional town center and (2) the desire to surround the station with parking and maximize the patron's ease of vehicular access. In the first instance, we see more of the accepted TOD principles at work, including developing a dense mixed use environment core with shopping, residences and employment centers. The traditional town center with its compact development pattern allows new infill development to be knitted together so as to optimize pedestrian access and minimize the park and ride function. In the second instance, the stations are usually in a suburban setting where the new "transit village" setting must be created whole cloth, a much more challenging proposition. In reality, the planning of any station area must strike a balance between these two opposing forces.

### 3.2.1 Local Real Estate Market

Most of the station areas that have thrived are found in traditional downtown areas. These communities developed in the late nineteenth century with either interurban trolley lines or traditional heavy rail lines linking them to their host regional capital. Often these

communities have completed a full life cycle where they have moved from prosperity to hard times and are attempting to revitalize the center of their community. In these circumstances, a commuter rail station provides a transportation focus in the existing fabric and can help to catalyze the revitalization forces to return the community to prosperity. Even limited local market forces can be harnessed to upgrade the aging community centers. Two examples of these historic rail towns are South Orange and Rahway, New Jersey.

In South Orange the exponential increase of housing costs in nearby Manhattan, other NY boroughs and even Hoboken, NJ Transit played a role in the community's resurgence. Residents that were priced-out of neighboring communities saw South Orange as an attractive alternative. Developers and officials in South Orange responded to changes in the real estate market by providing additional housing units that accurately matched the preferences and demographics of persons choosing to settle in a new commuter community. Projects such as the Sloan Street Redevelopment, which renovated seven empty retail stores, provided retail and restaurant space, helped to make the station area much more attractive, and created a critical mass of new activity that supported the redevelopment of larger parcels. In a relatively short period of time, more than 300 apartments were built within a ¼ mile of the rail station. South Orange demonstrates that smaller levels of reinvestment are sufficient catalysts for redevelopment efforts. Because the historic urban fabric was already in place, albeit in disrepair, revitalization was more easily achieved.

The town of Rahway is another example of an older community that only required limited shifts in local market forces to stimulate larger changes. Like South Orange, Rahway benefited from rising housing costs in communities more centrally located to Manhattan. Upgrades to the transit station and the nearby Union County Arts Center (now, Union County Performing Arts Center) were utilized more as a tool to help focus growth and frame redevelopment because a coherent urban fabric was already in place. These upgrades reminded residents that the town center remained a desirable destination and sent clear signals to developers about the role that officials wanted commuter rail station to play in the community—an easier task in a community where the rail station initially played that role decades earlier.

For stations in suburban settings, the importance of a vibrant real estate market is even more crucial. Most of these stations are serving low density bedroom communities; they have minimal station facilities and an abundance of parking. The stations tend to be free-standing, not part of an organized or developed fabric. However, if there is unusual vitality in the local real estate market, new more dense transit-oriented districts that feature a concentration of residences, shops and employment can be created around the station. Many of these tabula rasa, or clean slate, suburban communities are excellent candidates for TOD interventions. Odenton, with its strong market forces from employment growth from BRAC and the NSA at Fort Meade, is an excellent example of a station in a suburban setting with strong growth potential. Recent planning efforts have focused on how to transform this somewhat sprawling suburban community into a focused growth center.



*Figure 12: New Rochelle, NY*

Mountain View, CA, located in the heart of Silicon Valley, has enjoyed the benefit of a strong real estate market over the last several years. While it experienced the scale of real estate boom that might be associated with the Bay Area in recent years, Mountain View experienced hard times during the 1970s and 1980s. A strong recession during this period restrained growth, but also provided an opportunity for city leaders to plan for expansion and redevelopment. As a result, an award-winning Transit-Oriented Development Plan was created which helped steer the real estate market recovery in the 1990s. The plan created guidance for two successful TOD projects in the city: it reshaped a former auto-oriented mall and a lifeless downtown into bustling TOD neighborhoods. Inviting streets, parks and building fronts now stand where underutilized parking spaces and empty lots once existed. Big box chains retailers that lacked character have now been replaced by neighborhood cafes and grocery stores that are within walking distance of many residents.

Arlington Heights also experienced strong growth pressure as housing costs in Chicago increased. Village leadership developed a strategy that focused new growth in the heart of the Arlington Heights and created an environment that encouraged residents to walk to new office space or the commuter rail station in the town center. To accomplish this, the village moved its commuter rail station close to the town center, thereby attracting young workers and empty nesters that commute to Chicago. This shift propelled the real estate market and several high rise buildings have been constructed over the last decade. Arlington Heights provides us with a prime example of how a municipality can generate a plan to harness changing market forces and provide an urban planning hierarchy in a community that lacked this structure.

### 3.2.2 Transit Efficiency

Another key component of successful station area development is the nature of the commuter rail service itself. If the transit system is not able to conveniently and efficiently connected to important destinations, it will not attract riders. While the speed and effectiveness of commuter rail does not always have to compete directly with other modes, it must provide enough overall benefit and efficiency to make it a worthwhile mode option. The location of the Odenton MARC Station provides such convenient access to both the Baltimore and Washington DC business districts and therefore is a viable travel option. This will be increasingly the case as the regional highways become more congested, making commuter rail an even more attractive travel alternative.

While all of the station areas exhibited some level of transit efficiency some exemplified its benefits better than others. The city of New Rochelle is located less than 20 miles from Grand Central Terminal in New York City. New Rochelle is attractive to workers who would like to move out of the city and reduce the hour-long automobile rush hour commute. Commuter rail service provides a competitive alternative; patrons can travel from New Rochelle's station to Grand Central Terminal in roughly 35 minutes with headways that average 20 minutes during rush hour. New Rochelle also provides direct Amtrak service to destinations along the Northeast Corridor. For example, the trip to New Haven, Connecticut takes approximately 90 minutes.

Paoli Station in the Northwestern suburbs of Philadelphia similarly demonstrates the benefits of transit efficiency. Paoli is located less than 20 miles from downtown Philadelphia; automobile travel times can range from 35 and 50 minutes, while commuter rail provides a 45 minute commute. Like New Rochelle, Paoli serves as a hub for regional rail, providing easy access to Amtrak service to Lancaster, Harrisburg, Pittsburgh, New York and other major cities.

### 3.2.3 State and Local Leadership

The strength of state and local leadership was also seen as an important determinant of the success of new development in the station areas. Many state and local initiatives, such as the NJ Transit Village Initiative, help to provide incentives and direction to development within commuter rail station areas. Experience illustrates that committed local leadership, whether from the executive branch or from citizen groups, has a discernable positive effect on the local development climate. It is a truism that a local community with strong leadership will likely become a success.

For example, the village of South Orange benefited from the NJ Transit Village Initiative, but also from tapping into other state programs. The village used funds from the Main Street New Jersey Program to assist in organizing, planning and improving the economic conditions of their traditional downtown. The village used the program to reinforce their main street by creating a not-for-profit business organization to coordinate programs and activities for residents and visitors. South Orange has also demonstrated how strong local leadership is needed to successfully revitalize a town center and guide the creation of a



*Figure 13: LaGrange, Il*

quality transit-oriented community. Before his time as a public servant, the mayor worked professionally in the real estate industry and he understood the importance of transit to downtown revitalization. The village officials further reinforced the TOD vision with the adoption of a Bicycle and Pedestrian Circulation Plan in 2005.

The Village of La Grange provides us with a good example of both local and state level leadership. Like New Jersey, the Illinois Department of Transportation initiated a grant program to help municipalities with planning efforts. La Grange used funds from this program to assist in station area planning. However, the results of strong leadership were even more pronounced at the local level. Local leaders and planners created Tax Increment Finance districts and changed zoning laws to facilitate transit-oriented development. This leadership netted a \$330,000 increase in sales tax revenue from 1986 to 2003.

Like these cities, Odenton's leadership is coming from a range of sources, from the County Planning and Zoning Department to the County Economic Development Corporation, to the Town Center Master Plan Oversight Committee to the efforts by the MTA to provide planning assistance to the community. All of these groups are strongly contributing to the future success of the Odenton's station area development. In particular, the Anne Arundel County Economic Development Corporation is providing excellent private sector leadership and coordination.

### 3.2.4 Typical Public Initiatives

Following is a list of public initiatives that are typically employed to stimulate successful development in commuter rail station areas.

- TOD-supportive comprehensive planning,
- Early TOD planning, especially during a down market cycle,
- Public infrastructure investments that facilitate private TOD projects and/or mitigate their impacts,
- Investment in civic spaces and public uses,
- Transit service upgrades to both schedules and facilities, and
- Broad funding strategies that tap every available source (local, state, federal and other) to facilitate TOD

### 3.2.5 Place Making

Successful TOD projects rely heavily on the creation of a sense of place in the station area. As is often said, in many cases “there is no there there,” meaning that the station area does not have a strong identity and image as a desirable place or destination. In every case, it falls to the local municipalities and transit agencies to guide developers to create these new vibrant places. Whether it is direct funding of improvements or striking effective development agreements with local developers, the focusing of resources to create new places or reinforce old ones is crucial to the long-term success of a station area.

Both Rahway and Arlington Heights are prime examples of how place making efforts in the station area resulted in community-wide benefits. In Rahway, renovation of the train station made it more attractive to commuters, but the renovation of the local performing arts center and downtown civic plaza directly adjacent to the station made the area attractive to the entire community. The plaza hosts a weekly farmer’s market and supports a crafts fair and other community events several times per month.

In Arlington Heights relocation of the commuter rail station had a major impact on the downtown. City officials led the effort that moved their commuter rail station and its platforms two blocks closer to the heart of the downtown. The city also funded landscaping, façade improvements and the construction of underground parking spaces. As a result of these efforts, downtown Arlington Heights added several large new developments, including more than 300 condominiums, retail space and offices. The new station was designed to accommodate a restaurant, a bakery café and a newsstand.

In Odenton, much of the land around the station is publically owned and planning to date calls for developing those parcels as medium density residential uses and a modest amount of retail uses. These new uses must be carefully located to create a new place at the station and a healthy setting for future development. Work to date has provided the

program for future development of these public parcels, and a vision of this new civic place has emerged through the current planning effort.

# 4.0 Market Overview

## 4.1 Introduction

A comprehensive market analysis was undertaken to evaluate the development potential for the areas primarily surrounding the Odenton MARC commuter train station. This study combined analysis of demographic and economic trends with consideration of current residential, commercial and hospitality market conditions to assess future development capacity. The section presents a summary of findings for the Market Profile.

### 4.1.1 Market Context

The Odenton MARC station located in western Anne Arundel County along the Penn Line of the MARC train represents a suburban style transit location used by commuters to two major employment centers-Baltimore, MD and Washington, D.C. The area immediately surrounding the station area consists of an expanding military installation, successful suburban style residential developments, historic village core, industrial land operating as a warehouse/distribution cluster and the Baltimore Washington International Thurgood Marshall Airport (BWI) only five miles away. The station's excellent proximity to major thoroughfares includes immediate access to Maryland Routes 32, 170, 175, and 295 and interstates 95 and 97. These routes connect to a variety of alternate routes such as U.S. Route 1.

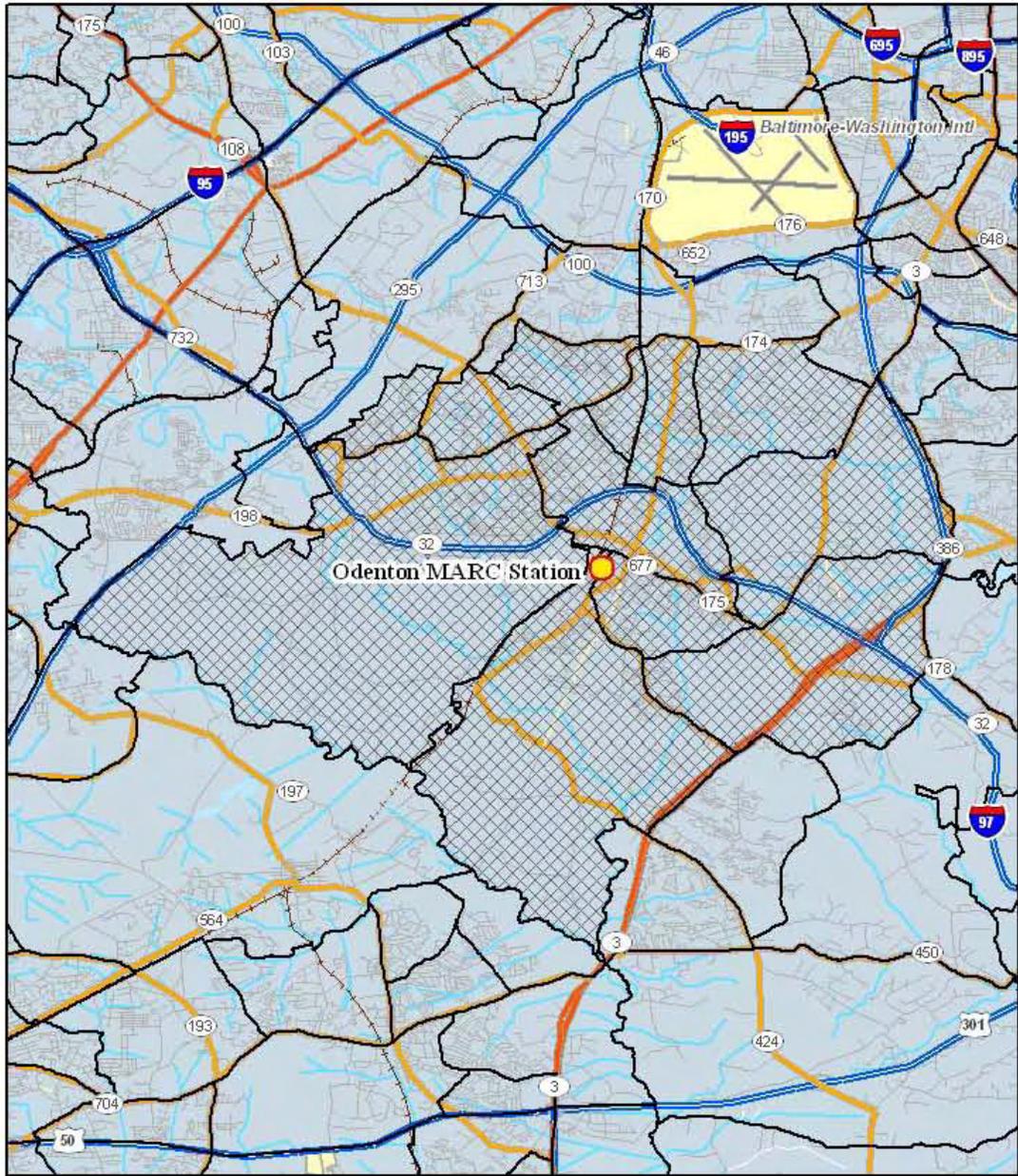
### 4.1.2 Market Area

The Market Area represents the geographic area that best describes the social and economic context. The Odenton Station Market Area incorporates 12 census tracts that surround the Odenton station, as shown on the map on the following page. This area best represents the immediate market for MARC train riders who would utilize Odenton station as well as the community that would benefit from increased services in the immediate station area. For comparative purposes, the broader trends of Anne Arundel County and the Baltimore Metropolitan Region provide a context for analyzing demographic trends.

## 4.2 Transit Market Conditions

A close review of the Odenton MARC train station facilities and usage provides a good depiction of the overall transit market conditions. Additional facts and figures pertaining to other public transportation modes (e.g., bus service) and relevant automobile traffic are incorporated as well.

The Odenton MARC Station is a heavily utilized suburban commuter rail stop with a large park -and-ride lot that was recently expanded to a capacity of 2,000 vehicles. As



**Legend**

- |   |                         |   |            |   |                     |
|---|-------------------------|---|------------|---|---------------------|
|  | Odenton Market Area     |  | Highway    |  | Perennial Stream    |
|  | Odenton Station         |  | Major Road |  | Intermittent Stream |
|  | Census Tract Boundaries |  | Local Road |  | Runway              |
|  | Limited Access          |  | Minor Road |  | Airport Area        |

**Figure 14: MARC Station Market Area**

stated previously, Odenton ranks third among MARC stations in terms of passenger boardings and is the busiest suburban station in the MARC system. With more than 2,400 patrons boarding at Odenton on an average day, the station trails only Baltimore Penn Station and Washington Union Station in passenger boardings.

Usage has grown steadily in recent years and has roughly doubled over the past decade. The following table provides a historic view of ridership and current numbers for the Odenton MARC Station, as well as Penn and Union Stations for comparative purposes.

**Table 4: Historical Average Daily Boardings along MARC Penn Line, 2004-2007**

	Average Daily Boardings by Year			Average Daily Boardings
MARC Stations	2004	2005	2006	Jan- May 2007
<b>Odenton Station</b>	1,960	1,996	2,012	2,143
<b>Penn Station</b>	2,180	2,284	2,651	2,659
<b>Union Station*</b>	7,711	7,542	8,588	8,648

\* Note: Includes boardings on the Penn Line only.

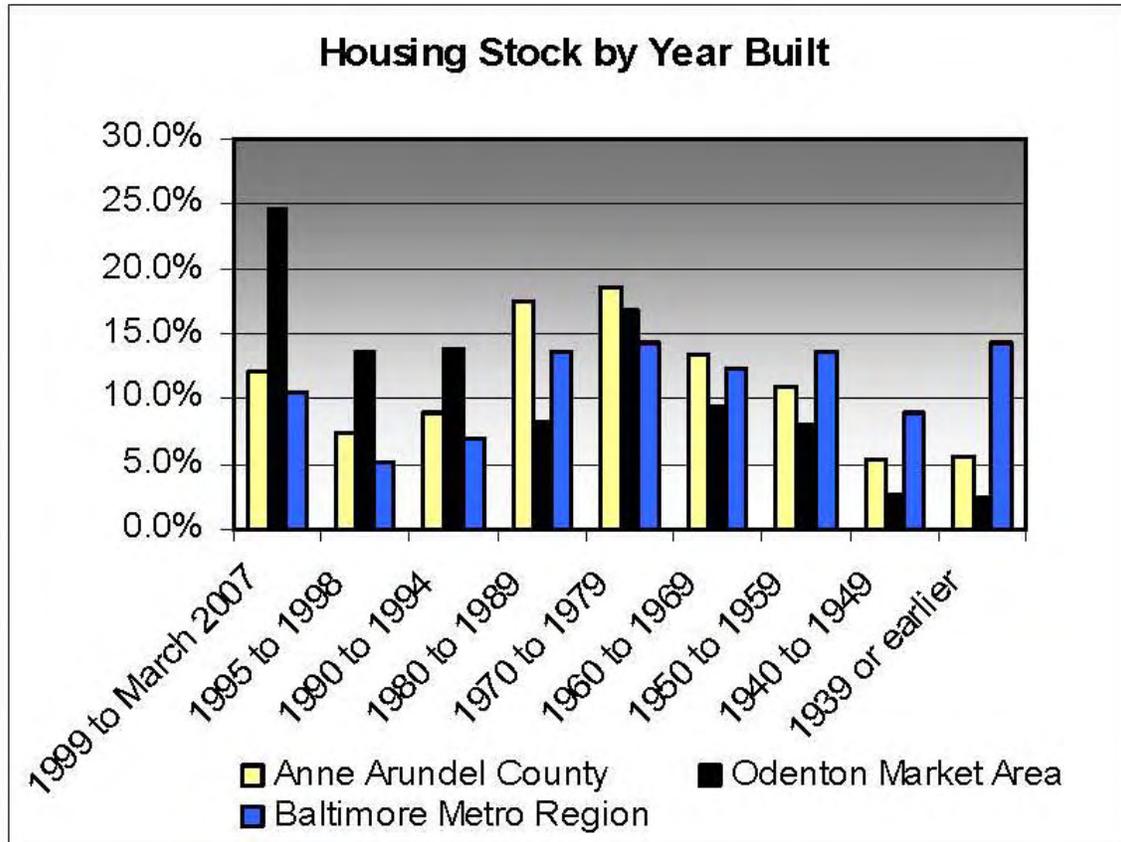
Source: Maryland Transit Administration; Bay Area Economics, 2007

## 4.2.1 Ridership

The Odenton MARC Station currently experiences slightly over-capacity usage rates with little opportunities for mid-morning or early afternoon parking, though the recent parking lot expansion has alleviated some of the constraints on parking. Pending plans for the Odenton Town Center consider the construction of parking garages to accommodate the steady rise in usage in addition to parking for other uses.

In September 2007, the MTA released plans to expand the MARC train service due to capacity constraints at several stations including Odenton. These plans include expanding capacity by adding more trains for more frequent service and service later into the evening.

Connecting transit services are limited to a single bus route: the Connect-A-Ride “K” Route operated by the Corridor Transportation Corporation. The K Route connects the Arundel Mills Mall complex and residential communities including Seven Oaks and Meade Village with the Odenton MARC Station and the Johns Hopkins Medical Center at Winmark. It also provides limited service to local employers including U.S. Food Service, Atlas Container, Ryder ESolutions, and International Paper. However, due to the neighborhood street network, the K Route cuts a circuitous path, offering infrequent service.



#### 4.2.2 Demographic Profile

Due to Fort Meade, the NSA, and its proximity to two bustling metropolitan areas—Baltimore and Washington, D.C.—the Odenton Market Area continues to experience solid growth in population and households. The majority of its new residents moved in during the 1990s with a fair portion migrating from outside of Maryland. The Market Area’s composition consists primarily of small family households with household heads in their prime working age (25 to 44 years). While the majority of Market Area households own their homes, approximately one-third rent, many of which are two- to four-person households. Military families on assignment at Fort Meade and preferences for off-base residences are likely the reason for these larger rental households. Finally, total incomes of Market Area households are significant with a considerable percentage occupying well-paid positions and earning in excess of \$75,000 annually.

#### 4.3 Current Economic Conditions

The Market Area enjoys a very sound economic environment with low unemployment rates. The area has a talented, skilled pool of residents, many of whom either directly or indirectly support activities at Fort Meade or hold positions in education, health and social services throughout Maryland. Employment trends remain strong with the Market

Area projected to receive a significant share of the County's job growth over the next 10 years.

The proximity of Odenton to Fort Meade and the NSA greatly influences the types of jobs available, and is the reason for such a large presence of public administration industry jobs in the Market Area. Fort Meade expects to gain 5,300 additional jobs by 2011, primarily from the relocation of the Defense Information Systems Agency (DISA) from Northern Virginia. Additionally, Fort Meade's impact on the area will include an expected 20,000 to 30,000 spin-off jobs from contractors and private industry – an effect that will continue beyond 2011.

Given the significant number of commuters traveling in and out of the Market Area, there appears to be a mismatch between the type of jobs offered and the types of housing preferred by these workers. Some Market Area workers may choose to live elsewhere due to better quality of life and retail choices, proximity to relatives, or better schools for their children. There may be potential to attract these workers to the Market Area with more diversity of housing to fit their needs. Understanding these needs and providing more housing options could mitigate the number of commuters traveling to and from the Market Area, further promoting better use of public transportation.

#### 4.3.1 Residential Market Conditions

Located outside major urbanized areas such as downtown Baltimore and Annapolis, the Odenton Market Area began to expand beyond its core village scale development to offer more suburban residential development beginning in the 1990s. The Odenton Market Area continues to experience considerable growth in new housing units. The economic stability of the surrounding environment, great access to I-95, I-97 and the Baltimore-Washington corridor, strong schools and proximity to BWI Airport, Fort Meade, Arundel Mills Mall and other major employment centers are all contributing factors to its appeal.

Current residential market conditions favor the rental environment, with the majority of selected apartment communities showing healthy occupancy rates of 90 percent or better. Considering the earning power of Market Area residents and the omnipresent transient population, the present local market is most receptive to apartment communities offering a selection of mid-range and luxury rental units, sizeable square footages, generous amenity packages, and ample parking.

Similar to other parts of the metropolitan area, for-sale housing market activity for both the Market Area and Anne Arundel County remains sluggish in 2007 compared to the peak momentum achieved in 2004 and 2005. The Market Area's relative affordability compared to areas closer to the urban core is a definite advantage, though the increase in active listings will likely affect housing sales over the next 12 to 18 months until Fort Meade's realignment efforts are fully realized.

## 4.3.2 Commercial Market Conditions

Odenton's current office stock reflects patterns of the past, where small to mid-size buildings with standard features were suitable for government-related and neighborhood-serving users. With great access to major transportation corridors, land availability along Route 175, and pending market demand due to Fort Meade's realignment and NSA expansion, conditions for new office products in Odenton are favorable for the short- and long-term. Office clusters with a mixture of small, mid-size, and large-format tenant space to accommodate a variety of needs may align with new demand for office space. Office space within a mixed-use environment, particularly retail services and restaurants, would provide a different setting than currently available and could fill an unmet niche for potential users.

As the region anticipates the influx of jobs associated with BRAC, distribution centers in key logistical areas prepare for increases in this type of industrial development. While the immediate station area may not contain industrial land, as the economics of the land suggest a denser use, the surrounding industrial property will continue to flourish. Defense-related contractors demand for materials and storage space will supplement existing demand.

### **4.3.2.1 Competitive Hotel Market**

The Odenton Market Area relies on out-of-town visitors to Fort Meade and other government agencies, visitors to nearby residents, and a limited number of travelers on the Baltimore-Washington Parkway to patronize local hotels. For this reason, the Odenton Market Area would benefit by providing hotels that offer room suites, state-of-the-art meeting facilities, a full-service restaurant and/or a residential-like campus for long-term stays to better align with activities related to the army base. This would also attract a slightly different audience than the hotels near the airport. At present, the market could likely support up to two additional, mid-priced hotels near Route 170 to serve visitors to Fort Meade and the local community. This number could increase pending the market momentum driven by the Fort Meade realignment and the dense nature of mixed-use development at the Odenton Town Center station area.

### **4.3.2.2 Competitive Retail Market**

Using captures rates and potential expenditures of Trade Area residents, BAE calculated the supportable retail space in the Trade Area for 2007 and 2012. The table below provides the existing inventory of Trade Area retailers by category, the amount of supportable square feet of retail in 2007 based on potential expenditures captured, and the additional square footage required in 2012. The additional required square footage represents the difference between the existing 2007 inventory (Trade Area retail supply) and supportable square feet in 2007 and 2012 (Trade Area retail demand).

**Table 4** summarizes BAE’s conclusions as to additional supportable square feet within the Odenton Trade Area. Overall, it indicates that the Trade Area is primarily underserved in shoppers goods. There is room in the marketplace for additional 100,000 to 200,000 square feet of retail over the next five years. Demand is highest for quality, sit-down restaurants, specialty goods (clothing, electronics, arts/crafts, etc.), bookstores, and home improvement stores.

	Existing 2007 Inventory	Supportable Square Feet			
		2007	2012	Additional SF Required in 2007	Additional SF Required in 2012
<b>Convenience Goods</b>					
Supermarkets	361,434	327,398	371,234	(34,036)	9,800
Convenience stores	15,000	19,743	22,386	4,743	7,386
Restaurants, eateries, etc.	192,962	256,342	290,664	63,380	97,702
Health & personal care stores	85,795	137,779	156,226	51,984	70,431
<b>Subtotal</b>	<b>655,191</b>	<b>741,262</b>	<b>840,511</b>	<b>86,071</b>	<b>185,320</b>
<b>Shoppers Goods</b>					
Building & hardware stores	3,860	121,396	137,650	117,536	133,790
Furniture & home furnishings	59,969	67,100	76,084	7,131	16,115
Electronic & appliance stores	9,194	37,818	42,882	28,624	33,688
Clothing & clothing accessories	21,921	66,319	75,199	44,398	53,278
Sporting goods, hobby, book & music	9,000	45,374	51,449	36,374	42,449
Department stores	-	-	-	-	-
Warehouse clubs and superstores	100,000	-	-	(100,000)	(100,000)
General merchandise stores <sup>1</sup>	58,850	19,456	22,061	(39,394)	(36,789)
Miscellaneous store retailers <sup>2</sup>	135,821	102,836	116,605	(32,985)	(19,216)
<b>Subtotal</b>	<b>398,615</b>	<b>460,300</b>	<b>521,930</b>	<b>61,685</b>	<b>123,315</b>
<b>Total</b>	<b>1,053,806</b>	<b>1,201,561</b>	<b>1,362,441</b>	<b>147,755</b>	<b>308,635</b>

<sup>1</sup>General merchandise stores includes mass merchandisers and discount stores.

<sup>2</sup>Miscellaneous store retailers includes niche retailers such as jewelry stores, gift and accessory stores, florists, etc.

Source: Bay Area Economics, 2007

**Table 5: Supportable Additional Retail Space**

## 4.4 Key Findings

- Odenton is well positioned to capitalize on future growth
- Odenton is well positioned to house the local workforce
- Land values mean that nearly all new housing will be moderate density
- Current rents and prices cannot support the costs of high-rise development
- Area will capture more regional office growth, especially in mid-sized large-form tenant space
- Demand exists for approximately 100-200,000 SF of supportable additional local-serving retail by 2012 (sit-down restaurants, Specialty goods, bookstore, home improvement stores)
- Demand exists for mid-range, full-service business hotels
- Cost to replace commuter parking at the station will affect feasibility
- Costs to upgrade inadequate infrastructure will burden potential development if funded by landowners





*Figure 15: Aerial Photo of Odenton Town Center*

## 5.0 Guiding Development Principles

This section presents a set of overarching transit-oriented development principles and a set of Odenton-specific guiding principles for the joint development surrounding the Odenton MARC station. Commuter rail stations have a significantly different impact on the pattern and intensity of development than do light and heavy rail transit station. The purpose is to refine these definitions based on the particular attributes of a commuter rail station in a suburban location.



Charlotte, NC



Clarendon, VA



Bethesda, MD

**Figure 16: Create a Strong Center** -- Creating centers is an important principle of successful TOD implementation. The transit can be an important anchor for a center.

## 5.1 Overarching TOD Development Principles

At the most global level, the goals of transit-oriented development are as follows:

- **Create a strong center** -- Concentrate development close to the station, creating and activity center with increased density and a clear identity. The dense core makes for shorter trips/more walkable; it locates destinations in close proximity to one another.
- **Encourage Mixed Use development** -- Develop mixed uses close to the station that are at an appropriate density and compact in design. Mix residential, commercial, and public uses, both vertically and horizontally, and concentrate around transit. Within the dense core surrounding the transit station should be retail, office and higher density residential development; surrounding the core should be less retail and office, with an emphasis on residential; establish minimum dwelling units per acre of residential development in each zone.



*Henderson, NV*



*Miami, FL*



*San Jose, CA*



*Beaverton, OR*

**Figure 17: Plan for a mix of uses.** Promoting compact development and reducing automobile use can best be achieved through a mix of land uses. Mixed use can be horizontal, vertical or balanced between stations. TODs can offer places to shop, work, live and recreate.

- **Make it Pedestrian Friendly and Safe** -- Create a comfortable, safe pedestrian environment. Create active first floor uses that are oriented to the street, design buildings to incorporate features that convey a sense of place, and specify a high level of amenities (storefront windows, awnings, architectural features, lighting, landscaping). Ensure safety by having residential buildings oriented to provide “eyes on the street” and designing pedestrian facilities to be open and well lit.
- **Design Parking Structure to have active ground floors** -- Wrestling with parking quantities, especially at commuter rail stations, is a huge challenge. The idea is to reduce the dominance of the automobile and therefore parking. Creating the dense core will mean that parking will be in structures, usually behind or within buildings, with no surface lots. As an alternative, if the parking structure must be located on a primary pedestrian circulation route, it should have active uses on the ground floor so as not to create a large “dead zone” along that route. Auto-oriented uses should be prohibited in the core or pushed to the edge of the district.



*Figure 18: Design for the Pedestrian. Special attention should be paid when designing the pedestrian realm in new development, especially in suburban, greenfield settings.*

- **Provide local services** -- try to locate local-serving retail and neighborhood services close to the center of the station area. Strive for an active 18-hour day.
- **Create Parks and Open Space** -- balance development with nature. In situations such as Odenton with much of its open space being wetlands, it is beneficial to view them as amenities rather than constraints.
- **Provide Housing Choices** -- While the residents of TOD development are largely couples without children, economic accessibility is important. Whether through inclusive zoning or incentives, a component of workforce housing should be part of a market-rate residential development close to the station.

## **5.2 TOD Planning for Commuter Rail Stations**

Since the service frequency and ridership are so much less than light and heavy rail stations, the commuter rail station exerts far less influence on the pattern and intensity of development surrounding the station. Therefore, planning for development around commuter rail stations should emphasize the first goal: Create a Strong Center. Whereas busy urban light and heavy rail stations attract a concentration of development at the center of the district, planners of development around commuter rail stations must pay

special attention to promoting the same clear hierarchy of development in the station area with a concentration around the station.

### 5.2.1 Importance of Market

At a commuter rail station, however, it is much more difficult to plan for a strong center because developers do not view commuter rail as creating the same positive market pressure as a heavy rail transit station. A relatively high volume of train traffic, reduced headways, and number of boardings at a commuter rail station is not sufficient in and of themselves to attract significant quantities of new development. It is much more important to have strong market forces to capture future development in the commuter rail station area. In other words, the primary determinant of development intensity in commuter rail station areas is not the level of transit service, but rather the relative health of the overall real estate market, independent of the transit patron market.

### 5.2.2 Influence of Setting

Another influence on the pattern and intensity of future transit oriented development is the type of setting in which the station is located. Stations are located generally in one of two settings: in an historic downtown that grew up around rail travel and in suburban locations where the stations primarily serve the park and ride market. Stations located in downtowns often have a built-in advantage of being at the center of the community. These downtowns grew as a result of their rail connections and the overall pattern of the downtown are frequently organized around the train station and the nearby “main street.”

The traditional town center also provides a hierarchical setting, with the most building intensity located close to its center and frequently near the train station. The train station is viewed as a key element of the downtown by the community; it already has a clear identity. Surrounding the station in the downtown are often underutilized buildings and infrastructure that are valuable resources and reuse opportunities for new retail, office, hospitality, service and entertainment uses.

Commuter rail stations in suburban settings do not have the built-in advantages of being supported by an organized urban context with its developed infrastructure, clear building pattern, and strong identity. The suburban stations are frequently in very low density settings, with park and ride surface lots being primary use of land adjacent to the station. These lots create dead areas around the station and push new development away from the station. This dominance of the automobile at suburban stations is the greatest impediment to building a cohesive, compact development “village” around the commuter rail station.



*Figure 19: Plan for low- to mid-rise mixed use development at Commuter Rail Stations.*

### 5.2.3 Challenges of Commuter Rail TOD Planning

So, organizing this new thriving transit “village” around a commuter rail station will be challenging. This is the case in Odenton where its historic development pattern is semi-rural; the arrangement of buildings along Odenton Road is informal and without a commercial center or spine. In Odenton there is not a strong historic pattern to help organize new development.

In the Town Center, development projects are planned wherever there is vacant land, regardless of whether it is proximate to the commuter rail station. In a sprawling suburban setting, these parcels become targets of opportunity, with their locational advantage being derived more from their proximity to the regional roadway network than the regional transit system. In Odenton this can be seen in the array of proposed development in the vicinity of the Town Center; it is informal and not organized. The Town Center Master Plan has proposed a vision that could organize development in the future, but its recommendations are yet to have a strong influence on the pattern of development.

Commuter rail stations also have inherent design characteristics that serve to divide the community rather than connect it. For example, because the tracks are frequently at grade, they tend to create a barrier to cross circulation. In many cases the stations develop primarily on one side; developing two-sided station areas is much more difficult.

Odenton is a good example of this. The rail line bisects Odenton Road, severing a vehicular connection between the two sides and necessitating a below grade pedestrian crossing. As a result, most of the recent development has occurred on the western side of the tracks. This development emphasis on the western side of the tracks has resulted in the beneficial affect of preserving the historic small town setting on the eastern side of the tracks along Odenton Road. Even the proposed Odenton Town Square development that is planned for the publically-owned surface parking parcels is mostly located on the western side of the tracks.

### 5.3 Odenton-specific Guiding Principles

Odenton is very fortunate to have much of its semi-rural settlement pattern intact. Historically, even with the presence of Fort Meade and successful industries such as National Plastics, Odenton remains a modest country village, very low in density and informal in its pattern. The local historic district celebrates this small town heritage and preserves a number of historic structures in their original setting. Further preservation of Odenton’s historic and cultural resources should have a high priority.

As presented previously, it will be challenging to create a new, denser, mixed use “village” settlement pattern in the vicinity of the MARC station. **Figure 20** illustrates the development envelope allowed by zoning under FAR regulations and height limits. However, the market forecasts and conclusions suggest that the development that will cluster around the station will not likely fill either of these zoning envelopes. The design of new development can nonetheless provide an attractive and desirable community focused on a public space near the station. Fortunately, there is more than adequate market support for a moderately dense community which will fit comfortably in Odenton’s existing context. Further, strong local and state leadership (and state control of publically-owned land) will be a strong force in support of state-of-the-art TOD practices.

Building on the previous discussion, below are a set of principles that were created and adopted by the team. They are intended to create the most desirable, context-sensitive development outcome at Odenton Station.

1. **Create a new public place at the train station** – Due to the suburban, greenfield location of Odenton Station, it is not likely that a very dense, high-rise urban core can be created in the immediate future. However, it will be important to create a “civic focus” at the MARC station. Such a focus could be a public plaza, defined by surrounding residential buildings, and featuring ground floor convenience retail space, office and hospitality uses, a drop-off area, ADA parking, welcoming benches,



**Figure 20:** FAR and Building Height Zoning Envelopes

a small play space, a kiosk for community announcements, and a new landmark such as a fountain or clock tower. Investing in civic uses, such as a community center, museum, expanded heritage center or public park would strongly contribute to the activity and diversity in the center of the station area. **Figure 21** is a drawing of such a place that was prepared for the Osprey Development team by Lessard Group.

People could gather in the plaza to meet friends, be entertained, rest, contemplate and people watch. The plaza could be programmed with a variety of activities, such as an informal flea market or green market on the weekends, music venues and other outdoor entertainment, reinforcing its new identity and creating strong sense of place at the station.

2. **Create a safe, attractive network of pedestrian links** – New development and improvements to Odenton’s core area should include a pleasant, safe pedestrian domain that features wide sidewalks, benches, planter strips, street trees, awnings, human-scale street lighting, bicycle lanes, telephones, water fountains, trash receptacles, and perhaps a comfort station. Improvement should strive to reduce noise, provide shelter for inclement weather, and enhance the overall comfort and safety of the area. The previously described plaza would be a major destination in the district-wide pedestrian network, the pedestrian gateway into the MARC train network, and a trailhead of the regional pedestrian/bike system.



*Figure 21: Rendering of Potential Odenton Town Square*

The design of street furnishings should be unified with a distinct character. The pedestrian links among the housing, parking, and station should be direct, well-lit and as safe as possible. This pedestrian network should be designed based on the principles of “Crime Prevention through Environmental Design” (CPTED), Defensible Space guidelines, and other crime deterrence design techniques.

3. **Create an array of parking garages in close proximity to the station** – Every effort should be made to maximize the utilization of parking facilities, including shared use between commuters and residents. Most surface parking should be consolidated into several garages, ideally with direct access from Route 175. Even though some surface parking may be included as part of relatively lower density housing, such as townhouses, these units should be located around the edges of the garden apartment core of the district, beyond the most active 600-foot radius from the station.
4. **Create a circulation spine for development along Town Center Boulevard** – As demonstrated by the wide array of proposed development projects, their location is driven by opportunity rather than any strong force that is organizing them. In the presence of vigorous market demand but the absence of an organizing force, the key is to create a spine that interconnects the development projects, making them more complementary and interactive.

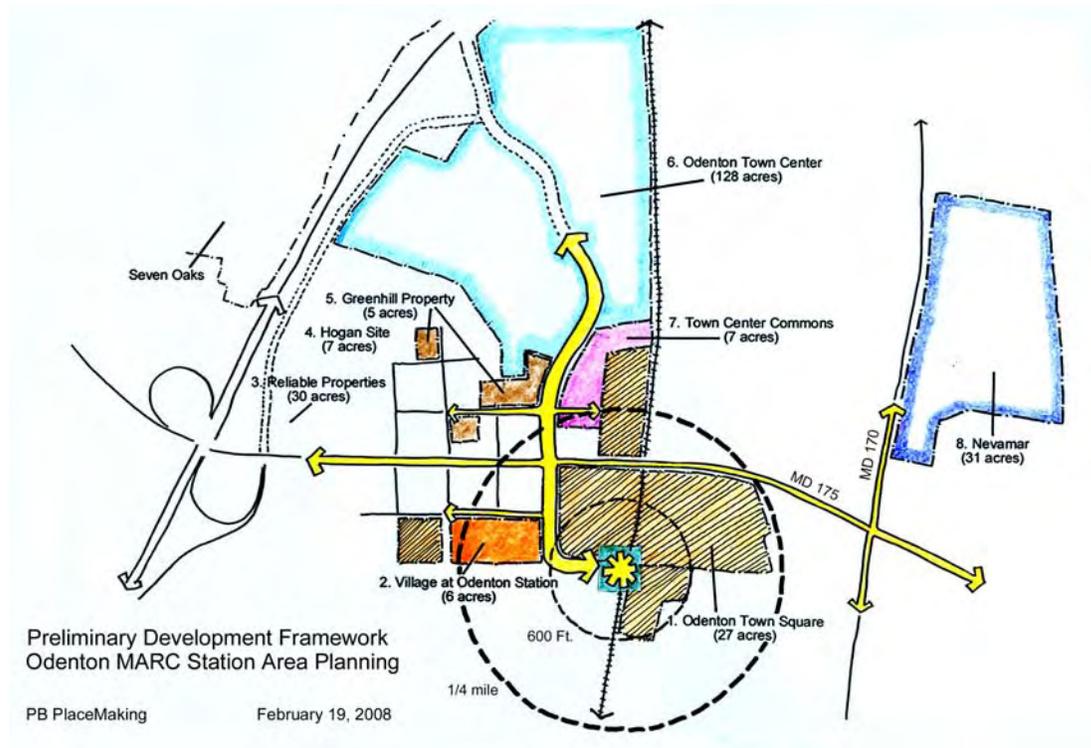
In Odenton, Town Center Boulevard is well located to serve as both the pedestrian and vehicular spine for new development. The Boulevard should have a parkway-

like section with a planted median, generous sidewalks and a special street tree design. This “boulevard section” should extend north of Annapolis Road (MD 175) through the “Odenton Town Center” project and “Seven Oaks” development, connecting to Colonel Way and Reece Road. To the south of Annapolis Road the boulevard would extend along the alignment of Morgan Road and terminate at the MARC station in the vicinity of the existing vehicle drop-off loop. By focusing on a street that is perpendicular to Annapolis Road (Rt. 175) the new developments will have good access, calmer traffic, and visibility from MD 175.

5. **Create a sense of arrival in the district at the intersection of Town Center Boulevard and Annapolis Road (Rt. 175)** – Odenton does not have a clear “center” or downtown, but rather a series of important intersections such as the confluence of Routes 175 and 170. Therefore it will be important to emphasize the intersection of Town Center Boulevard (currently Morgan Road) and Annapolis Road. This intersection can be highlighted with signage, special lighting, new visible streetscape treatment such as specimen trees at its corners and pedestrian crosswalk/refuge delineation. This intersection would be an excellent location of a “feature building” that would be landmark highlighting the gateway to the Town Center Boulevard district. These treatments together should clearly convey to the person in their car that they have arrived at a new, special place, not just another cross-street.
6. **Minimize the adverse impacts of the Widening of Annapolis Road (Rt. 175)** – Annapolis Road is proposed to be widened to accommodate increased traffic in the future. However, accommodating vehicular traffic with a wide cross-section will create a barrier to pedestrian circulation. At the intersection of Town Center Boulevard and Annapolis Road pedestrian routes and facilities should be carefully designed to ensure the safety of pedestrians. Alternative links, such as via the rail underpass, will be important to effectively connect uses on the south and north sides of the highway.
7. **Implement a wayfinding signage program** -- A wayfinding system that welcomes, orients and guides visitors in and around the transit station with informational and directional signage should be implemented. Signage may include gateway signs, trailblazer sign, proximity signs, events signs, etc. The highly legible signage system should put visitors at ease and provide a clear, safe, consistent experience.
8. **Improve aesthetics** – The design guidelines that are described in the Town Center Master Plan are excellent and should be embraced. New development and improvements to the Town Center should create an attractive, active setting for new development. Building and streetscape improvement should be unified in design character. Improvements to the transit station and the surrounding pedestrian network should be of the highest quality and their design should be coordinated with the design of future developments in the core area. Ideally district-wide improvements will integrate the efforts of all design/planning disciplines – urban design, architecture, landscape architecture and civil engineer – in the design process.

## 5.4 Preliminary Development Framework

The diagram on the following page illustrates the preliminary Development Framework and physical Urban Design and Planning Principles described above. Following the Framework illustration is a listing of proposed development projects that corresponds the projects cited on the diagram.



### 5.4.1 Proposed Development Projects

**1. Odenton Town Square** -- 24 acres, Proposed 572 apartments, 250 townhouses, 5 single family homes, 74,000 SF of retail, 5,250 parking spaces for a total of **1,715,600 SF** with an FAR of **1.64**.

**2. Village at Odenton Station** -- 6 acres, Proposed 227 condominiums, 60,000 SF of retail, 10,000 SF of office, for a total of **478,600 SF** with an FAR of **1.83**.

**3. Reliable Contractors Site** -- 31 acres (12 acres developable), Proposed 240 apartments, 30,000 SF of retail, 100 hotel rooms, branch bank, for a total of **522,000 SF** with an FAR of **1.0**.

**4. Hogan Site** -- 7 acres, Proposed 175 apartments, 15,000 SF of retail, for a total of **330,000 SF** with an FAR of **1.08**.

**5. Greenhill Site** -- 12 acres, Proposed 125 units, 40,000 SF of retail, for a total of **265,000 SF** with an FAR of **.51**

**6. Odenton Town Center** -- 128 acres (67 acres developable), Proposed 3,500,000 SF of office, for a total of **3,500,000 SF** with an FAR of **1.20**.

**7. Town Center Commons** -- 7 acres, Proposed 154 condominiums, 70,000 SF of retail, 106 hotel rooms, for a total of **410,800 SF** with an FAR of **1.35**.

**Core Small Parcels** --) AAEDC estimates 26 acres, Assume **572,000 SF** with an FAR of **.51** (based on Greenhill)

### **Adjacent Development**

**8. Nevamar Low Build Scheme** -- 31 acres, Proposed 40,000 SF of retail, 200,000 SF of office, 130,000 SF (flex/warehouse) for a total of **370,000 SF** with an FAR of **.27** (based on existing W-3 Zoning).

**8. Nevamar High Build Scheme** -- 31 acres, Proposed 160,000 SF of retail, 800,000 SF of office, 500,000 SF (flex/warehouse) for a total of **1,460,000 SF** with an FAR of **1.08** (based on Core Area zoning change).

To the north of the Core Area is a large property that was excessed by the Department of Defense and made available for an Enhanced Use Lease (EUL). An EUL is a method for funding construction on military property by allowing a private developer to lease underutilized property, with rent paid by the developer in the form of cash in-kind services. The EUL land at Fort Meade consists of 173 acres of which 140 acres are developable. Approximately 2,000,000 SF of office development are proposed.

The average FARs for the eight projects in the Core range is 1.14. The FAR for the Nevamar parcel ranges from .27 (as of right) to 1.12 under proposed zoning. The Fort Meade EUL has an FAR of .33.

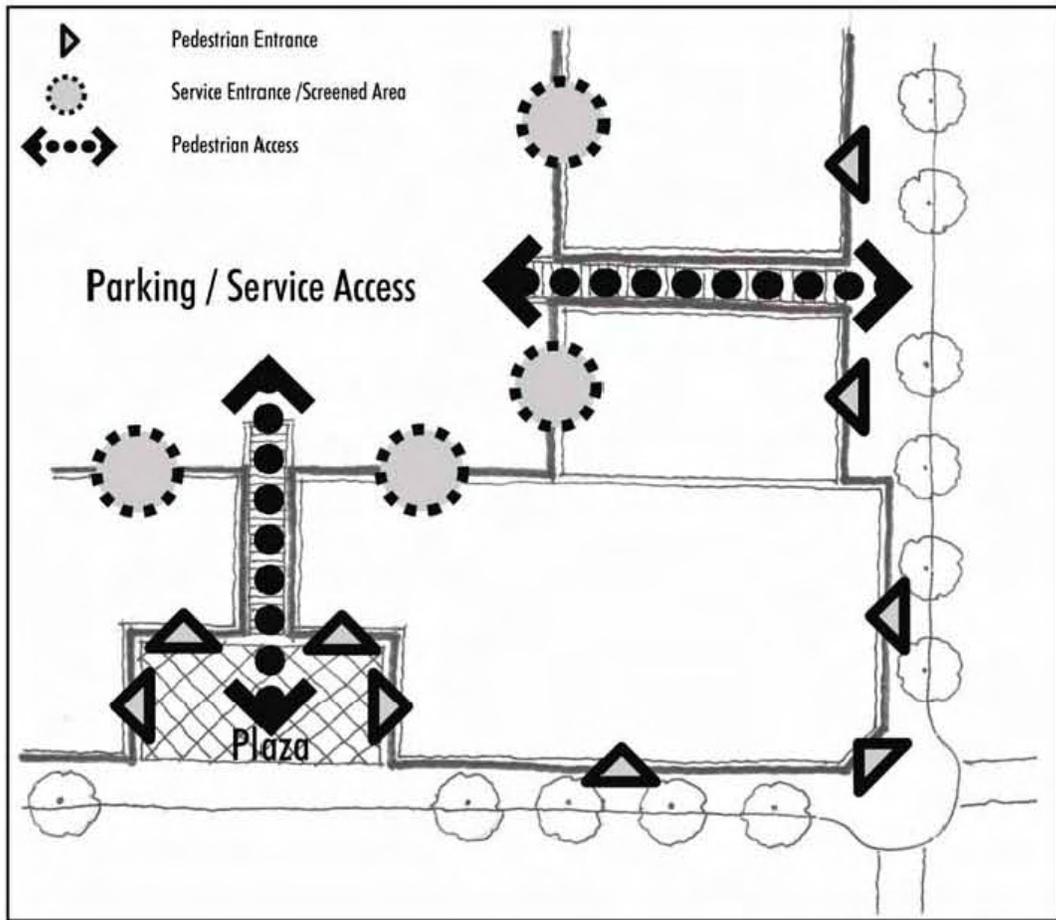


*Figure 22: Density Matters in TOD Performance. Increasing the density in areas around a transit station can lead to a corresponding increase in transit ridership and street activity.*

## 6.0 Design and Development Guidelines

### 6.1 Density & Development Potential

- **Creating a dense core is the key to a walkable district.** Within this denser core that surrounds the MARC station, minimum dwelling units per acre of residential development should be established. Also, buildings with a high employee density are well suited to be located in the core of the district.



*Figure 23: Buildings should contribute to an active street presence.*

- **The density of uses within this market and location will generate up to mid-rise buildings, 4-6 story structures in the core.** Market forecasts suggest the market potential for multifamily housing (5 levels), one or two mid-sized office buildings up to 350,000 SF, 100,000 to 200,000 square feet of local-serving retail within a ½ mile of the station, and two new hotels, perhaps smaller campus, extended stay hotels. It is not assumed that the Odenton Town Square project will capture all of that demand. The market suggests a build-out FAR of 2.0 overall.
- **While the core should be dense, the density should drop as buildings are planned and constructed further from the core.** This “wedding cake” density model insures that the buildings in the vicinity of existing structures are kept at a neighborhood scale. If necessary, careful phasing of new development will allow building lower density developments around the periphery first, then building slowly toward a higher density core. These early lower density structures will provide a more familiar real estate product in the early phases while preserving the core for denser development. Should the existing market not support adequately dense development in the core of the Town Center, development of key parcels of land surrounding the station square

plaza should be pushed back into a later phase when market support is more likely. This will ensure that the mixed use structures at the center of the development will be higher density.

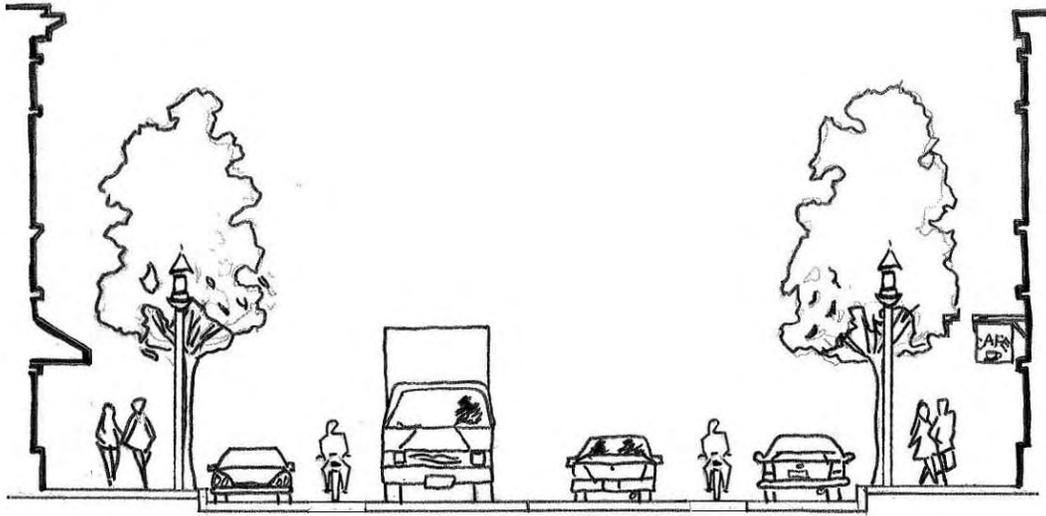
- **New development further from the Core will be less dense, but should still have a distinctive new identity.** The Nevamar site represents an excellent opportunity for a major new development. Its size and close proximity to the Core make it well positioned for redevelopment as a significant new destination.

## 6.2 Building Envelope and Blocks

- **A hierarchy of building heights should be established based on building use and proximity to MARC station.** The tallest buildings will likely be residential buildings with ground floor retail, generally not exceeding six or seven stories. Around the periphery of the station area two story townhouses are appropriate and consistent with the hierarchy of building heights.
- **A pattern of building the structures with greatest bulk closest to the MARC station should be established.** Moving away from the center buildings should have less bulk.
- **Buildings should have an active street presence.** Building entrances should be oriented to the street, have varied architectural design, and be pedestrian in scale.
- **Maximum Block Length should define a finer scale of development.** By establishing maximum block lengths, the district will be more easily walkable. For example, in most circumstances a maximum block circumference is 1,600 feet is appropriate. This means that individual block faces are usually no more than 400 feet maximum, with 300 feet being more comfortable for most pedestrians.
- **Build-to-lines and variable setbacks should be employed depending upon building height, dimensional guidelines, and façade setback.** Careful attention should be paid to the transition from larger buildings to smaller buildings. The upper floors of larger new buildings in close proximity to small scaled residential structures should be set back to make the transition in massing more compatible.

## 6.3 Pedestrian Circulation and Facilities

The pedestrian zone is an area reserved exclusively for pedestrian, such as sidewalks, cross walks, parks, and plazas. *Pedestrian priority areas and streets* are intended to create quality connections between key destinations, such as future transit stops, parks, schools, trails, and commercial areas. Streetscape elements, including sidewalks, street furnishings, lighting, street trees, and pedestrian oriented intersections are described below.

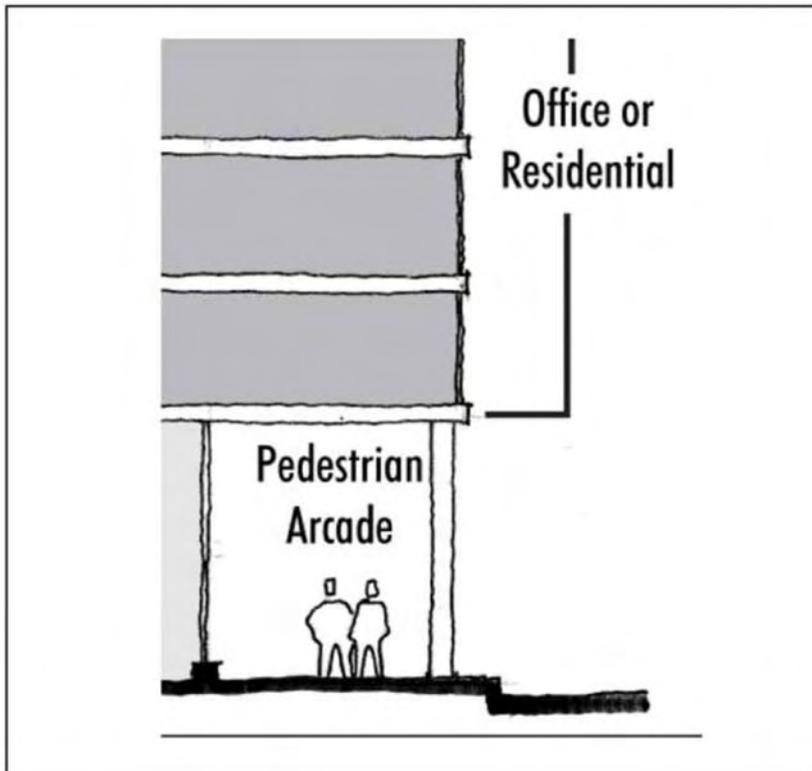


*Figure 24: Section through a Pedestrian/Bike Priority Street*

## Streetscape

- **Improvements to the train station and surrounding pedestrian network should be of the highest quality and should create a comfortable, attractive and safe pedestrian environment.** The pedestrian realm should feature a high level of amenities (storefront windows, awnings, architectural features, lighting, landscaping). The building materials and street furnishing should be of the highest quality.
- **Pedestrian amenities and street furnishings should create pleasant areas that feature wide sidewalks, benches, planter strips, kiosks, street trees, awnings, street lighting, bicycle lanes, telephones, water fountains, and trash receptacles.** Furnishings will reduce noise, provide shelter and enhance the overall comfort and safety of the area. Design of street furnishings should be unified with a distinct character.
- **Sidewalk should be defined as having four zones.** These zones include: the Curb Zone (defines the edge of the pedestrian realm), Furnishing Zone (provides area for street trees, utility poles, street lights, hydrants, parking meters, etc), Walking Zone (for pedestrian travel only, free of permanent or temporary objects), and Frontage Zone (area between walking area and property line, allows pedestrian a “shy” distance from the building edge).
- **Use of arcades should be promoted to provide a protected pedestrian environment.** Arcades should be integral to building design, can provide continuous pedestrian protection throughout the district, and should have consistent depth from

building to building. Similarly, awnings and canopies can be used in all buildings to provide consistent and continuous pedestrian protection from the elements. Awnings



*Figure 25: Arcades provide a protected pedestrian environment.*

and canopies should have consistent depth and may encroach into public right-of-way.

- **Building entrances should be oriented to public pedestrian routes and the street.** The primary entrance should be accentuated. Multi-tenant development should be promoted at the street level on all street frontages, contributing to the activity in the pedestrian zone.
- **Street Crossings should be oriented to the pedestrian.** Crossings should have curb extensions, decorative pavement on sidewalks and street crosswalks, and intersection tables for traffic calming in appropriate locations.
- **Street Trees** should be provided along major pedestrian ways. They improve air quality, reduce storm water runoff, provide cooling for the pedestrian, increase property values, and even create wildlife habitat. They will also greatly increase the quality of life in town center by providing an inviting and comfortable quality to the streetscape.

- **Curb cuts should be minimized to enhance the safety and convenience of pedestrians.** Whenever a car crosses the sidewalk, there is potential danger and inconvenience to the pedestrian.
- **Human-scaled street lighting should be used to illuminate pedestrian areas.** Street light poles should be low level as opposed to high-mast highway lighting. Lighting systems should provide a unifying character to the streetscape. Careful attention should be paid to fixture design and the color rendition qualities of the lamp.
- **Street light fixtures should have appropriate cut-off characteristics.** Carefully designed fixtures and lamps will minimize light pollution on sensitive, adjacent uses, such as residential uses located in close proximity.
- **Signage should make a positive contribution to the streetscape.** Signs should be appropriately scaled and designed to fit with other traffic and wayfinding signage. Most commercial signs consist of wall, board, awning, window or blade signs, but not freestanding. Signs should be made of only high quality materials. Monument signs must be carefully designed and sensitively placed.

## Trails

- **The central plaza at the MARC station serves as the trailhead of the regional pedestrian/bike system.** This trailhead will be a major destination in the district-wide pedestrian network and the gateway to the MARC train network. While there is a trail system already in place, the trail system is not yet fully connected and is in some areas currently too informal. There is a need to formalize what the center of the development will be to help shape trail and other plans around it.
- **The trail system should connect the core station area to other destinations.** The connections among the new residential developments in all four quadrants around the transit station, as well as the Heritage Museum, County Library and the existing residential communities, should be strengthened.
- **Local trails should be eventually link to the two proposed County hiker/biker trails that will traverse through the Odenton area.** The WB&A Trail and the South Shore Trail are major trail projects that will provide both local county inter-connectivity and regional connectivity. These trails will provide vital segments in linking two National trails, the American Discovery Trail and the East Coast Greenway Trail.

## 6.4 Streets and Vehicular Access

- **Design Town Center Boulevard as a parkway and circulation spine for development** – Odenton Town Center Boulevard is well located to serve as both the pedestrian and vehicular spine for new development. The Boulevard should have a parkway-like four-lane section with a planted median, wide sidewalks and a special street tree design.

- **Highlight the intersection of Town Center Boulevard and Annapolis Road (MD 175)** as an important entrance into the Odenton Town Center. – This intersection should be emphasized with attractive signage, special lighting, specimen trees at its corners, and pedestrian crosswalk/refuges.
- **A clear hierarchy among the streets in the station area should be established.** Access from arterials to parking structures should be as direct as possible, minimizing the traffic on local streets. Vehicular facilities at the station should include a Kiss-and-Ride area, shuttle bus drop-off, and proximate ADA parking.
- **Provisions should be made at the station for shuttle buses.** Existing and proposed shuttle services serve variety of developments. For example, Connect-a-Ride service in Odenton has 3 routes: Routes K, L and M. These routes provide service to local residential areas, such as Piney Orchard and Seven Oaks, and commercial areas ranging from the Arundel Mills Mall to the many businesses along the MD 170 industrial corridor.

## 6.5 Open Space

- **The Odenton Town Center Master Plan proposes the expansion and enhancement of a greenway network within the OTC that is connected to the surrounding County and City network.** It has three objectives: (1) ensure a stable environment by protecting the water quality, stream hydrology, flora, and fauna, with connected wildlife corridors, (2) provide green relief and passive recreation within the urban center, and (3) provide buffers between the OTC and adjoining areas.
- **Stormwater Management best practices should be implemented.** These practices will reduce adverse impacts on water resources, include groundwater recharge, reduce pollutant loading from stormwater discharges, reduce peak flow, and maintain chemical, physical and biological integrity of downstream waterways. New projects should have a stormwater management plan that includes principles of Low Impact Development and outlines the state-of-the-art stormwater management technologies that will be utilized. The Low Impact principles are designed to control pollutants, reduce runoff volume, manage runoff timing, and address a number of other ecological and hydrological concerns.

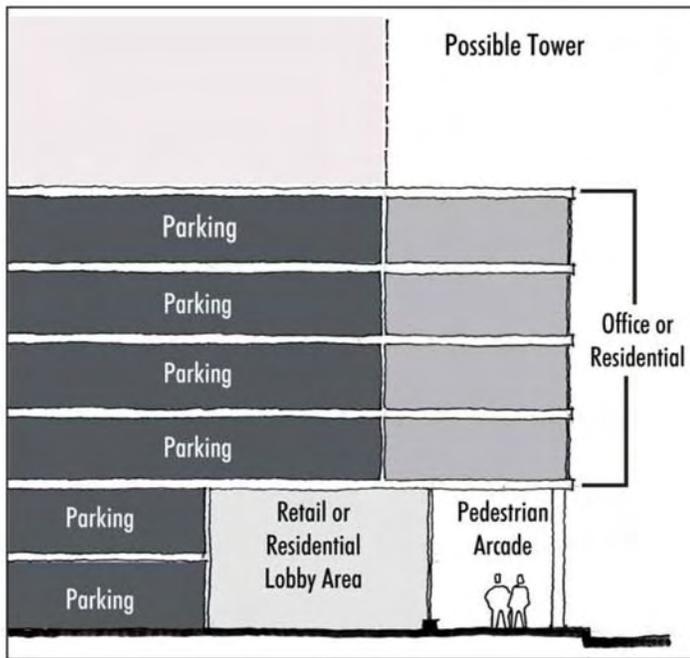
## 6.6 Parking Facilities and Access

- **An array of parking garages should be constructed in close proximity to the station** – Existing Park-and-Ride surface parking and parking for new development should be consolidated into several garages. When programming various public parking garages, keeping the number of garages to a minimum will make it easier for the transit patron to quickly find an available space.

As related to proximity to transit, parking garages should be sized to reflect density, mix of uses, shared use parking, and on-street parking. When calculating the parking requirements for any uses, a maximum parking ratio should replace the minimum

parking ratio and the overall parking requirements should be reduced to reflect proximity to commuter rail.

**The location of parking structures should be carefully considered so as to balance convenience of access with locations that do not preclude an active pedestrian environment.** Potential locations include: (1) a major parking structure on the east side of the transit station with potential direct access to MD 170, (2) one or more major parking structures south of MD 175 and west of the rail right-of-way, (3) a parking garage north of MD 175 and west of the rail right-of-way, (4) a garage immediately to the east of the station, and (5) a garage located on private property, south and west of the current station. Access would primarily be from MD 175 and Town Center Boulevard on the west side of the existing rail right-of-way and Odenton Road on the east side of the right-of-way.



*Figure 26: Liner Buildings hide parking structures and maintain pedestrian activity on the surrounding streets.*

- **Connections among parking garages and the station should be attractive, well-lit, and safe.** For the close-in garages (within ¼ mile of the station) these pedestrian links could be directed by residential neighborhoods, retail shops, and the station square where the walkway will be continuously visible from adjacent active uses.
- **Phasing of parking structures should be carefully considered.** For example, one strategy would be to build 2,000 - 2,500 spaces for commuters now (2,000 replacement plus an additional 500 spaces) with the ability for the MTA or the developer to expand to another 1,000 + spaces in the future.

MTA is currently working to determine when they will need additional parking to support their ridership. MTA agreed it might be more reasonable to only require replacement parking for existing spaces and expansion as necessary, resulting in a change from the 3,000 plus spaces previously suggested.

- **Parking structures should not be located directly on main streets unless they have active first floor uses.** Garages should be set back or wrapped with a “liner” building around the perimeter of the main structure which can provide for an active street level (with arcades, shop entries, display windows, etc.) and potentially other commercial uses above, such as offices, or residential uses. The location of the garages within the block should be designed integrally with the streetscape, circulation patterns, and pedestrian safety. Parking structures should never overshadow adjacent buildings.
- **Bicycle usage should be encouraged with secure parking/storage.** By providing safe and convenient on-street and off-street routes, as well as safe and secure parking facilities near transit stops or in parking garages, bicycle usage will be promoted.
- **Use of high quality construction materials, design features and decoration should be promoted.** This allows a parking structure blend with the surround structures. Resist using monolithic materials, such as cast in place concrete or unadorned precast system, and use of premium architectural finishes should be promoted.
- **On-street parking should be allowed to contribute toward satisfying off-street parking requirement.** Provides a safety buffer between pedestrians and moving vehicles.
- **Surface Lot should be landscaped internally and screened from view of the pedestrian realm.** Lots should be oriented toward the middle of the block rather than at the corners of blocks. Even though some surface parking may be included as part of relatively lower density housing, such as townhouses, these units should be located around the edges of the garden apartment core of the district, beyond the most active ¼ mile radius from the station.
- **HOV Parking** – Parking for High Occupancy Vehicles (HOV) should be provided in all parking structures.





*Figure 28: Birdseye Rendering of Initial Development Scheme*

## 7.0 Development Proposal

### 7.1 Planning and Design Process

In December 2005, the Maryland Department of Transportation (MDOT) received an unsolicited TOD proposal for their property at the Odenton Station, which led to a partnership between MDOT and Anne Arundel County in early 2006. A Memorandum of Understanding between the state and the county resulted in a unified vision for public properties. The Odenton Town Center Plan presents a development concept that could better serve the station and surrounding communities. Proposed development should feature mixed-use, market-driven opportunities including an advantageous revenue stream to the State and County. In April 2006, the state and county solicited development proposals for the collectively combined 24± acres of publically-owned property around the station. Interested developers were required to include the following design elements in their proposals:

- Parking for 3,500 commuter spaces, special needs parking near station platforms and 2,000 spaces during construction;
- Off-site transportation improvements to accommodate proposed development;

- Access to and from MD Routes 175;
- Pedestrian access and mobility to the station, between platforms and within the proposed TOD development; and
- Connections to existing and proposed hiker/biker trails.

## **7.2 Selected Development Team**

As part of the Maryland Transportation Public Private Partnership (TP3) Program, a joint development team was selected in the Fall of 2006. The team consisted of Osprey Property Companies, The Buzzuto Group and The Reliable Contracting Company. The joint development team worked to develop the vision for the area and design the Odenton Town Square to meet the state and county objectives for their properties. Team members include:

- The Osprey Property Companies are real estate investment and development companies headquartered in Annapolis, Maryland. Since their inception in 1988, the Osprey Property Companies have successfully developed numerous projects in Florida, North Carolina and the Mid-Atlantic region.
- The Reliable Contracting Company is a family business established by two brothers in Anne Arundel County in 1928 and has grown to more than 500 employees specializing in Heavy Highway, Commercial and Site Development.
- The Bozzuto Development Company (BDC) of Greenbelt, Maryland, has been one of the top producers of multi-family rental housing in the country since its formation in 1988. The principals and senior staff of BDC have collectively been responsible for the development of more than 25,000 multifamily units.

## **7.3 Initial Development Proposal**

The Development Team's initial proposal called for a mix of residential, retail, hospitality and office uses designed to respect and have a minimal impact on the surrounding communities. Meeting this objective is achieved with a relatively high-density pedestrian-friendly development program that includes hiker/biker connections, public courtyards and open space, and pedestrian connections. A pedestrian bridge and/or tunnel are proposed for a safe pedestrian facility over the railroad tracts and to minimize any adverse impact of the MD 175 road widening. Additional exploration of the best alternative is necessary to fully understand the most feasible solution.

The initial development concept was for a total of 1,715,600 square feet with an FAR of 1.64. This \$150 million development program included:

- One hotel with 90 to 120 rooms;

- Commercial program of 74,000 square feet of retail space. Mix of retail could include sit-down restaurants, fast food restaurants, coffee shops, cleaners, a bank, a parcel drop-off store, a salon, an ice cream store, etc.
- Residential program of 572 apartments and condominiums, including 60 units dedicated to affordable housing for seniors; 250 townhouses; and five single family homes;
- Two parking garages for MARC commuters with a total of 3,500 parking spaces; and
- 1,745 additional parking spaces for the development.

The Odenton Town Square proposal was estimated to generate \$5 million in State and local tax annually.

## 7.4 Plan Refinement Process

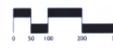
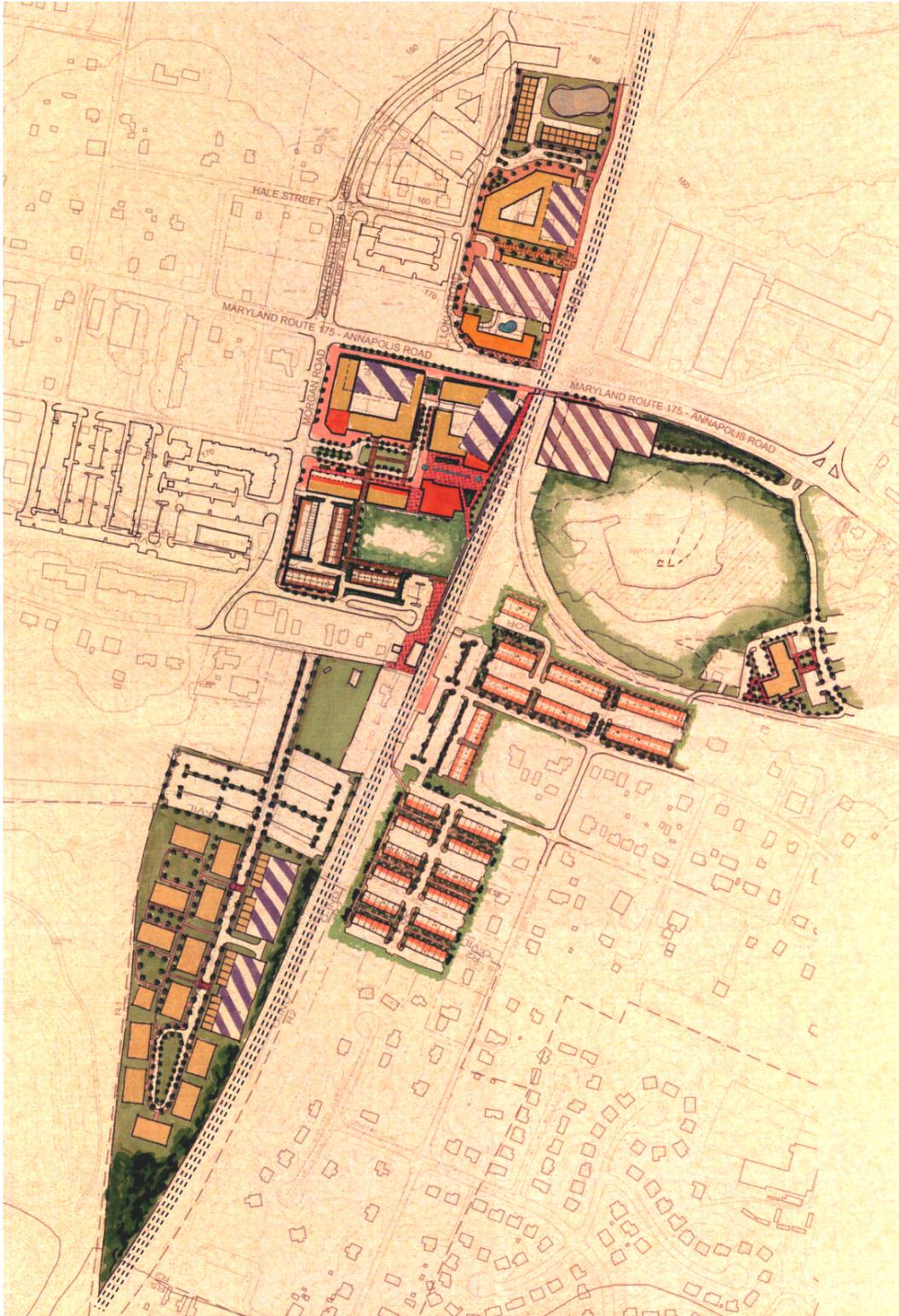
The development team coordinated its design development process with the State and the county, refining the preliminary illustrative concept through a series of workshops. In these workshops the development team presented their latest proposals and received comments from MDOT, MTA, SHA, and Anne Arundel County planners. The development team conducted additional traffic analysis, highlighted off-site transportation improvements, conducted due diligence on the properties, and refined the development program and financing plan.

The Illustrative Site Plan on the following page reflects the most recent site design proposal from the Development Team. The development program for this scheme is presented in Table ? that follows.

### Final Buildout

Parcels	Transit Parking (spaces)	Development Program			Development Parking	
		Rental (units)	Sale (units)	Retail (GSF)	Structured (spaces)	Surface (spaces)
Westside	40	299 – 338*	0	65,700-69,600*	636 - 715*	0
Eastside	168	0	128			180
Library	1,850	100	0			100
Northside	720	180	36		300	72
Parcel 137	0	0	100			150
Ferguson	400	170	0		300	
Moore	0	0	78			156
TOTALS	3,178	749 – 788*	342	65,700-69,600*	1,236 – 1,315*	658

\* In all cases the higher number results from Scheme 1A and the lower number from Scheme 2



Osprey Property Company  
 The Bozzuto Group  
 Reliable Contracting Company

**ODENTON TOWN SQUARE**  
 Anne Arundel County, Maryland

**BARTON PARTNERS**  
 ARCHITECTS+PLANNERS  
 700 E. Main Street, 16th Floor  
 Baltimore, MD 21202-4122  
 p 410.976.2800 f 410.976.2808  
 © 2008 BartonPartners Architects+Planners, Inc. All Rights Reserved

Project Number  
**18.08027**  
 Date  
**06.09.08**

## 7.4 Phasing Strategy

PHASE 1			PHASE 2																																																		
<b>Transit Parking</b> <table> <tr> <td><b>West Side</b></td> <td><b>40 Spaces</b></td> </tr> <tr> <td>East Side</td> <td>468 Spaces</td> </tr> <tr> <td>Library</td> <td>0 Spaces</td> </tr> <tr> <td><b>North Side</b></td> <td><b>1,120 Spaces</b></td> </tr> <tr> <td>Parcel 137</td> <td>0 Spaces</td> </tr> <tr> <td><b>Ferguson</b></td> <td><b>700 Spaces (300 Temporary)</b></td> </tr> <tr> <td><b>Moore</b></td> <td><b>400 Spaces (400 Temporary)</b></td> </tr> </table> <p><b>Total Phase 1 Transit Parking - 2,728 Spaces</b> <i>(2,028 During Construction)</i></p>			<b>West Side</b>	<b>40 Spaces</b>	East Side	468 Spaces	Library	0 Spaces	<b>North Side</b>	<b>1,120 Spaces</b>	Parcel 137	0 Spaces	<b>Ferguson</b>	<b>700 Spaces (300 Temporary)</b>	<b>Moore</b>	<b>400 Spaces (400 Temporary)</b>	<b>Transit Parking</b> <table> <tr> <td>West Side</td> <td>40 Spaces</td> </tr> <tr> <td><b>East Side</b></td> <td><b>168 Spaces</b></td> </tr> <tr> <td>Library</td> <td>0 Spaces</td> </tr> <tr> <td>North Side</td> <td>1,120 Spaces</td> </tr> <tr> <td>Parcel 137</td> <td>0 Spaces</td> </tr> <tr> <td><b>Ferguson</b></td> <td><b>400 Spaces</b></td> </tr> <tr> <td>Moore</td> <td>400 Spaces (400 Temporary)</td> </tr> </table> <p><b>Total Phase 2 Transit Parking - 2,128 Spaces</b></p>			West Side	40 Spaces	<b>East Side</b>	<b>168 Spaces</b>	Library	0 Spaces	North Side	1,120 Spaces	Parcel 137	0 Spaces	<b>Ferguson</b>	<b>400 Spaces</b>	Moore	400 Spaces (400 Temporary)																				
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## 7.6 Current Westside Sub-Schemes

The Development Team is currently exploring two sub-schemes for the “west-side” parcel: Scheme 1A and 2. The primary difference between the two is the height of Building 1 or 1A in the western-most portions of the parcel.

### Scheme 1A

In Scheme 1A, Building 1A is seven stories and Building 1B is five stories. As illustrated in the program table, these taller buildings creates more residential units, retail space, and development-related parking. The ground floor plan and parcel development program is presented below.

Area	Residential	Retail	Development Parking
West Side	338 units	69,600 GSF	715 spaces

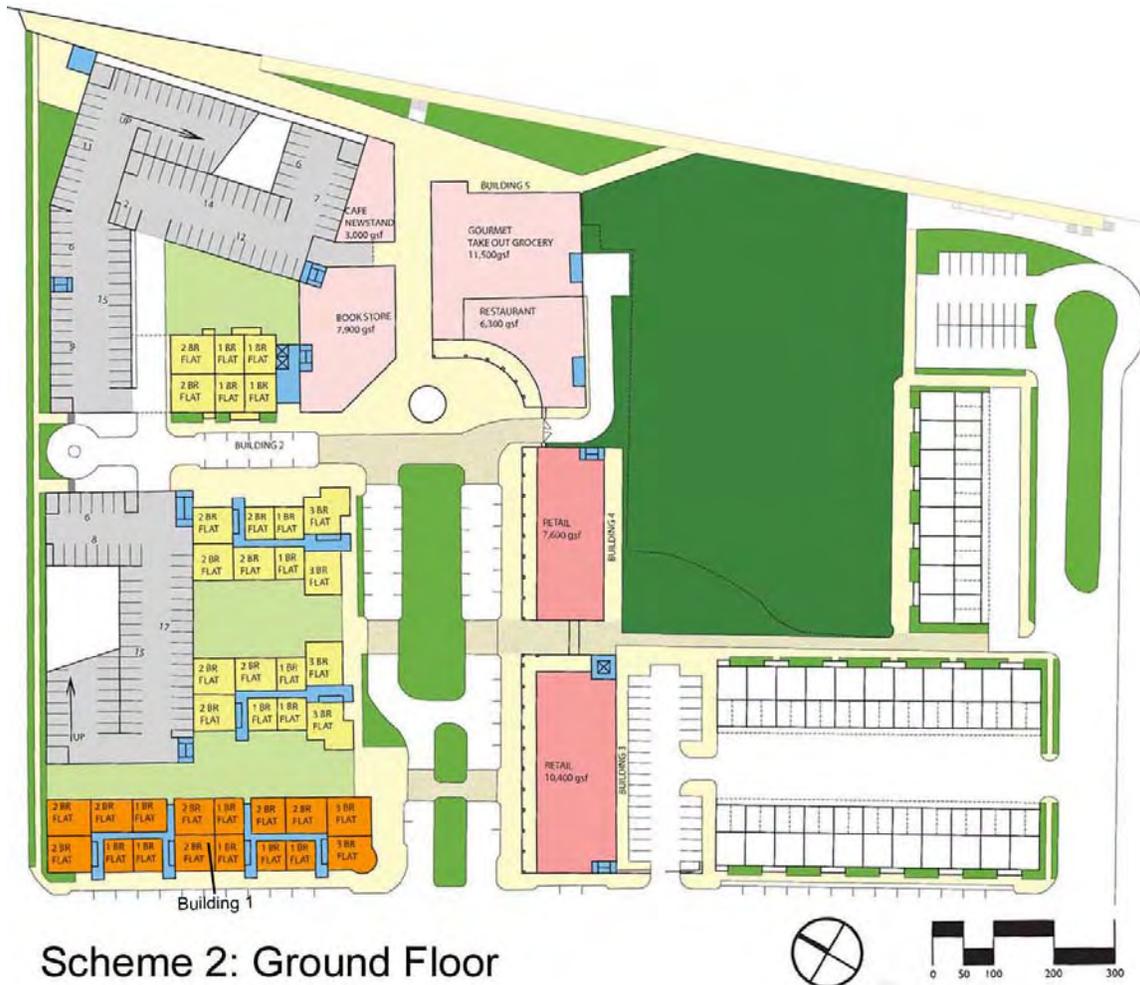


Scheme 1A: Ground Floor

## Scheme 2

In Scheme 2, Building 1 is a four-story walkup. As illustrated in the parcel program table below, this less-tall building creates fewer residential units, less retail space, and fewer development-related parking spaces.

Area	Residential	Retail	Development Parking
West Side	299 units	65,700 GSF	636 spaces



Scheme 2: Ground Floor