

5601 Eastern Avenue



Presentation to Urban Design & Architecture Review Panel

April 6, 2017

MASTER PLAN RESUBMISSION

Architectural Master Plan Resubmission



Presented by:

Robert C. Northfield, NCARB
Master Architect/Planner
BCT Architects

Nicole C. Reedy, LEED Green Associate
Landscape Architect
Morris & Ritchie Associates, INC

Master Plan is subject to approvals by the Environmental Protection Agency and the Maryland Department of the Environment.

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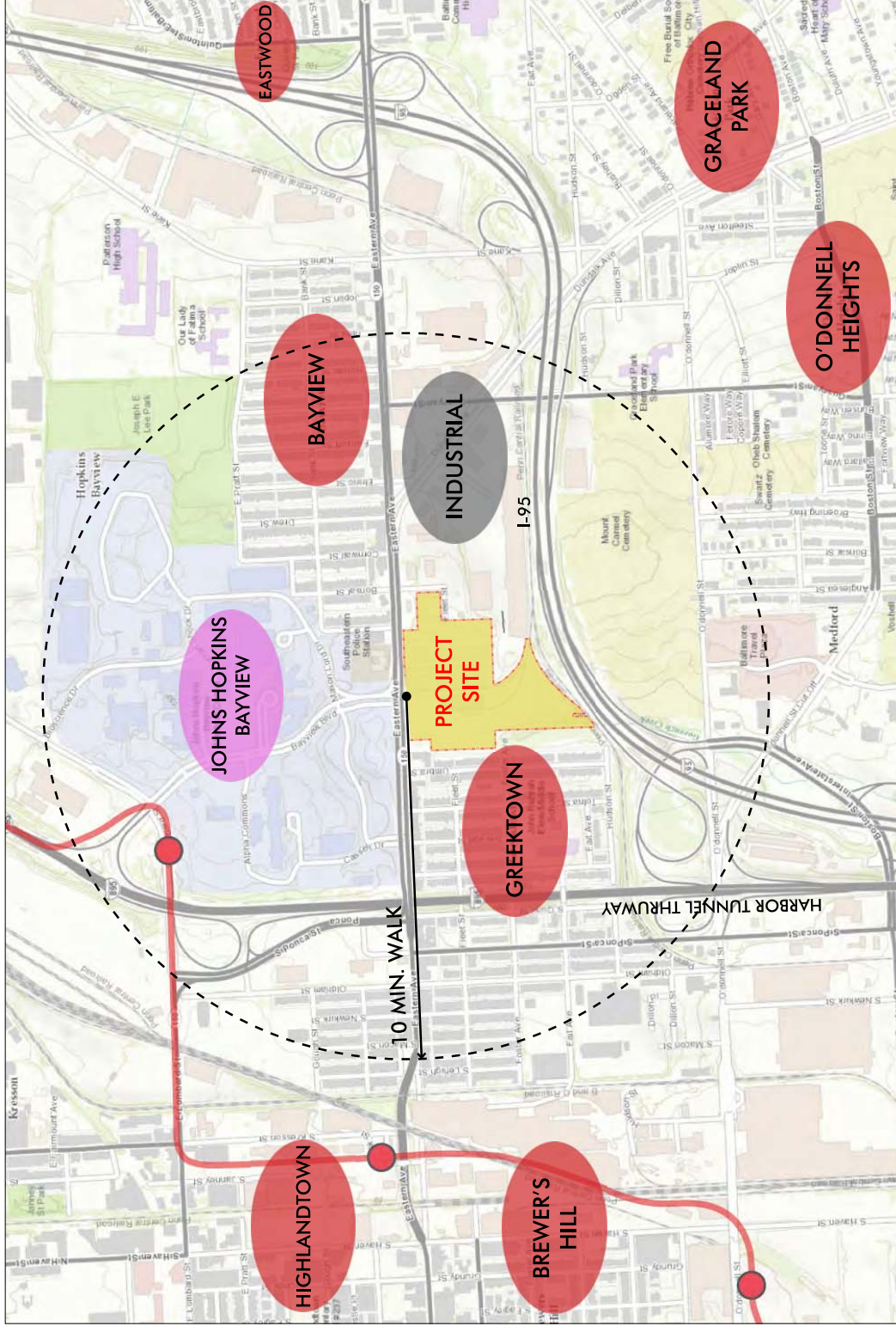


Prior Action

Panel Comments: Master Plan Presentation on March 16, 2017

- Shifting Center Street to the South: increases the length of the North/South entry boulevard and potentially creates traffic and congestion at the Center Street Intersection. Panel suggests adding a second left turn into the parking area at mid-point between Eastern Avenue and Center Street or a “right out” turn from the parking area onto the North/South boulevard.
- Activate the Intersection: Via’s should set up a strong pedestrian axis and connection through the surface parking field and across the North/South entry boulevard, connecting to the retail and hotel on the west side of the project in development Parcel A.
- Decreasing the width of the North/South entry boulevard adjacent to the retail anchor: Approved.
- Adding a Retail Pad Building along Eastern Avenue: Approved.
- Existing Conditions: Master plan must acknowledge the site’s industrial heritage.

Neighborhood Map



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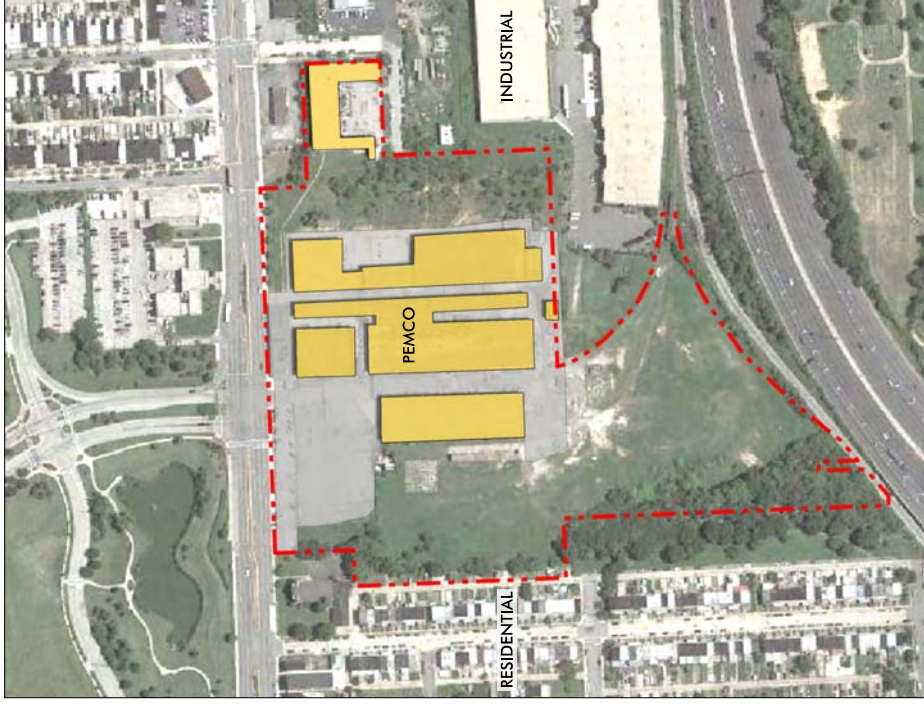
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Existing Site Conditions: 19.9 Acres



EXISTING INTERIOR



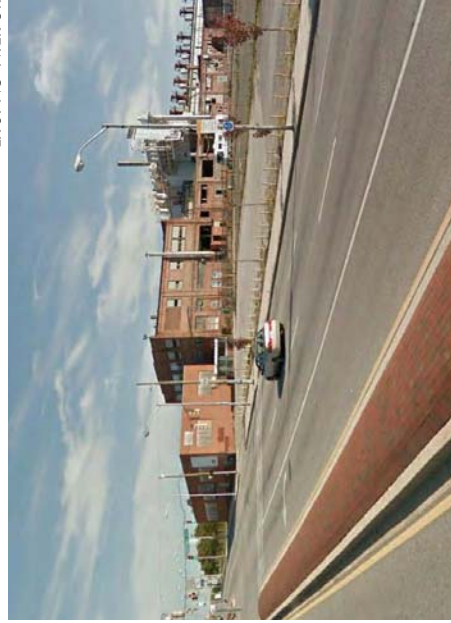
EXISTING BUILDING SITE



EXISTING EXTERIOR



NEIGHBORHOOD RESIDENT PARKING



EASTERN AVENUE VIEW

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Development Areas



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Approved: Ground Level Plan



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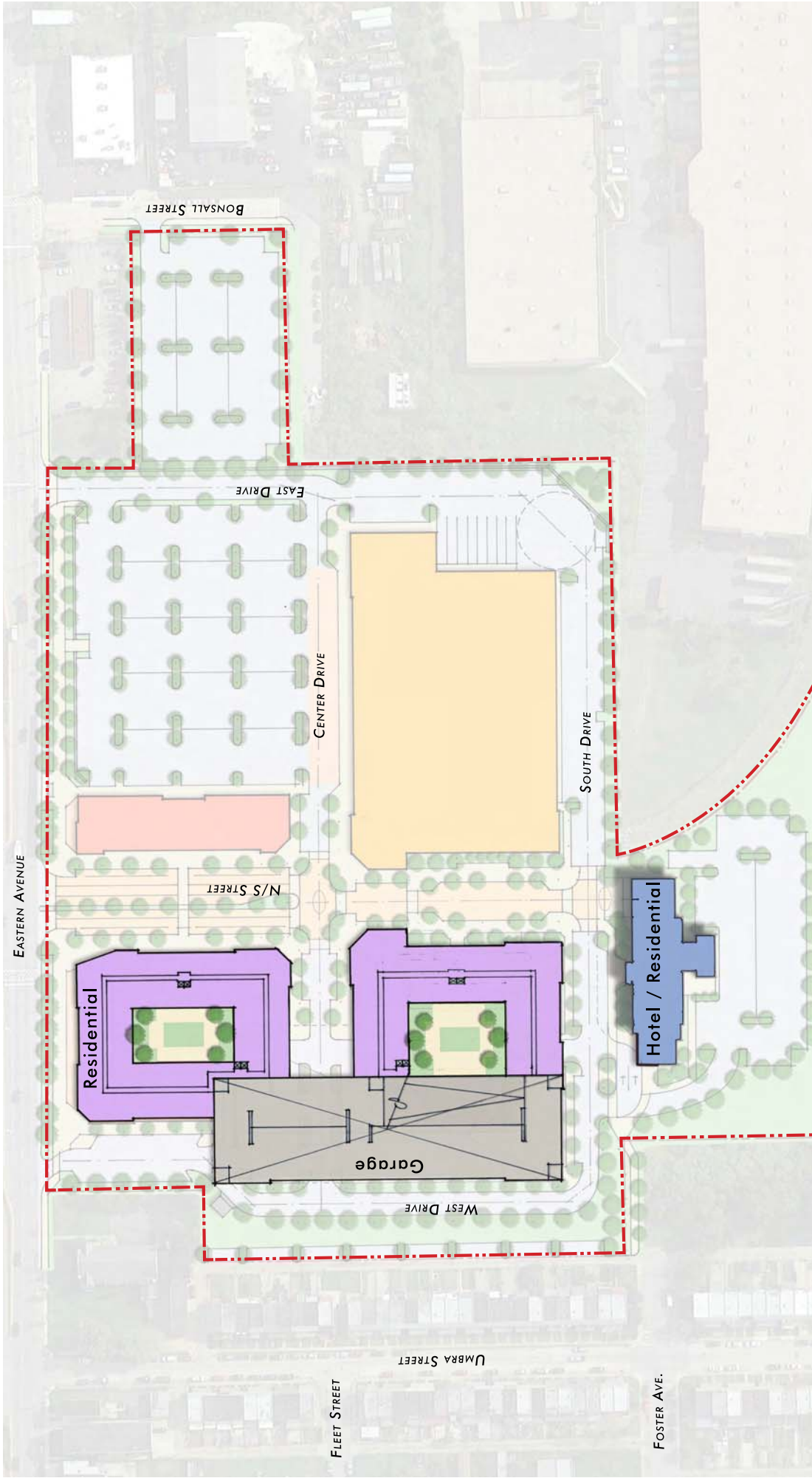
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Approved: Upper Level Plan



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Approved: Southeast View over Eastern Avenue



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Approved: Boulevard View



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Approved: Southwest View over Eastern Avenue



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Approved vs. Proposed



Approved Ground Level Plan

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Proposed Ground Level Plan

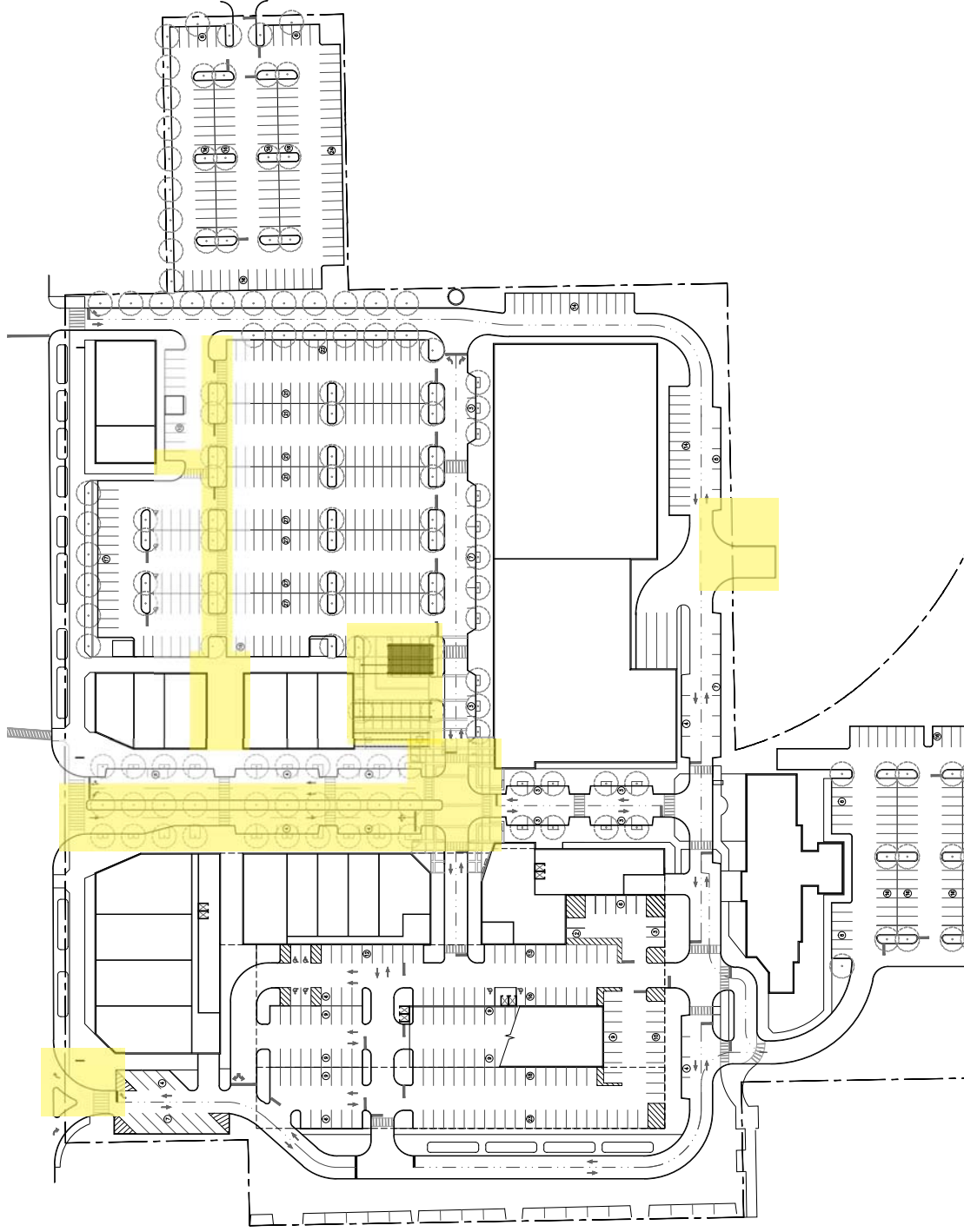
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Proposed Modifications



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Ground Level Plan : Scheme A



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Ground Level Plan : Scheme B



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Ground Level Plan : Scheme C



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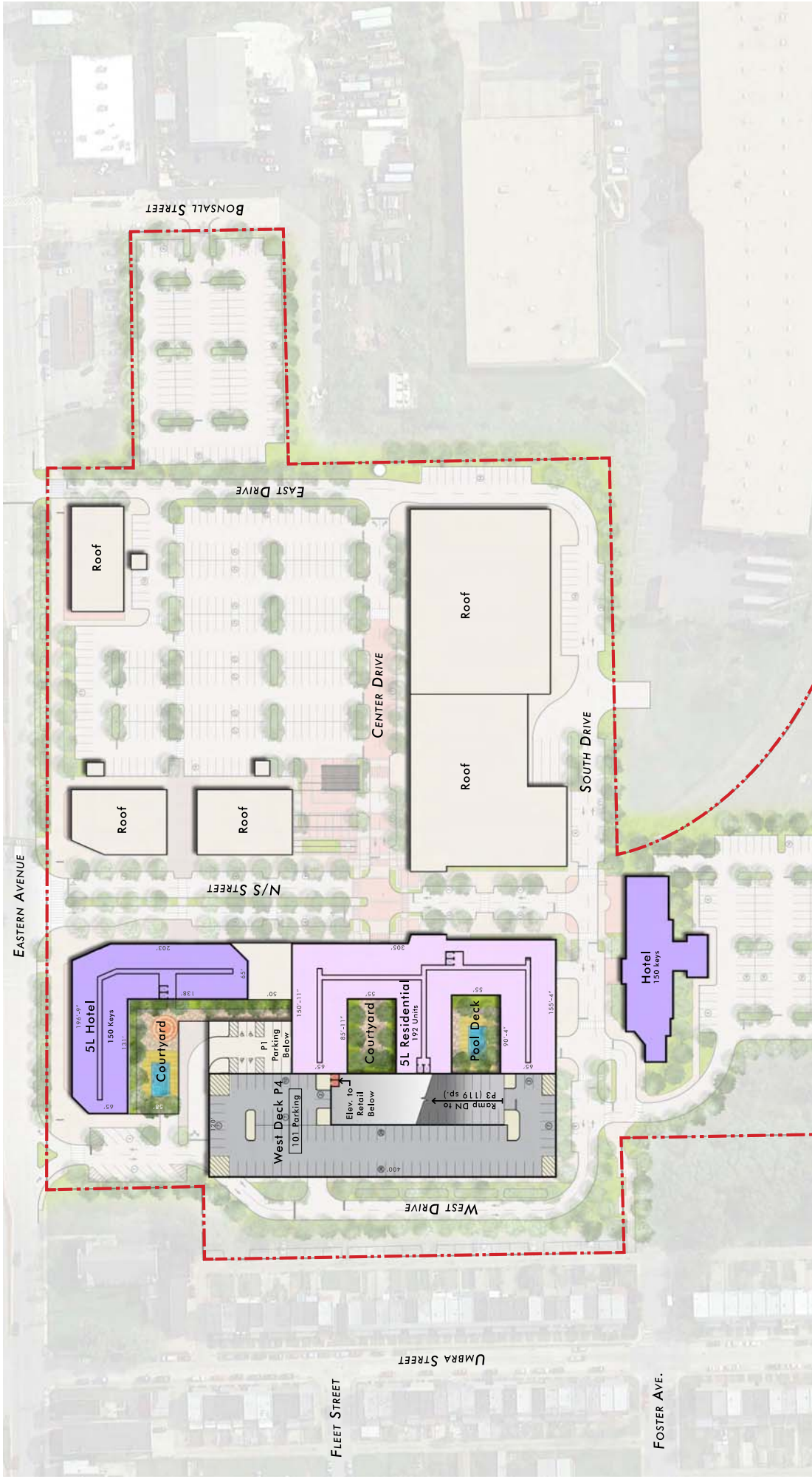
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Upper Level Plan : Typical Scheme



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Proposed: Southeast View over Eastern Avenue



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Proposed: Southwest View over Eastern Avenue



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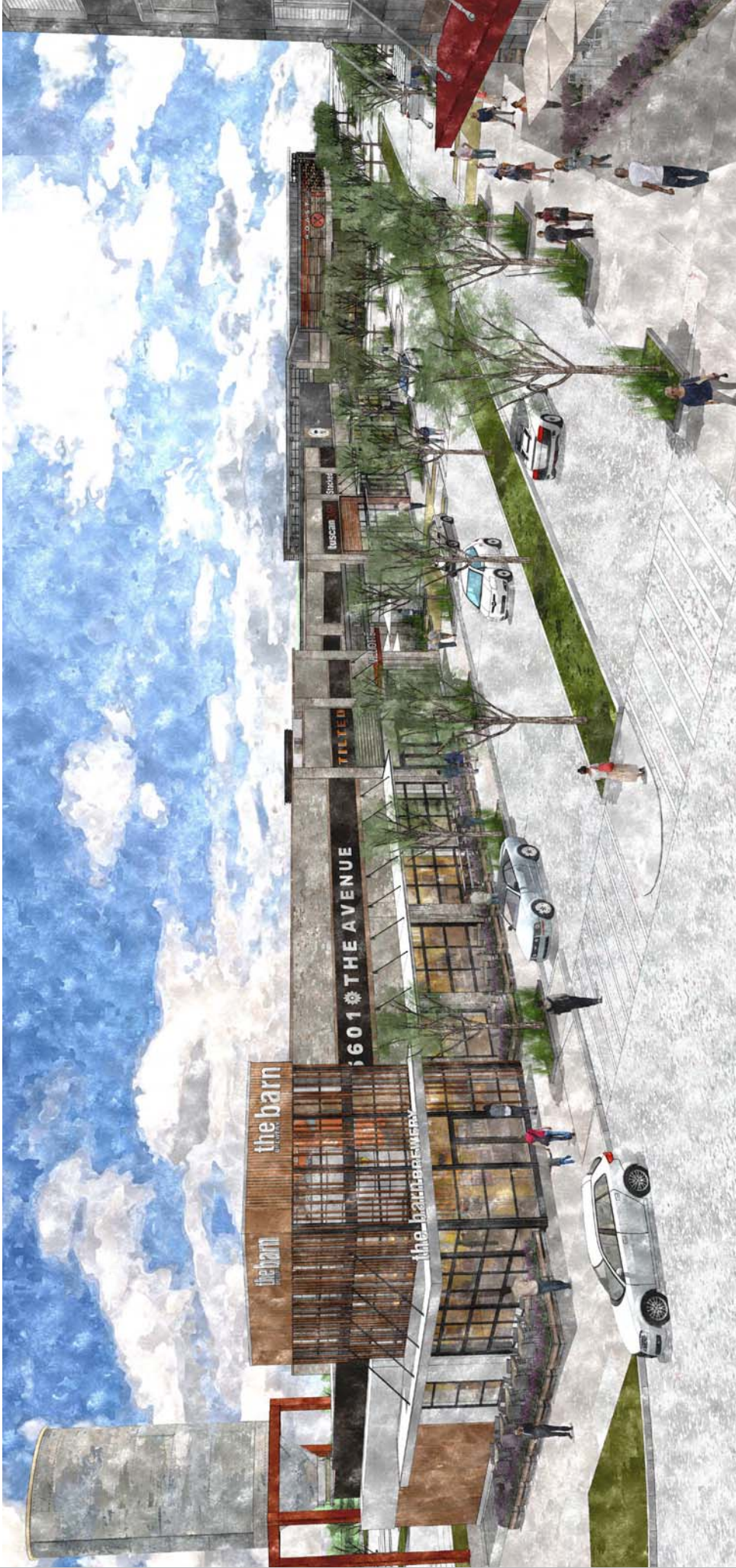
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Proposed: South View of Boulevard



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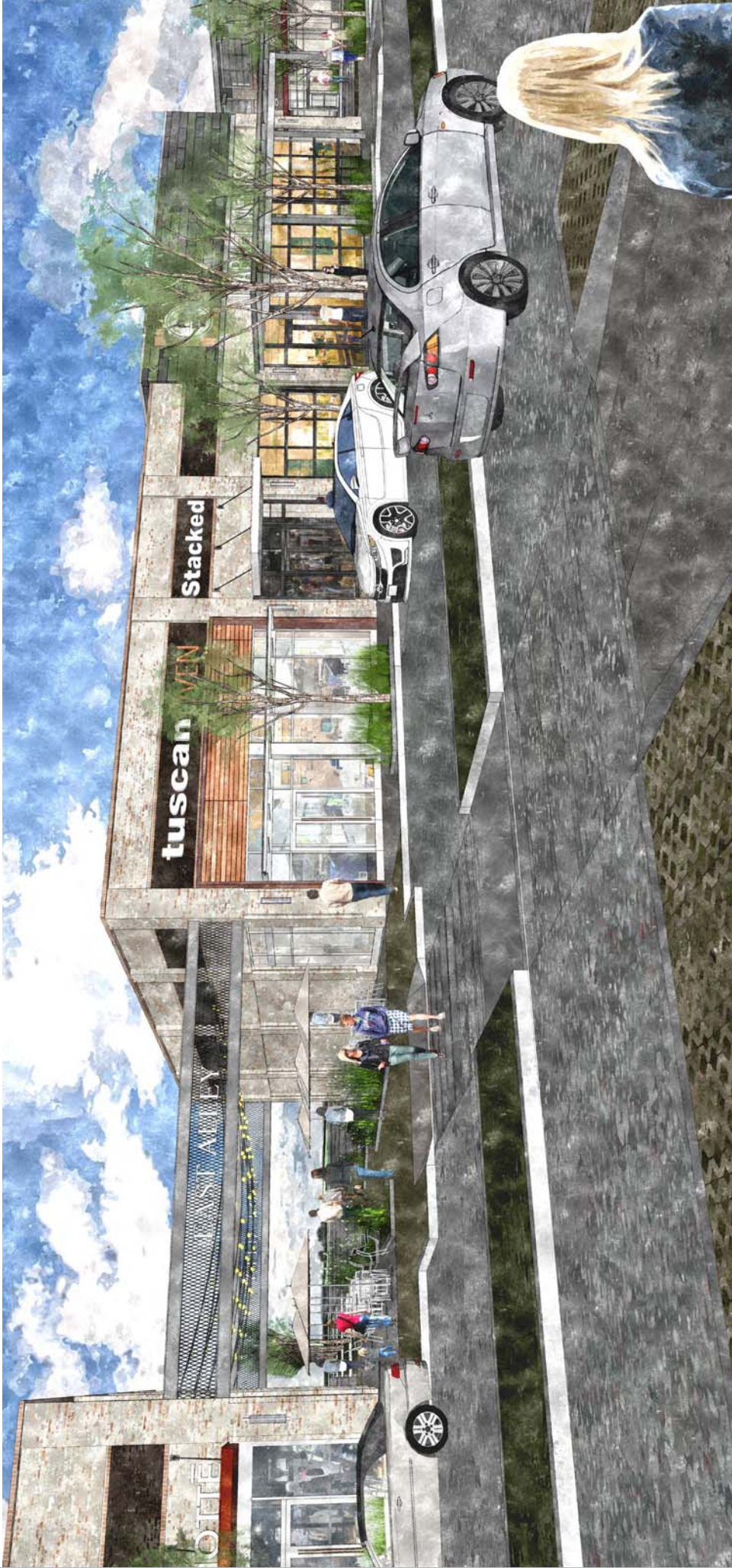
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Proposed: East View of Retail Via



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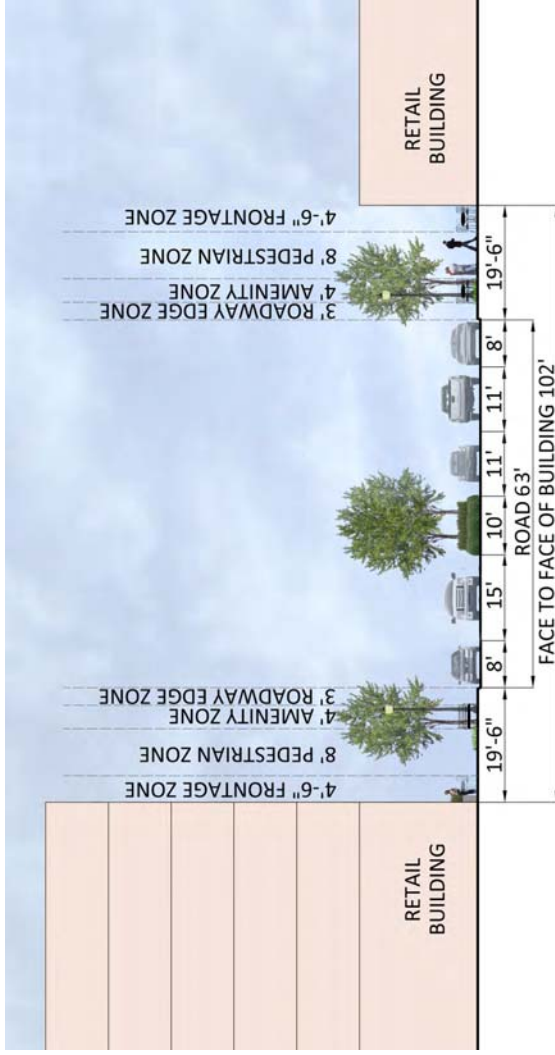
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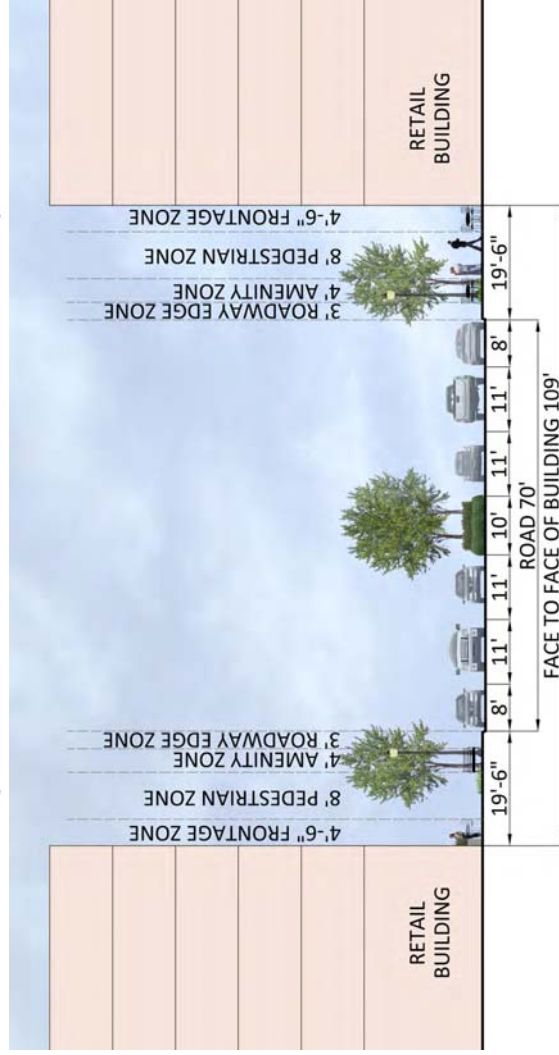
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North/South St Section - Entry Drive



Proposed Section



Approved PUD Section

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PARK(jing) Lot Plaza



VIEW FROM MAIN STREET INTERSECTION



VIEW FROM PARKING LOT

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(PARK)ing Lot Plaza

- ① Decorative paving
- ② Planting area
- ③ Seating area
- ④ Seat wall
- ⑤ Benches
- ⑥ Planter
- ⑦ Tree pits
- ⑧ Screen wall
- ⑨ Industrial relic
- ⑩ Informal lawn with flexible seating
- ⑪ Overhead string lighting
- ⑫ Pergola with parking



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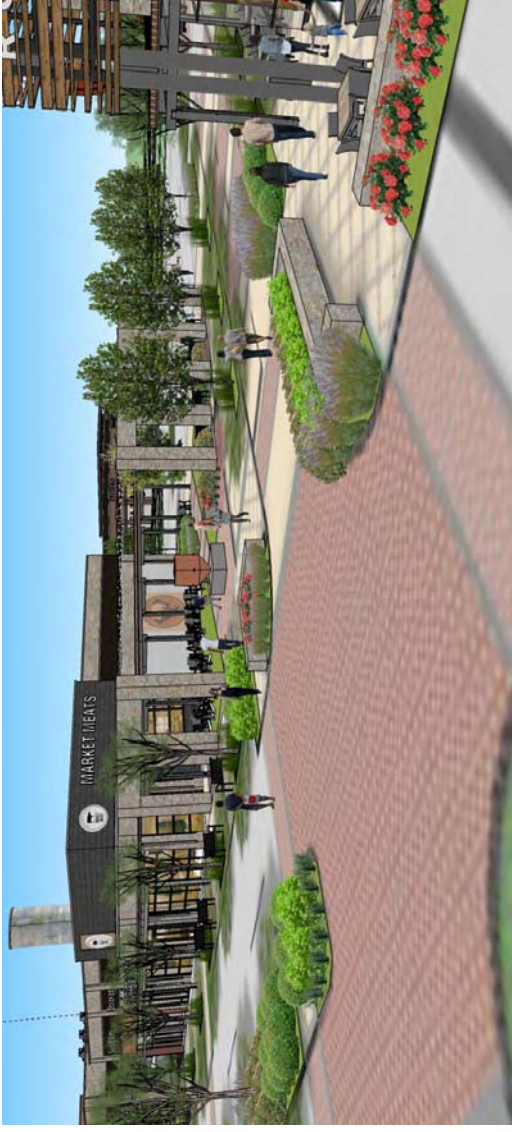
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The Industrial Park



VIEW FROM MAIN STREET INTERSECTION



VIEW FROM PARKING LOT

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The Industrial Park

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- ③ Seating area
- ④ Seat wall
- ⑤ Tree pits
- ⑥ Industrial relic
- ⑦ Bench
- ⑧ Screen wall
- ⑨ Informal lawn with flexible seating
- ⑩ Pergola with seating
- ⑪ Overhead string lighting



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Pocket Park



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Main Street Open Intersection



VIEW FROM MAIN STREET INTERSECTION



OTHER VIEW FROM MAIN STREET INTERSECTION

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Main Street Open Intersection

- ① Decorative paving
- ② Planting area
- ③ Seating area
- ④ Tree pits
- ⑤ Industrial relic
- ⑥ Bench
- ⑦ Overhead string lighting
- ⑧ Planter



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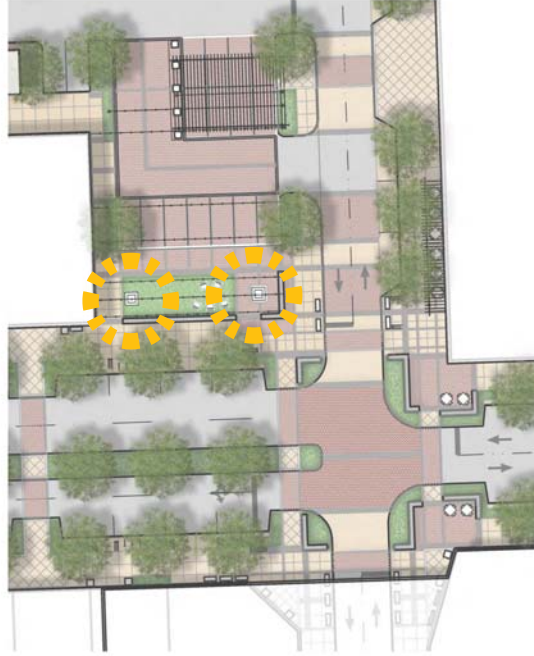
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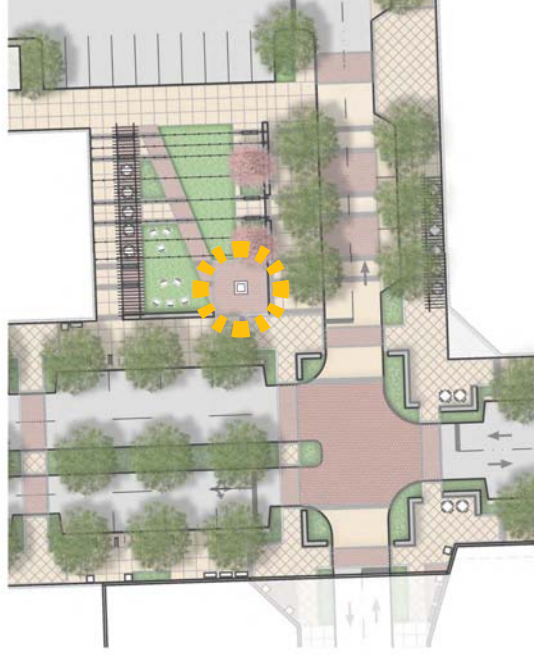
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Potential Industrial Salvaged Relics



(PARK)ing Lot Plaza



The Industrial Park



Main Street
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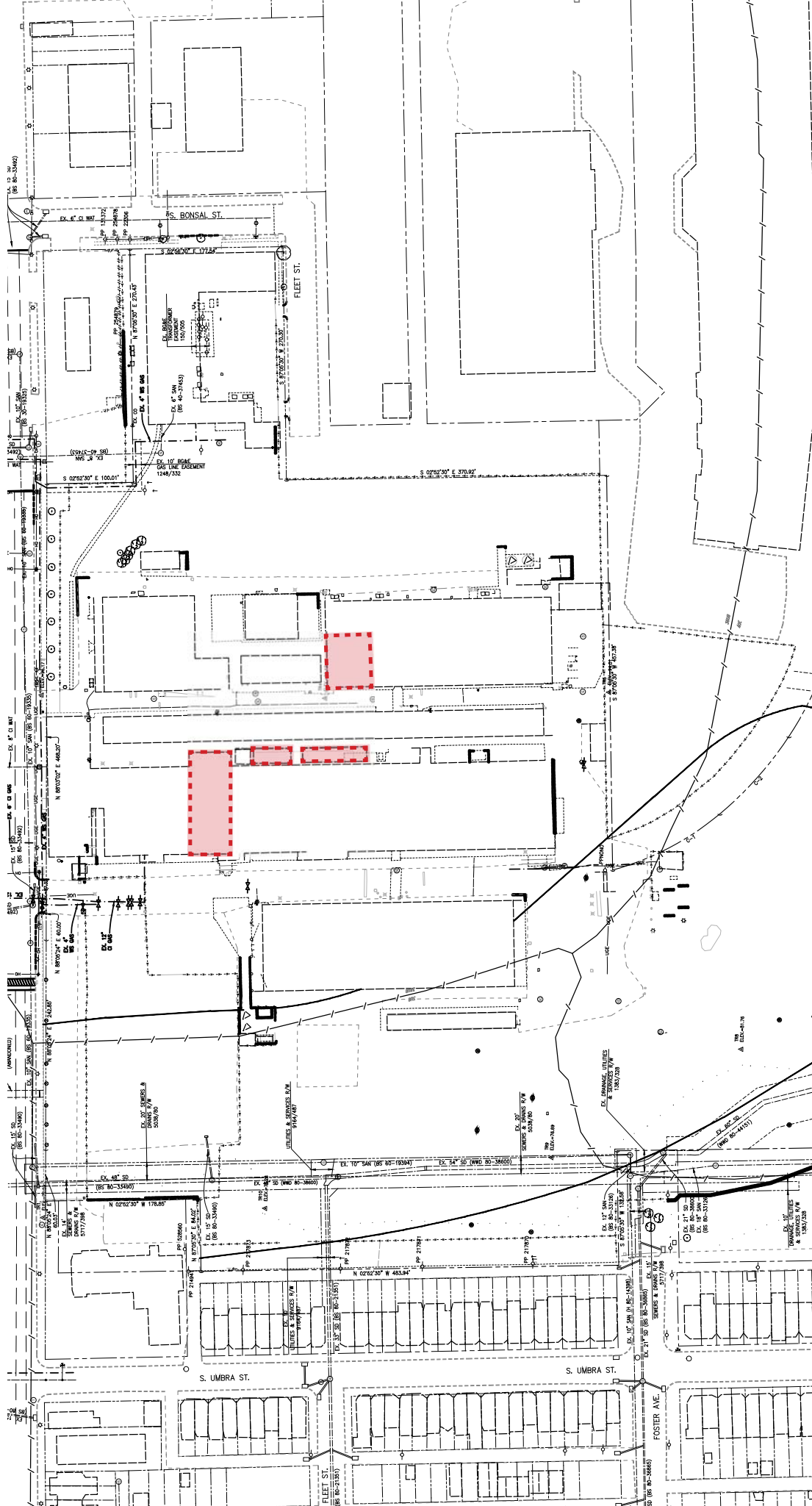
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Potential Industrial Salvaged Relics



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Pedestrian Circulation



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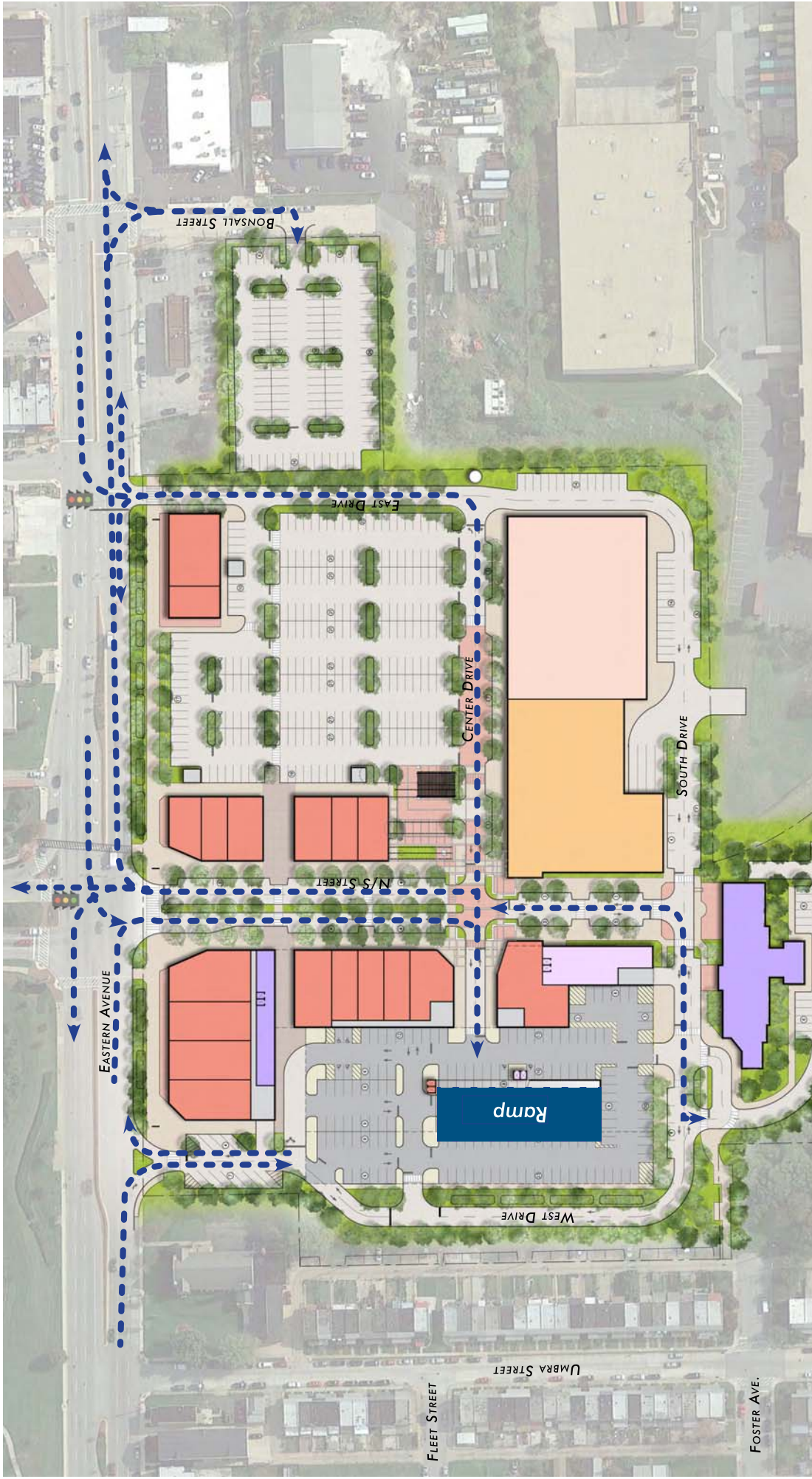
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Vehicular Circulation



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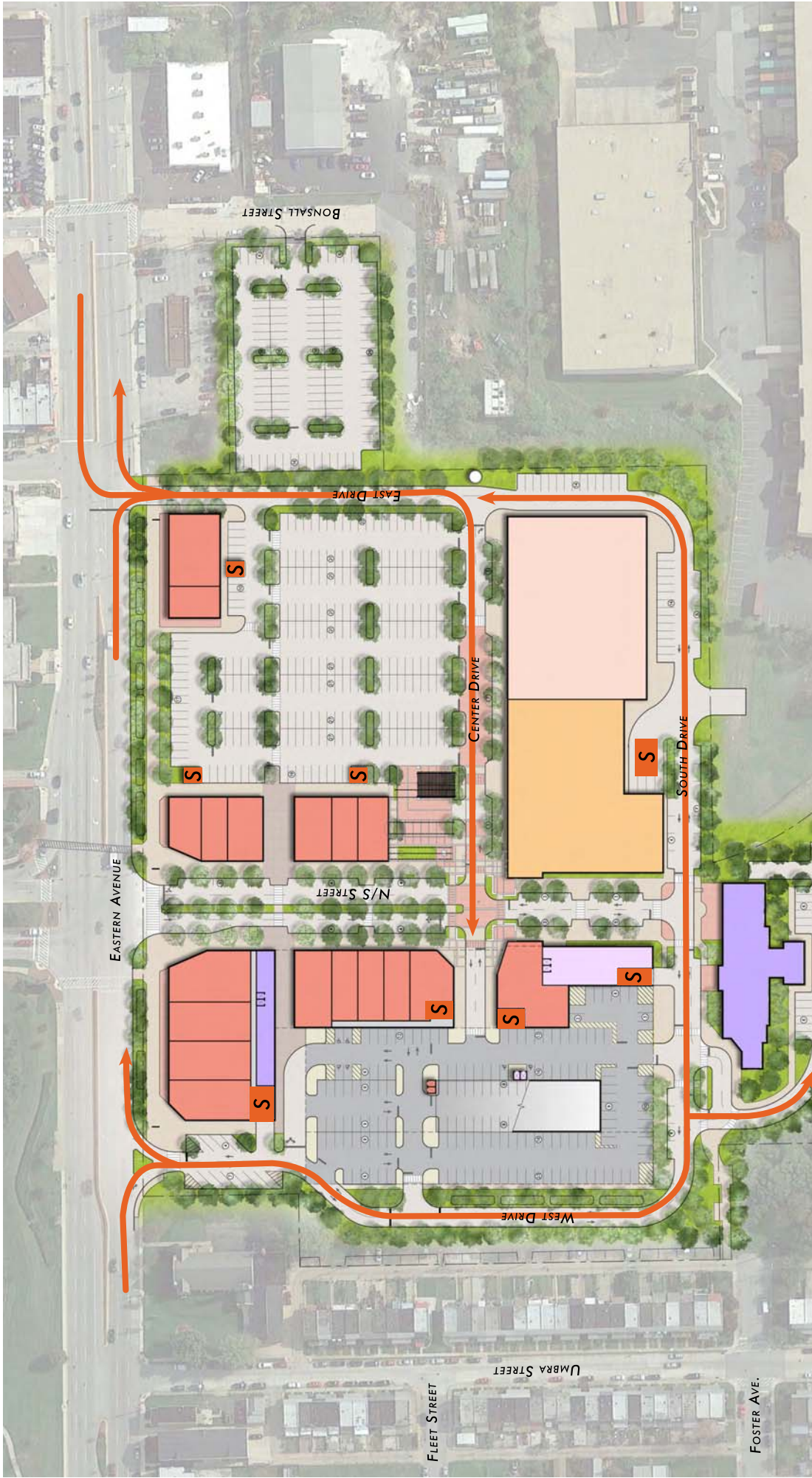
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Service & Truck Circulation



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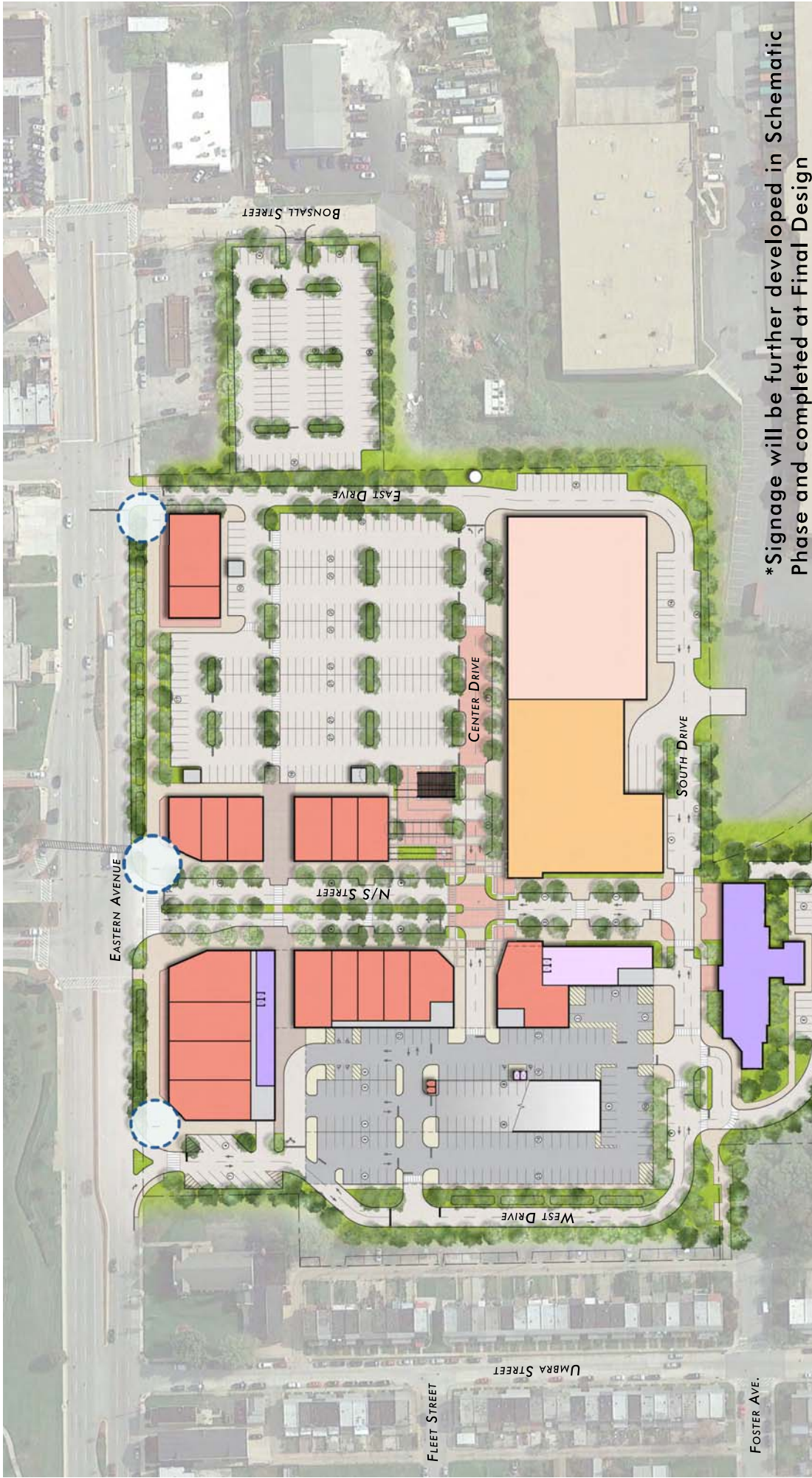
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Preliminary Project Identity Signage Locations*



*Signage will be further developed in Schematic Phase and completed at Final Design



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Yard 56 Signage Concepts



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Primary Monument



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Primary Monument Material Concepts



1 PRIMARY MONUMENT
Scale: 1/4" = 1'-0"

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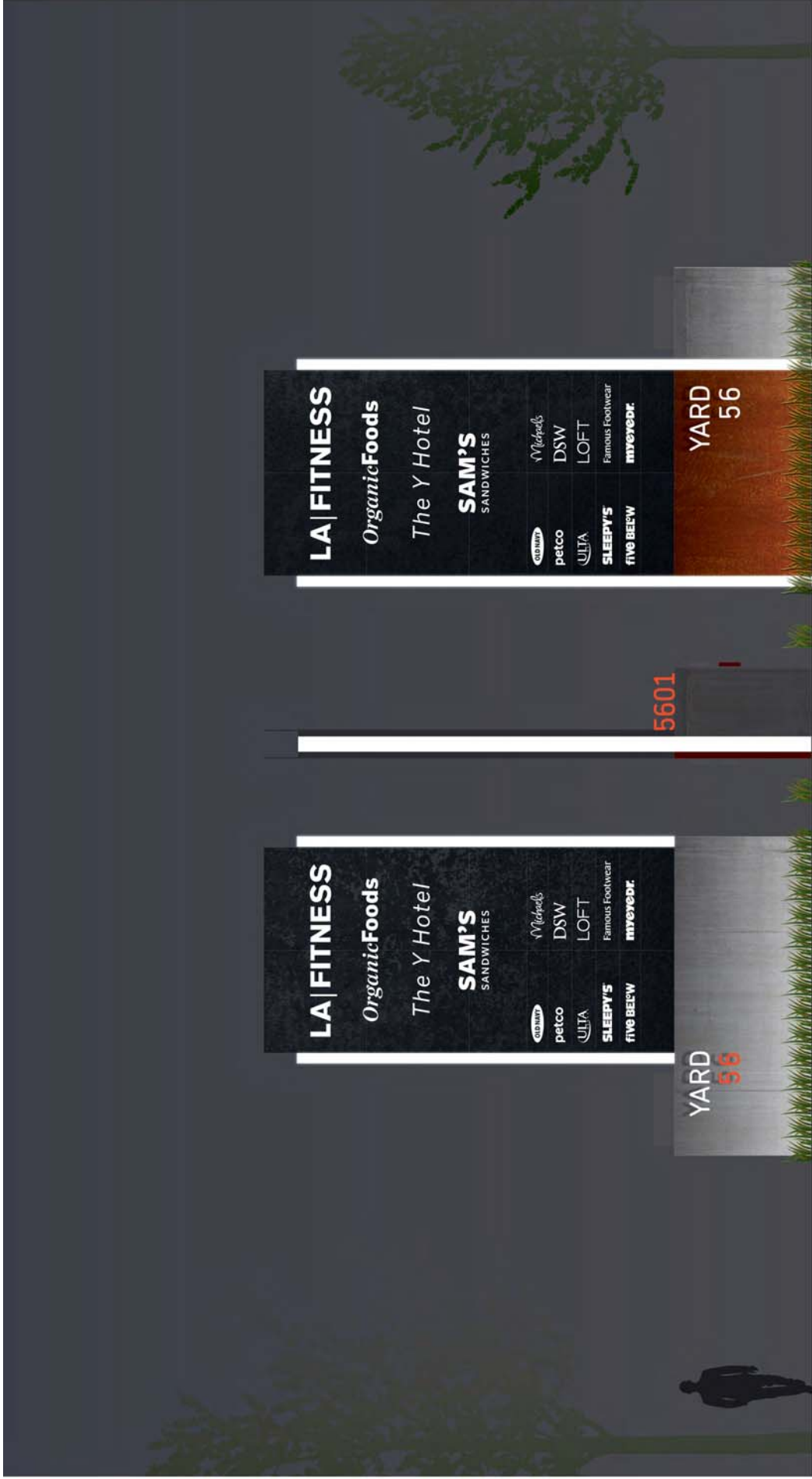
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Primary Monument Material Concepts



1 PRIMARY MONUMENT
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SIDE A

SIDE B

SIDE D



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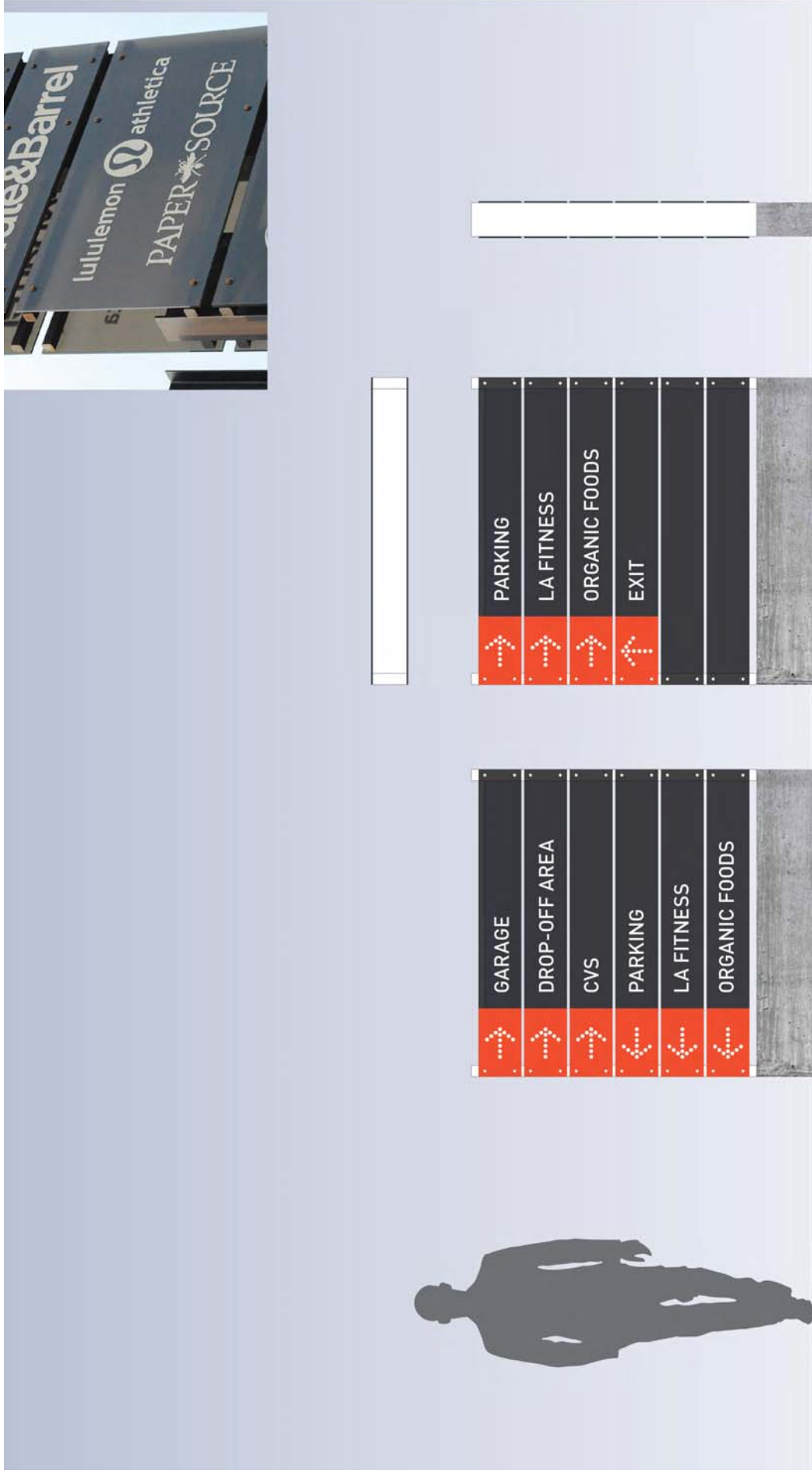


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Vehicular Directionals



1 VEHICULAR DIRECTIONAL
Scale: 3/4" = 1'-0"

SIDE B

SIDE C



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Street Names

IRON RD

ORE ST

HOPPER LN

ALLOY ST

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Street Names

CENTER LANDING DR

EAST GATE DR

GLASSLINE RD

FRIT ST

OLD YARD AVE

SOUTH BAYVIEW BLVD

HULL ST

HEARTH LN

RED IRON RD

OLD ORE ST

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