

February 02, 2017
George Salliba, Planner
Howard County Government
Department of Planning and Zoning
3430 Courthouse Drive
Ellicott City, MD 21043
Re: Design Advisory Panel Application
Downtown Columbia Parcel 7a-The New Cultural Center (NCC)
Design Collective Project No. 479-15-00

Dear Mr. Saliba:

In accordance with Howard County rules governing development in the Crescent Neighborhood of Downtown Columbia, Design Collective, Inc. (DCI) is pleased to submit this Design Advisory Panel application on behalf of the applicant, Orchard Development, developer of the property located at the intersection of Symphony Woods and South Entrance Road in the Crescent Neighborhood of Downtown Columbia. The 2.89 acre property is known as the existing Toby Dinner Theatre site. The site consists of block 7a and is bounded on the east by South Entrance Road and the west and north by Symphony Woods Road, which will be enlarged and realigned per the master plan. A private driveway marks the south end of the parcel.

This application is related to the Final Development Plan (FDP) submission recently approved for a portion of the Crescent Neighborhood consisting of block 7a. Approved with the FDP are the Crescent Neighborhood Design Guidelines (NDG). This project complies with those guidelines and has been developed in accordance with the listed requirements for Urban Design, including Street Design and Signage, Architecture, and Amenity Spaces.

Project Overview

The building consists of 5 stories of 192 residential units over two stories of approximately 112,000 gross square feet of cultural arts program and a parking garage that contains approximately 750 spaces. The cultural arts component includes a dinner theatre, two black box theatres, classrooms, studios, offices, and galleries. Outdoor amenities are provided for building residents in the form of landscaped roof terraces, as well as indoor recreation spaces. Indoor amenities for building residents include a leasing offices, club rooms, fitness center, and additional common-use spaces.

The project is expected to attain LEED Silver demonstrating such sustainable design concepts as micro-bioretenion for storm-water management, energy and water use reductions, recycled and regional construction materials, reduction in heat island effect and the promotion of bicycle and public transportation use. Additionally, a green roof will be utilized and be visible from both the residential units and from the street, while also providing for additional storm-water management.

Urban Design

A primary goal for the Crescent is to create a sustainable, urban live/work neighborhood overlooking Merriweather-Symphony Woods. This neighborhood will be unique to Downtown Columbia, with office, residential, and civic/cultural buildings set on the periphery within new development parcels on the high ground between lower, environmentally-sensitive areas. One of the neighborhood's greatest assets is its natural setting with preserved and

enhanced woodlands and tributaries. And, while the developed areas will be fairly dense, the park setting, the curvilinear roads, and the rolling topography will set Crescent apart from the other Downtown neighborhoods.

Design of projects within the Crescent Neighborhood are expected to appropriately transition from existing adjacent mixed-use developments from the west and south to Symphony Woods Park. Buildings within the Crescent are permitted to a maximum of seven to twenty stories depending on the lot. Block 7a is limited to fifteen stories. Amenity spaces located throughout the Crescent form a network of green spaces that help define the character of the neighborhood. Mixed-use development integrating housing, retail, businesses and community spaces; the design of safe and secure access between housing, services, transportation and recreation; and the creation of spaces throughout the neighborhood help to develop a walkable community and decrease dependence on the automobile. These factors and the creation of active and passive spaces for recreation promoting health and well-being contribute to sustainable design strategies within the Crescent Neighborhood.

Block 7a, The New Cultural Center (NCC), is envisioned as mixed-use structure with residential units above cultural art uses. The site conforms to the approved NDG criteria for block length and configuration, setbacks and the location of parking, service areas and primary entrances. The building contains a parking garage, located along the southwest of the site. It is concealed and wrapped by residential units on three sides which face primary and secondary streets. The south side of the garage is exposed to the private driveway but screened with a metal-green wall system. As a signature building, the project will have distinctive articulation and massing at the intersection of Symphony Woods Road and South Entrance Road and a dynamic façade with a prominent lobby along Symphony Woods Road which highlights the main entry to the building.

Architecture

The engaging and dynamic nature of block 7a and the NCC's signature project's program calls for a design that is both outwardly expressive and inviting. With both public and private uses within, a holistic approach to the exterior aesthetic blends the diversity of uses, symbiotic with the intention for both public arts and the housing to function as one creative think-tank. The building's design reflects Downtown Columbia's shift towards urban living, introducing higher density, while breaking down the mass of the building to achieve a pedestrian friendly scale.

With the realignment and enlargement of Symphony Woods Road to become the primary connector to Little Patuxent Parkway, South Entrance Road will be seen as a secondary street, connecting to Columbia Pike (rte. 29). Therefore, the grand entry plaza, arts lobby, and residential lobby are located on Symphony Woods Rd., overlooking Symphony Wood's Park. Garage and service access is from South Entrance Road, while a new private driveway has been added along the south edge of the property to facilitate garage exiting and temporary bus parking.

The linear arts lobby flanks the entry plaza, affording maximum transparency to and from the street, and allowing for a dynamic evening experience when lit from within. The plaza is cradled by the box office at the northwest end, and the residential entry at the southwest end. By locating the residential amenity clubhouse on the third floor, and all residential units on levels 3-7, the first two levels of the building are comprised of public performing and visual arts program. The dance studios act as the building's marquee, floating above the arts lobby's entry vestibule, with a strong visual connection to the entry plaza below. Within, this lobby provides access to black box theaters, the dinner theater, galleries, the gift shop, classrooms, and artist studios.

The building's overall massing is broken down strategically both horizontally and vertically. The 2-story arts center creates a distinct base for the 7-story building, with 5 stories of housing sitting atop this base. Significant setbacks

atop the arts center provide for both public and residential landscaped terraces, with dominant views to and from the streets and Symphony Woods below. A continuous single story 'ribbon' of warm grey acts as the 'gasket' between the arts base and housing above, climbing the façade at massing/balcony recesses, and providing for a penthouse read at the top of several building wings. This base/middle/top massing provides a break down in scale, while the grey ribbon undulating between levels 3 and 7 breaks the continuity of the parapet for a playfulness against the sky.

Penetrating the arts lobby's 2 story glass façade, the wood-clad dance studio sets up the accent material palette repeated throughout the exterior and interior. Flanking the glazed entry plaza as bookends, stone-clad facades wrap both the residential entry and dinner theater, providing a strong framing for the glazed lobby, and areas for the primary building signage. Receding into the topography at the northern precipice of the building, the stone wall wrapping the dinner theater is heavily landscaped, and will provide an iconic continuous glow lit from beneath. This stone wall terminates at the 3 story glass stair tower fronting South Entrance Road., where the 2- story base material transitions to masonry.

At residential levels 3-7, a neutral textured concrete panel comprises the majority of the surface. Recalling the floating dance studios at the arts lobby, select residential bay windows and balconies are framed with wood-look resinous panels. These bay windows have a linear directionality to recall the movement within the dance studios and theaters. At levels 3 and 7, a charcoal grey metal panel creates ribbon weaving across the facades. Balconies include aluminum hand rails with a wood look fascia and soffit.

Housing and arts program wrap both the southeast and southwest corners of the building. Wrapped by housing on all public frontages, the parking garage provides direct access to the on-site driveway to the south. Glazed stair towers flank the garage, while a metal green-wall system is attached to the grey precast garage face. A linear planter along the garage perimeter provides plantings to climb this south-facing green-wall.

Designed as a canvas for the series of arts disciplines within, the building's clean modern language, material palette, and tones are to signify the creativity and dynamism that will happen day and night at the New Cultural Center—a signature building for the Crescent Neighborhood.

Amenity Spaces

The streetscape along South Entrance Road and along the curved, stone façade on the north end of the building is characterized by naturalistic but organized plant massings, microbioretention and bioretention planters. A concrete shared-use path provides bicycle access along South Entrance Road and Symphony Woods Road (the North-South Connector). The ten foot wide path transitions to large format pavers at the Entrance Plaza to provide a visual alert that there is a concentrated pedestrian area. Along the vehicular service and at the garage entrances on South Entrance Road, the ground surface changes to unit pavers to alert both pedestrians and vehicles that there is an intersection of circulation modes. With its proximity to Symphony Woods Park, the streetscape along Symphony Woods Road has a naturalistic character in areas where planting has been incorporated, to soften the building face and transition scale from the sidewalk to the face of the building, particularly at the curved stone façade. Deciduous trees with distinctive fall color, flowering and evergreen trees, as well as a variety of understory perennial plantings have been incorporated to ensure year-round color and interest.

In addition to the shared-use paths along both Symphony Woods Road and South Entrance Road, the project provides two key *public* amenity spaces. Visitors arriving by foot, chartered bus or dropped off by a car at the vehicular pull-off area along Symphony Woods Road arrive at the Entrance Plaza. The plaza is differentiated by enlarged porcelain pavers in a variegated pattern that transitions from dark at the shared-use path to light at the face of the building. The dark pavers provide contrast to the adjoining light- colored concrete path to provide a visual

indicator that bicycles are entering a zone of pedestrian concentration. The light pavers aim to diminish the divide between exterior and interior floor coloring, making the entrance plaza feel like an extension of the lobby area. In a few locations, the pavers in the plaza area are interrupted by trees. The addition of tree canopy in this area provides shade for pedestrians as well as a visual transition from the interior lobby space to Symphony Woods Park to the west. Planting areas have been provided along the glass curtain wall against the lobby to soften the edges of the space. Curvilinear, sculptural stone walls help with grade change as well as provide seating for visitor groups or residents waiting for pick-up. Sculptural lighted bollards provide a penetrable division between the shared-use path and the larger plaza areas, where the largest groups of people are anticipated to gather near the main entrance.

The Public Terrace, located on the third level of the building and accessed by interior stair or elevator via the lobby, provides extensive opportunities for overlook to the adjacent woods. The paving surface is dominated by a circular wood deck, which is enveloped by a glass rail along the overlook, curvilinear seat walls, and a band of lawn. The expansive wood deck is flexible in use for programmed events. During most of the seasons, the deck and lawn areas will be filled with moveable tables, chairs and umbrellas for public use. The seat walls echo the material and form of the Entrance Plaza, providing consistency in public realm materials. The walls back up to raised planting areas with perennials and shade trees, which help to scale down the building façade and open area and provide a buffer to the adjacent apartment units. Screen walls are also provided to separate uses and are intended to be designed as part of the Art budget.

Two additional, private roof amenity spaces are provided for resident use. A terrace along the west edge of the building above the lobby curtain wall provides amenities such as a fireplace, grills, lounge seating and dining tables. The terrace is associated with the residential clubhouse, providing social spaces arranged among raised, rooftop planting with broad views of Symphony Woods Park. An additional amenity courtyard, surrounded on all three sides by residential units, provides shaded outdoor space for residents. Groups of moveable lounge seating are nestled among trees, plantings and screen walls. Feature walls provide opportunities for art display/critique and screening to adjacent units.

Submission

Please refer to the included graphical presentation materials for additional information and explanation of the design features and principles discussed above. We look forward to the opportunity to present this project to you and the Design Advisory Panel (at our meeting scheduled for February 22, 2017). Please feel free to contact me if you have any questions or require any additional information in preparation for the meeting.

Sincerely,



Matt Herbert, AIA, LEED AP BD+C

Principal

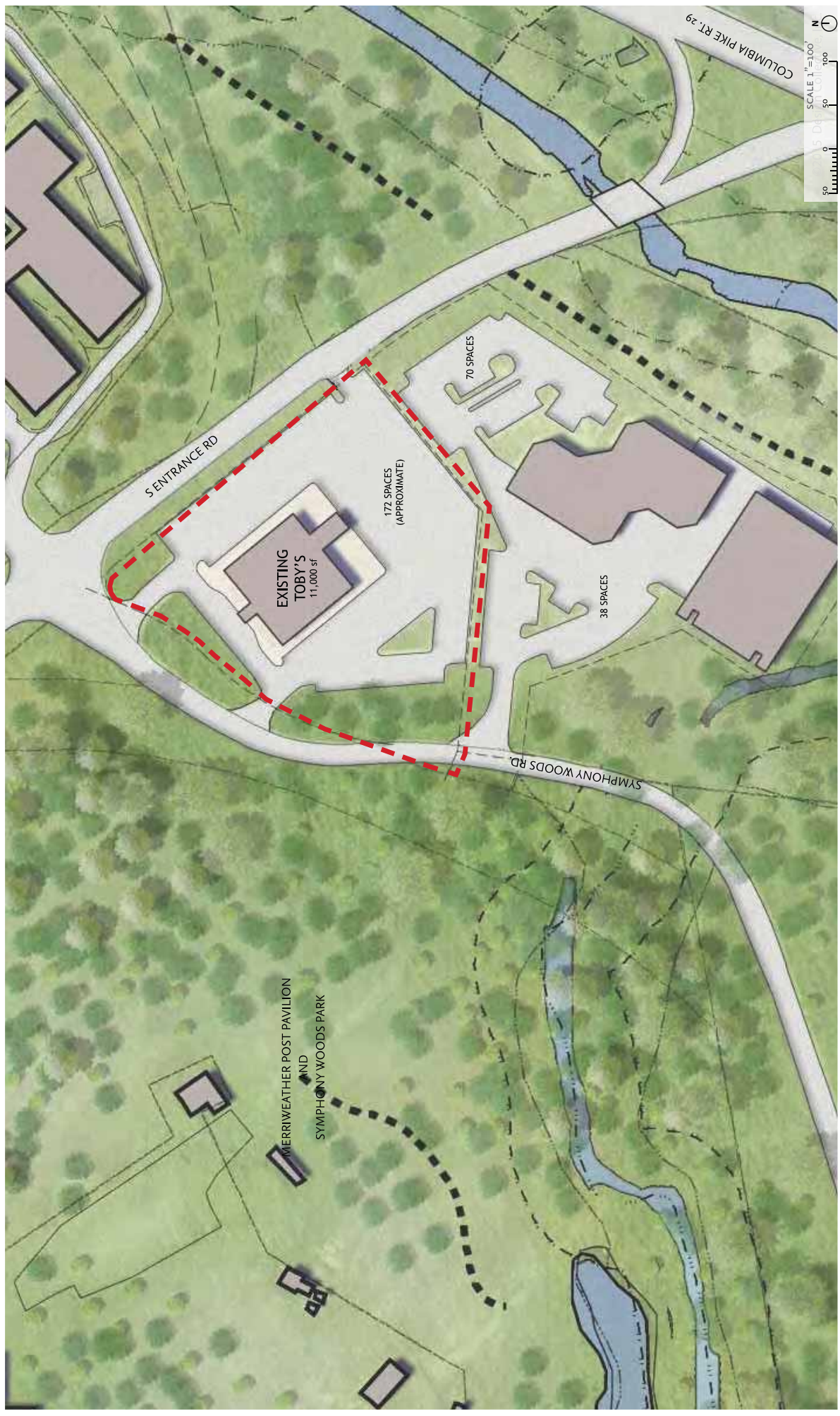
cc: Scott Armiger, Orchard Development
Earl Armiger, Orchard Development
Robert Santis, Orchard Development
Todd Brown, Schulman, Rogers, Gandal, Porody & Ecker

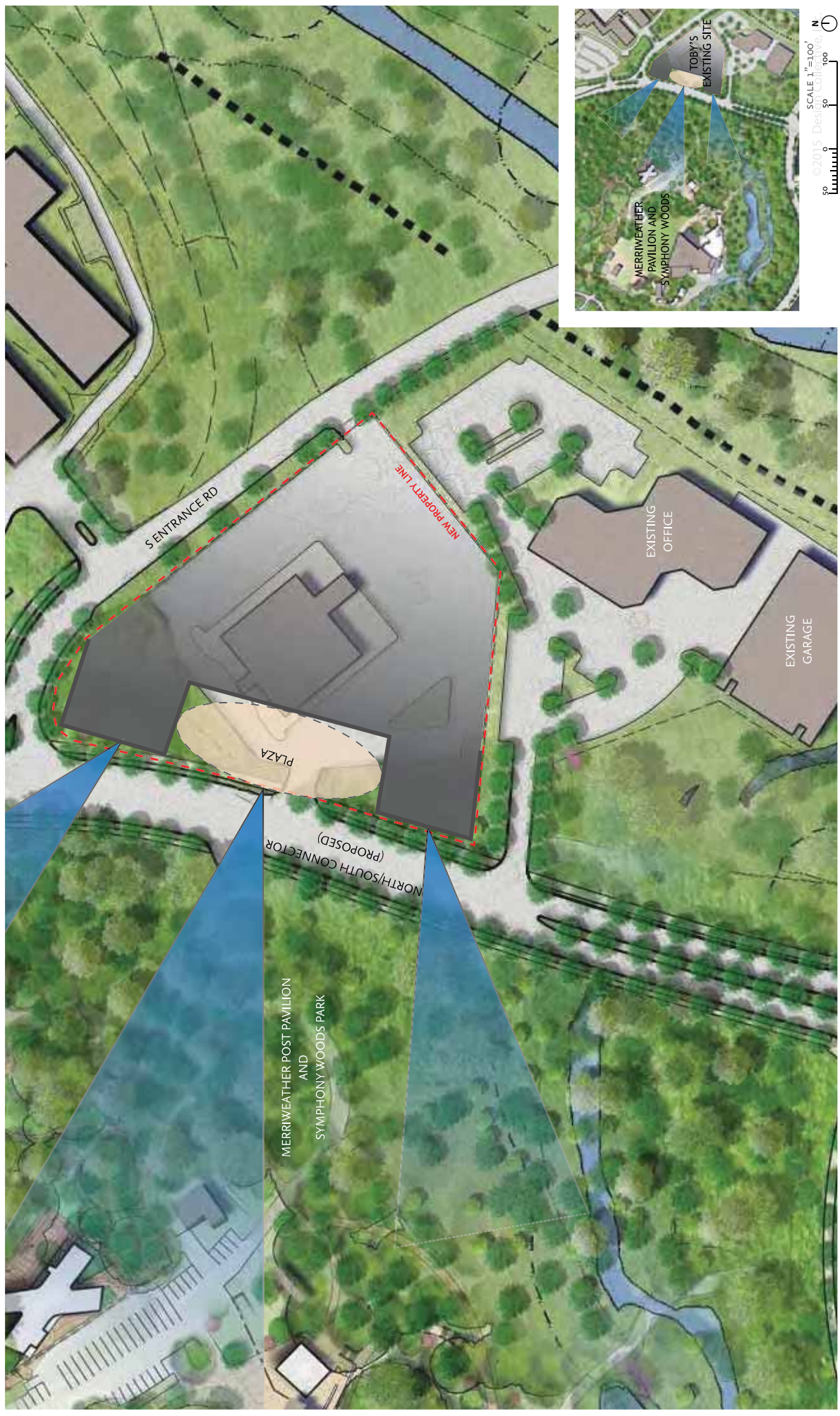
DESIGN COLLECTIVE

The New Cultural Center (NCC)

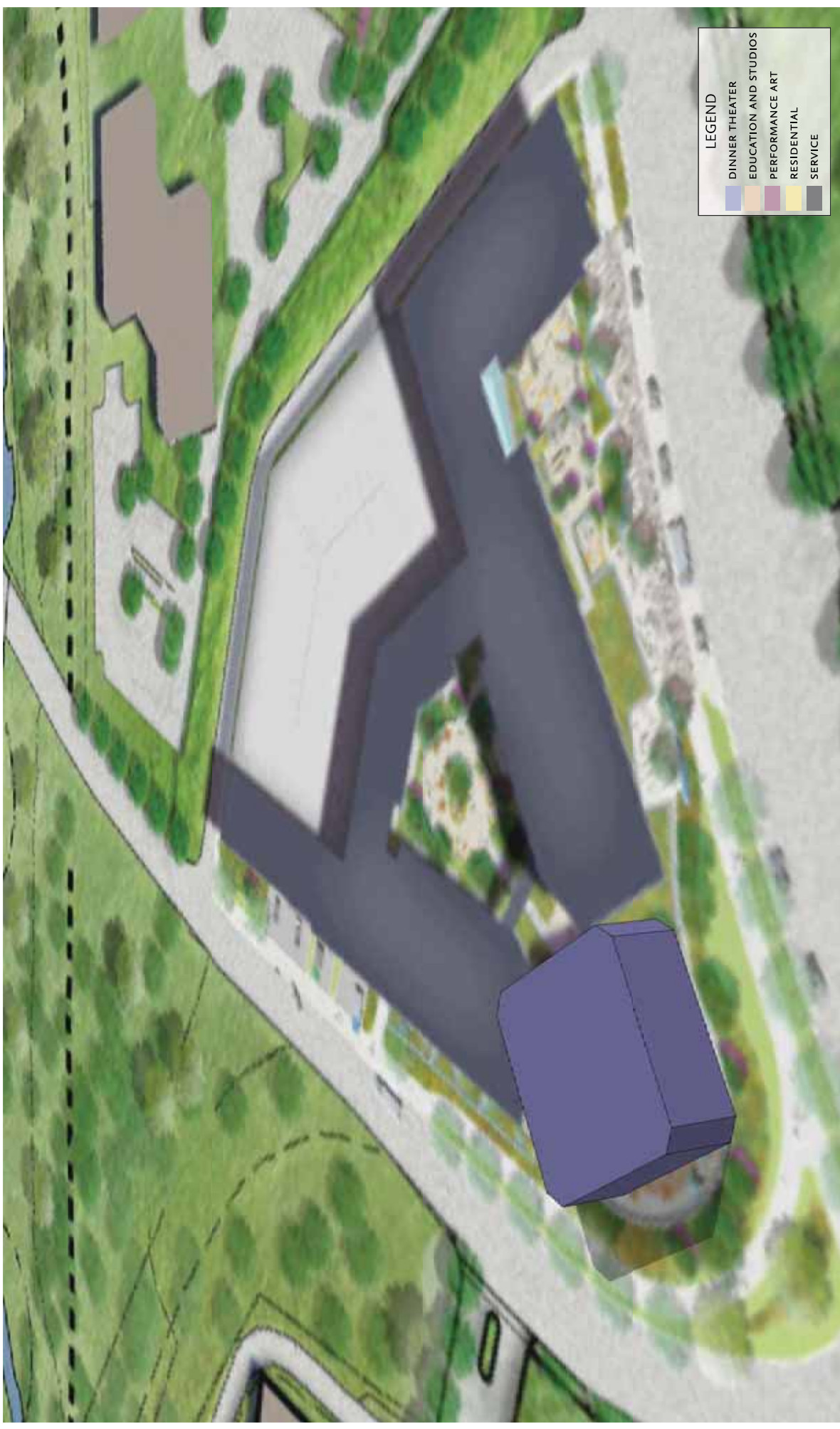
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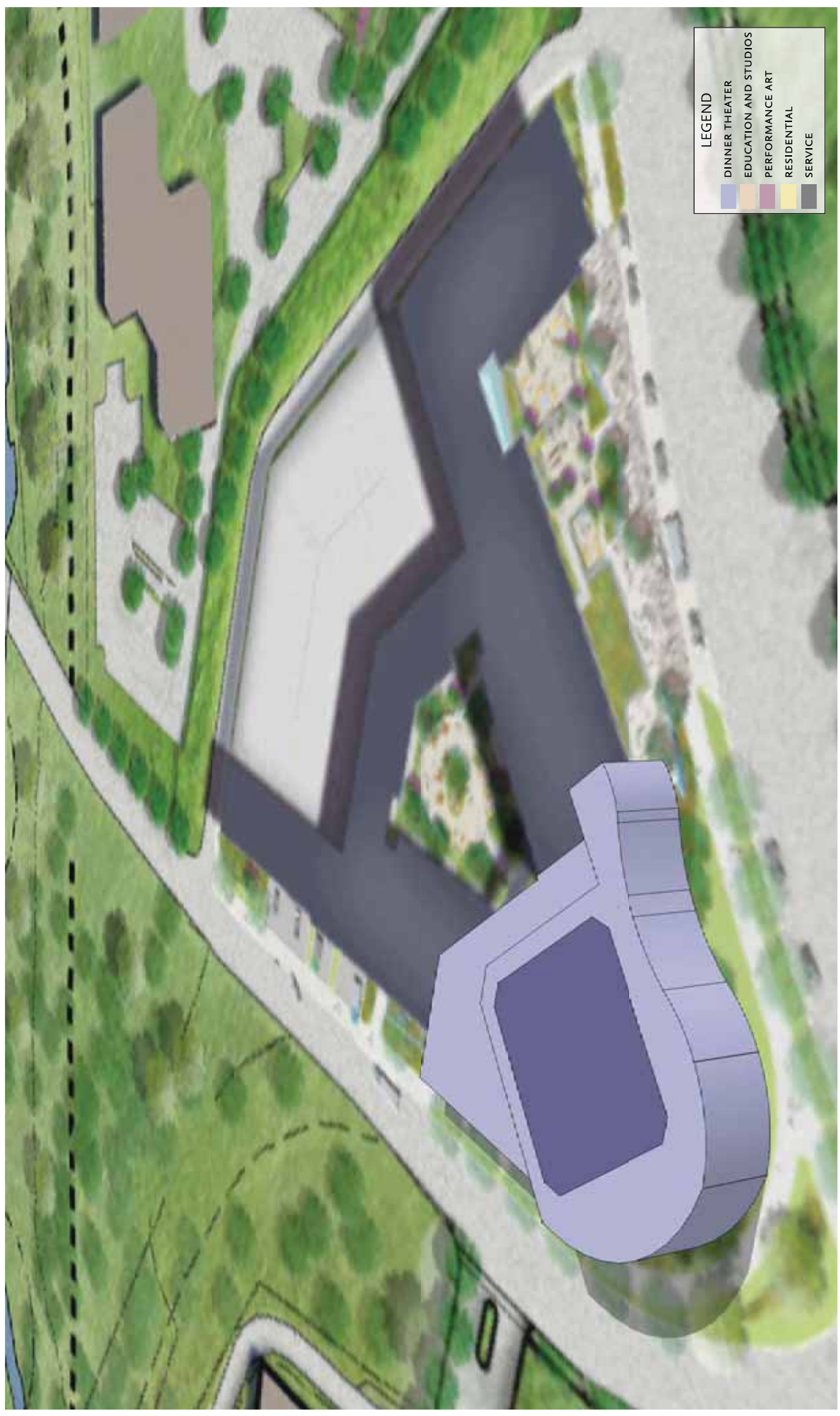


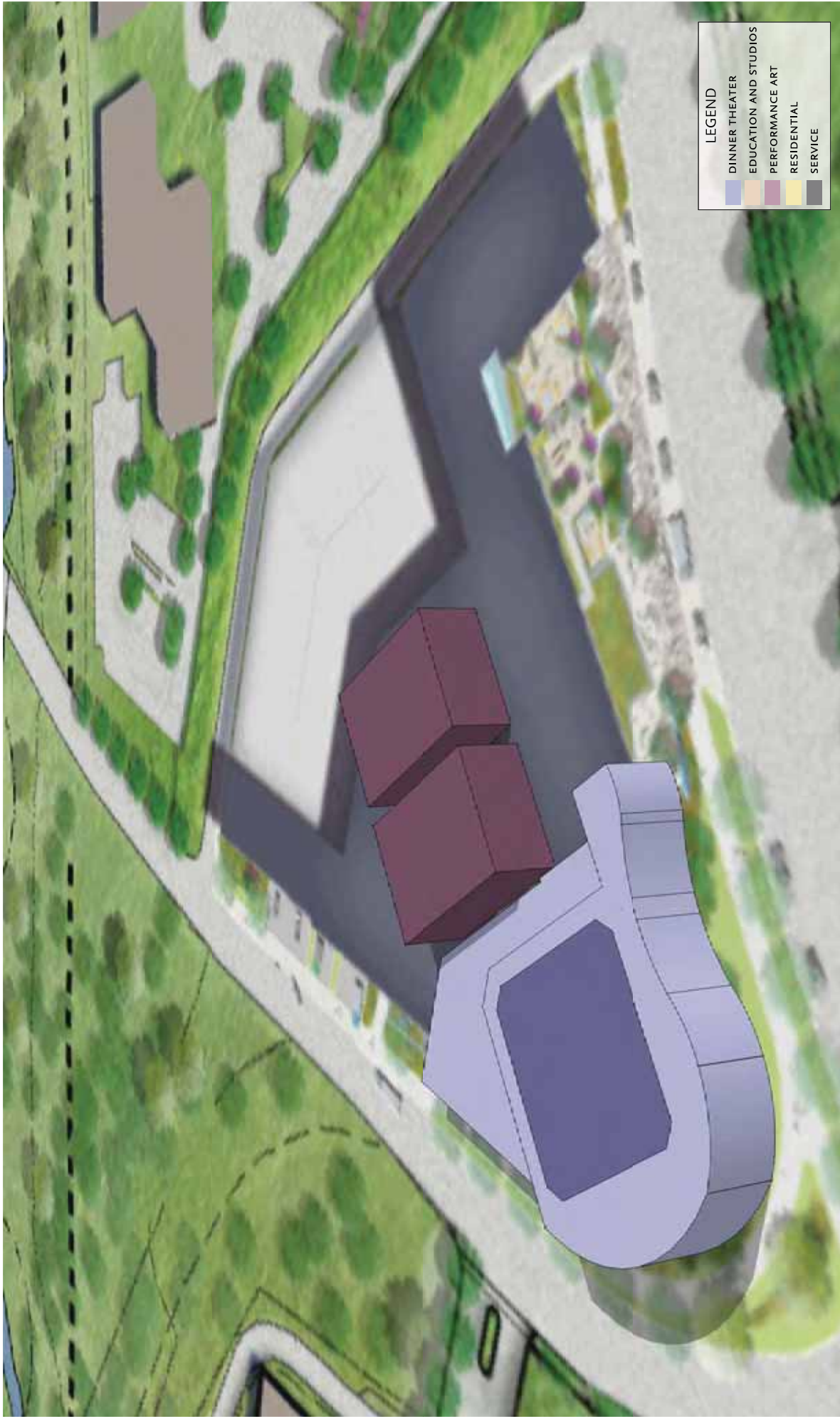


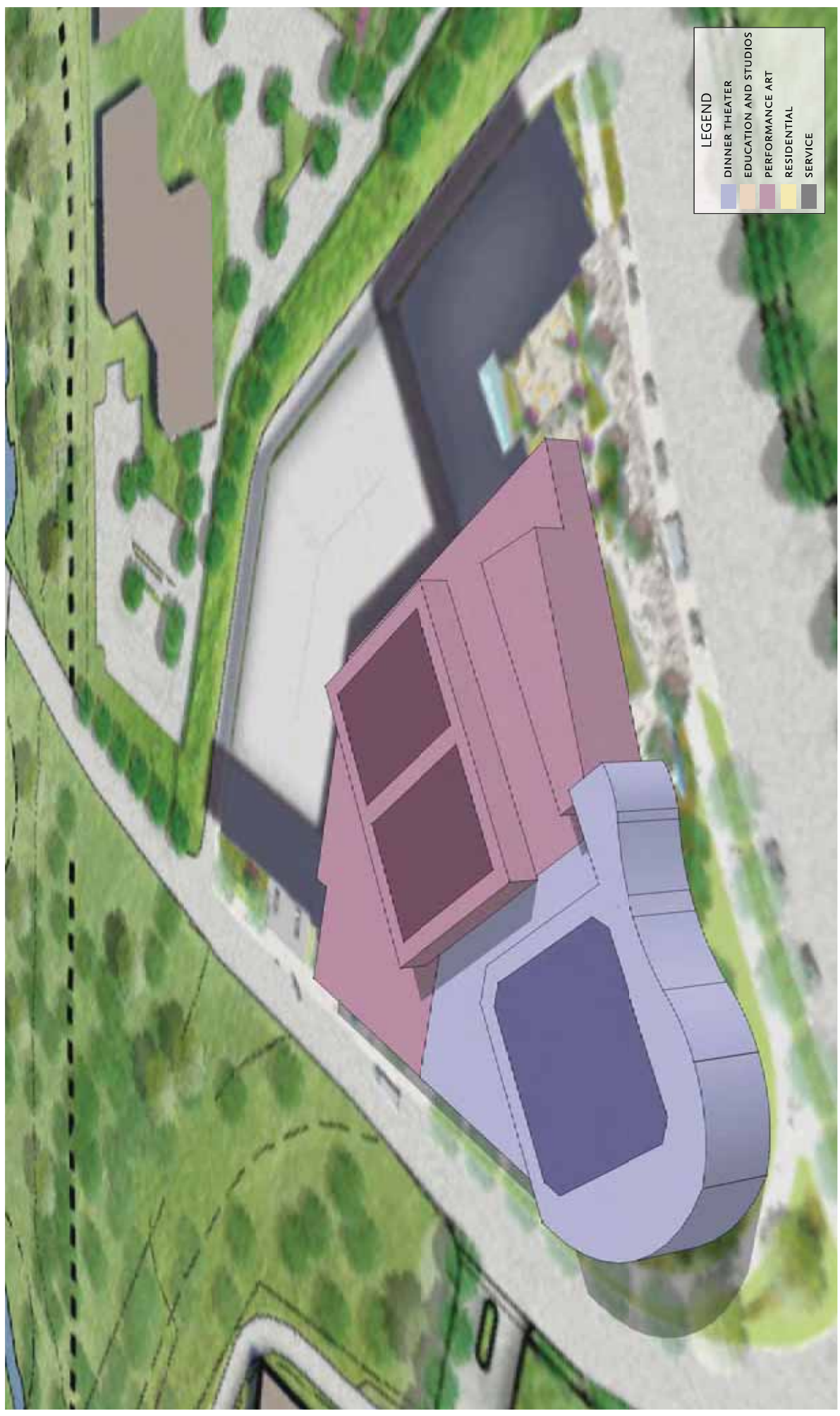


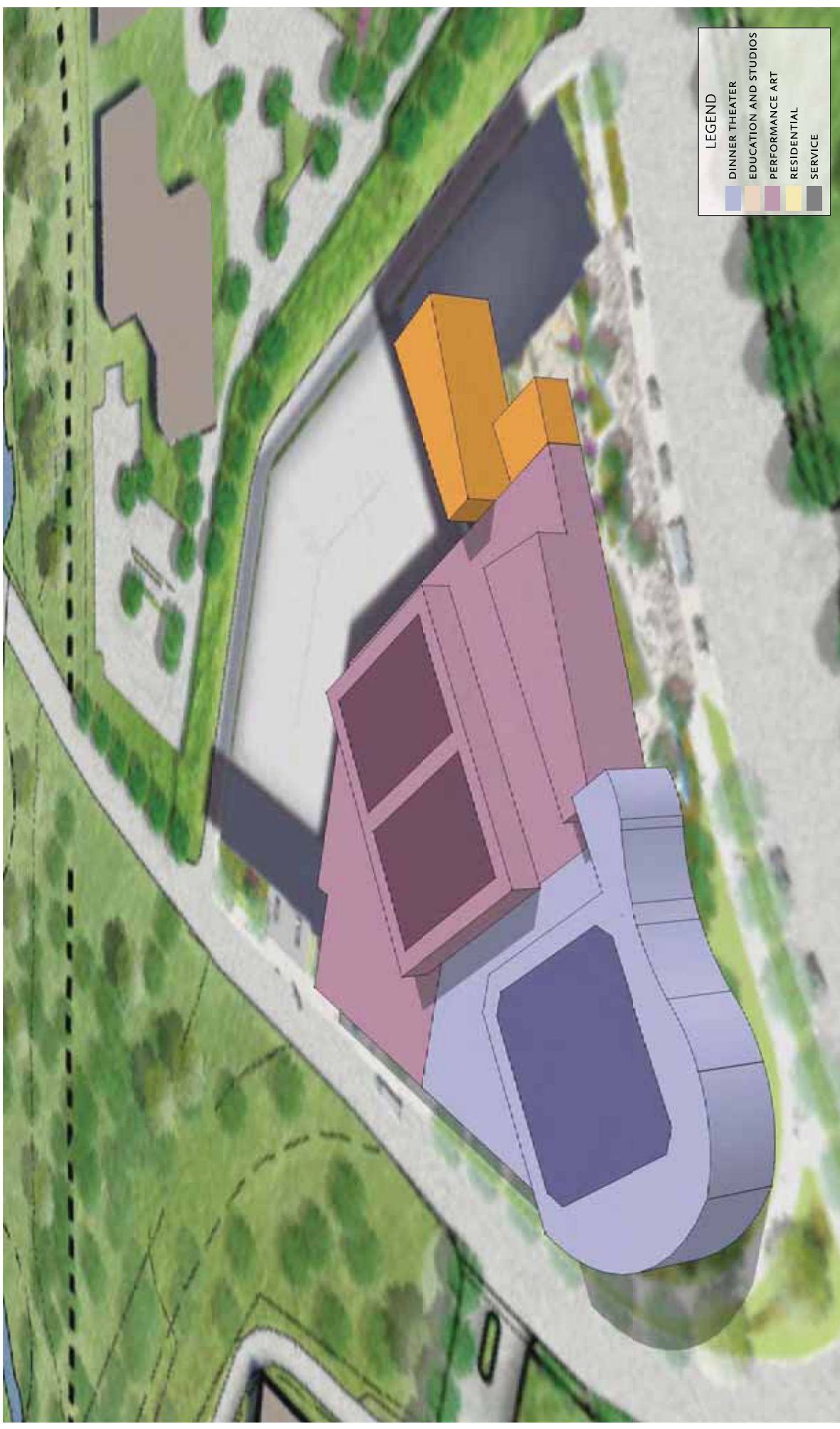


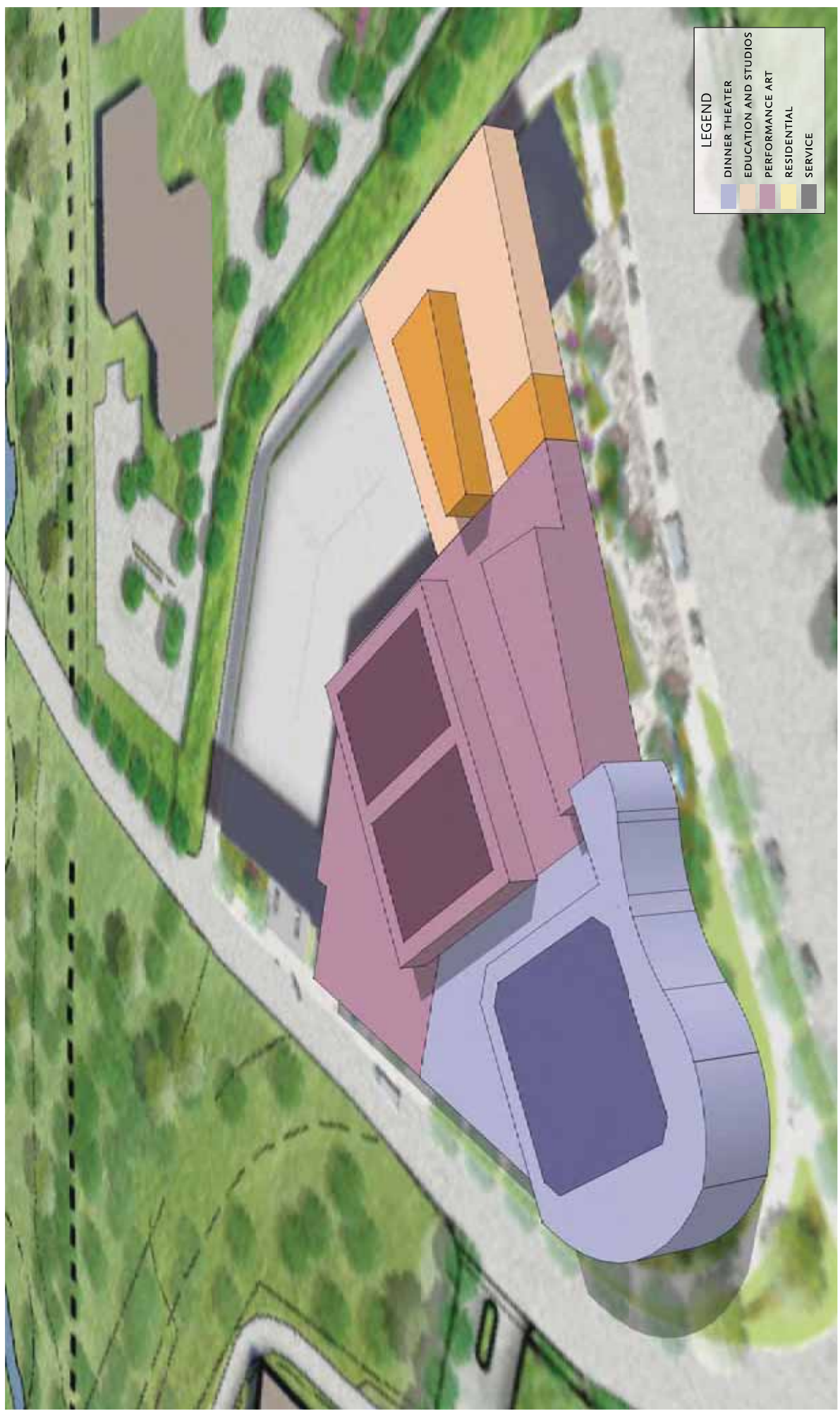


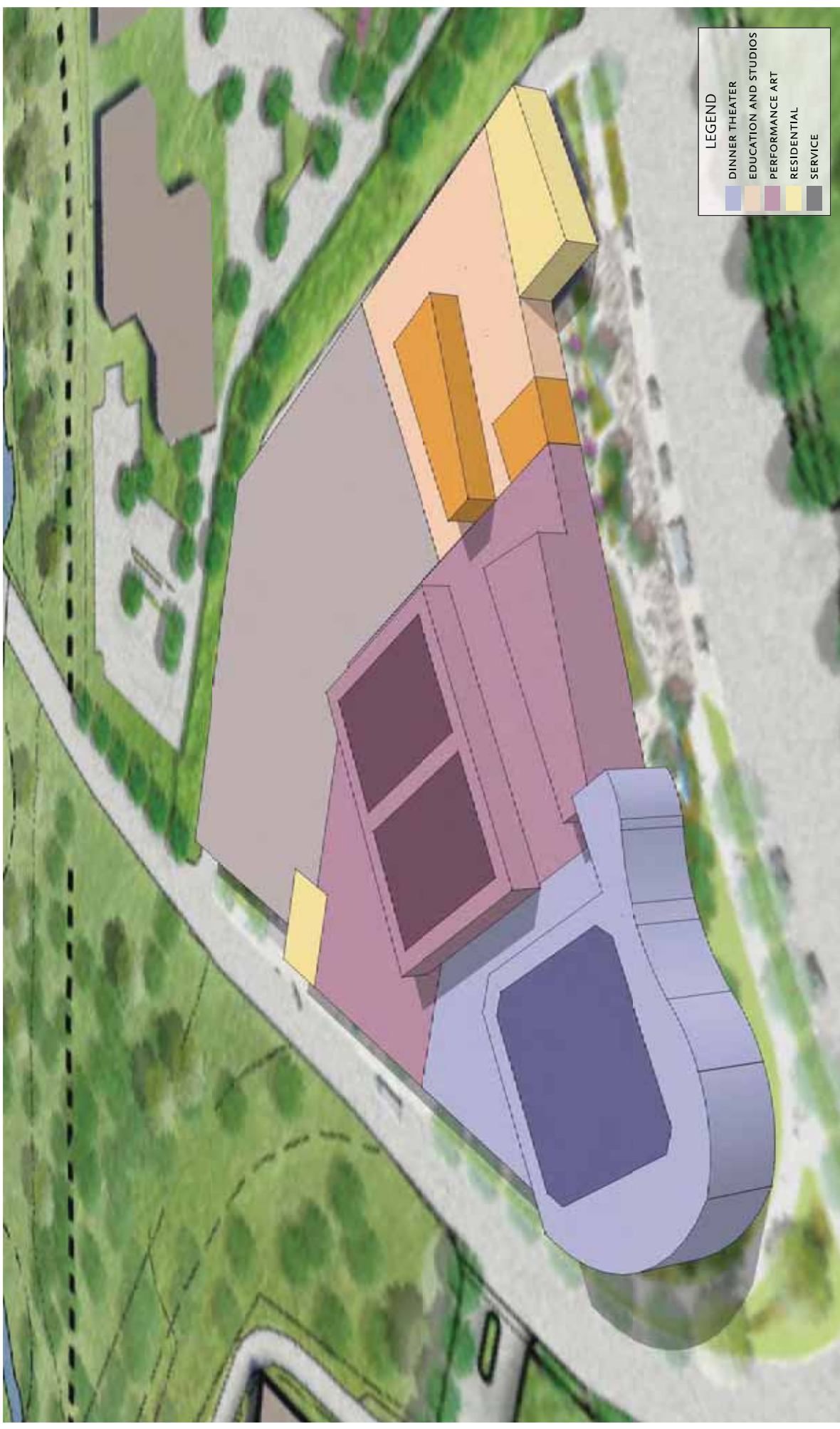




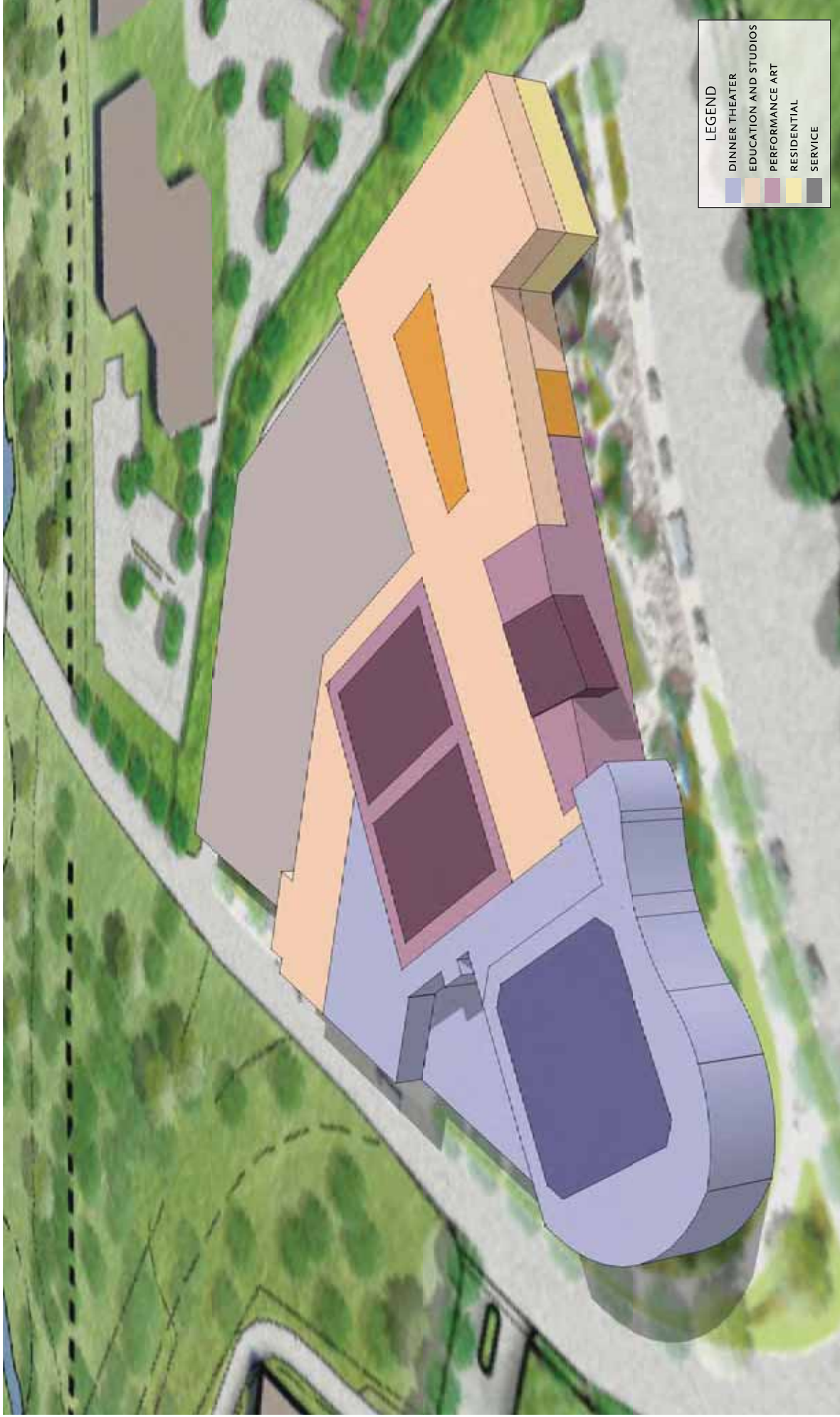


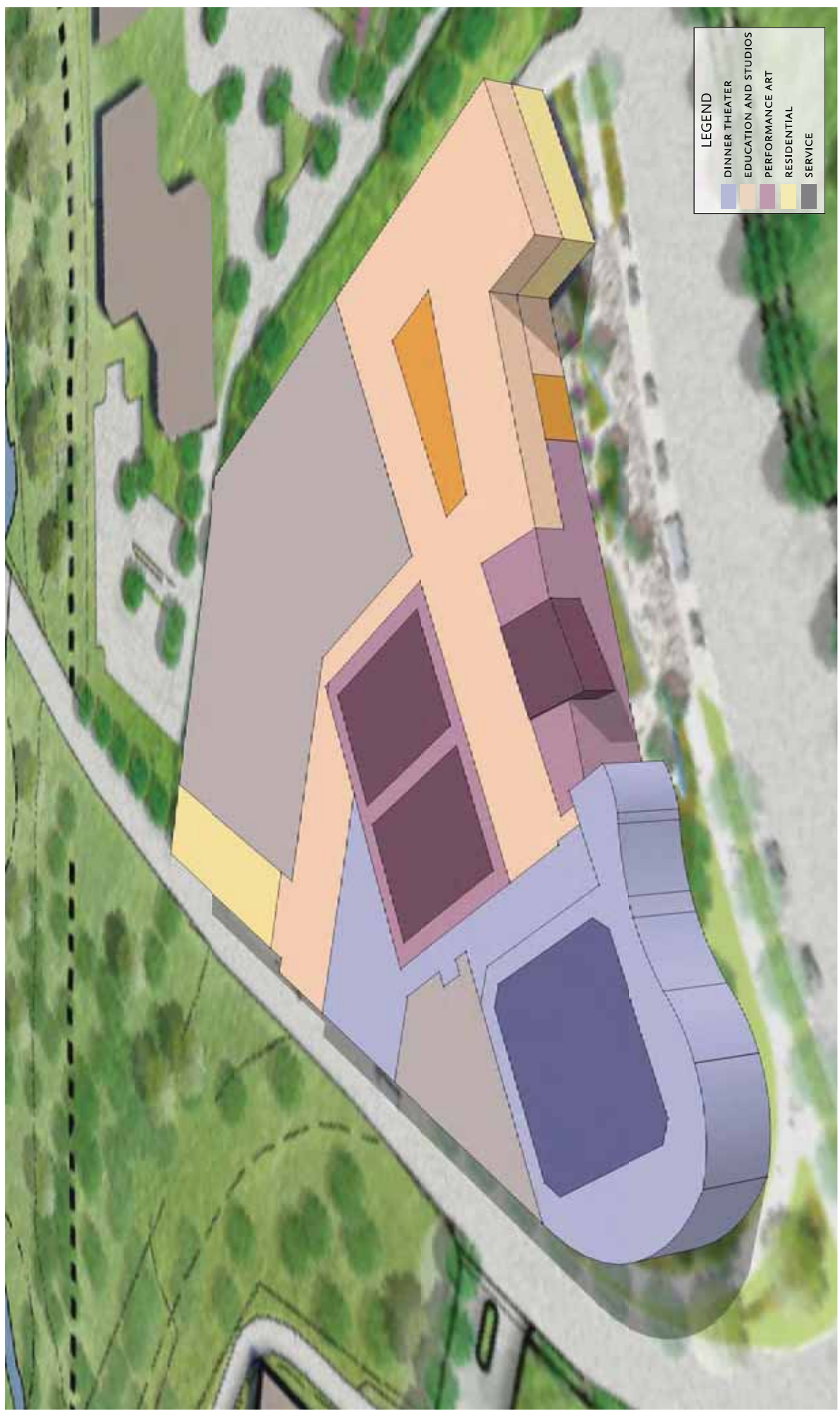




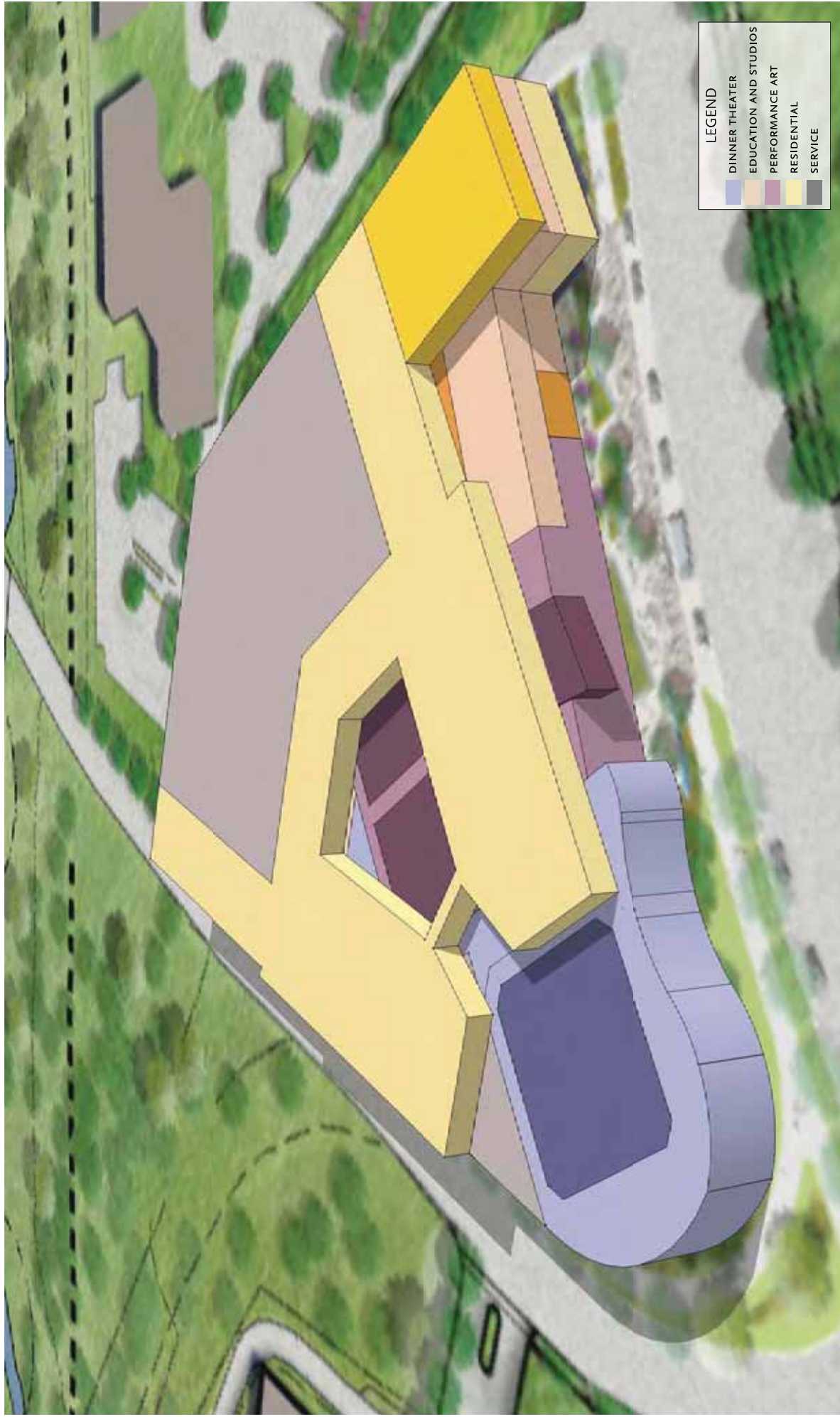


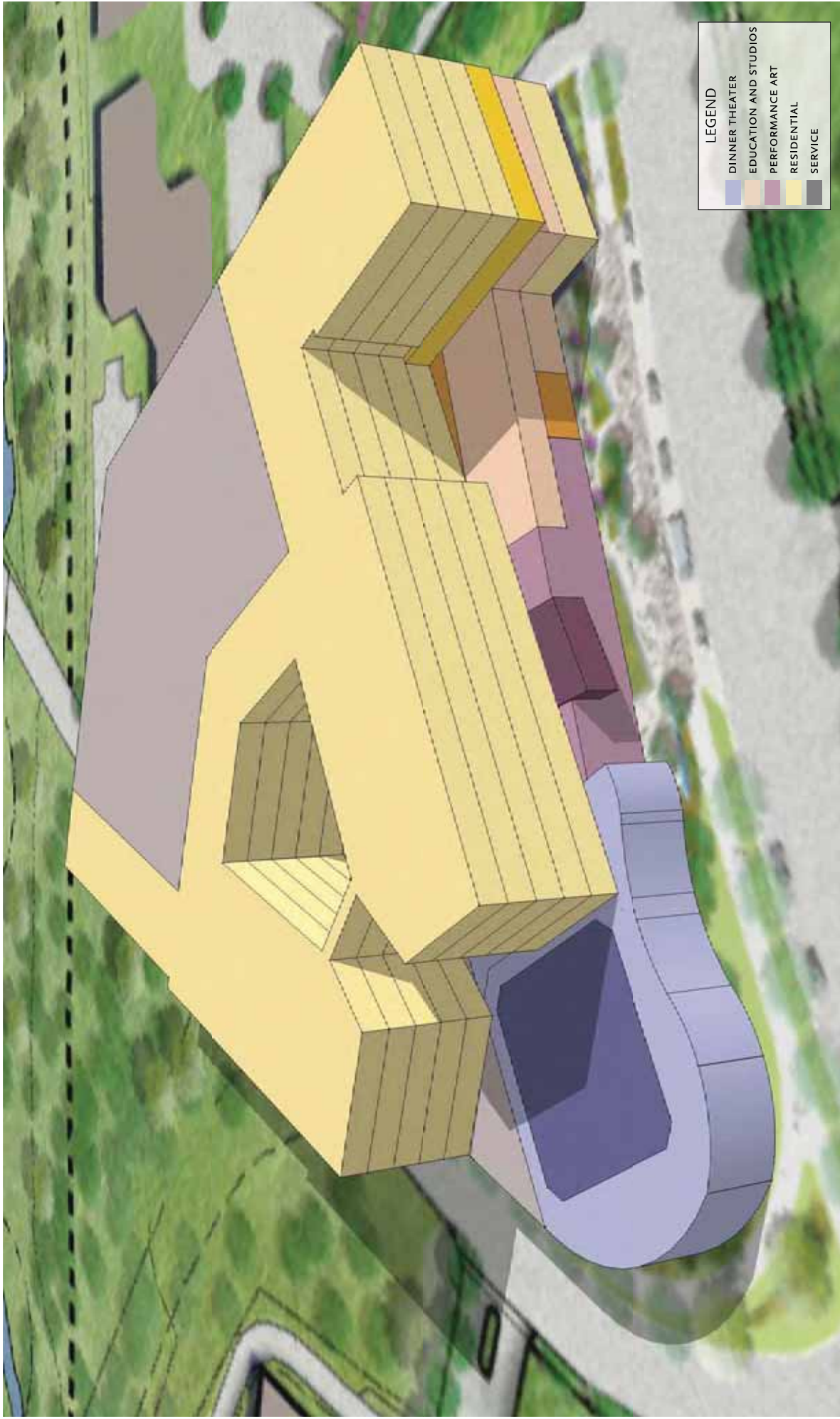
LEGEND	
Blue	DINNER THEATER
Orange	EDUCATION AND STUDIOS
Purple	PERFORMANCE ART
Yellow	RESIDENTIAL
Grey	SERVICE





LEGEND	
Blue	DINNER THEATER
Orange	EDUCATION AND STUDIOS
Purple	PERFORMANCE ART
Yellow	RESIDENTIAL
Grey	SERVICE





EXTERIOR APPROACH - OVERALL



DESIGN COLLECTIVE

EXTERIOR APPROACH-ALONG SOUTH ENTRANCE RD.

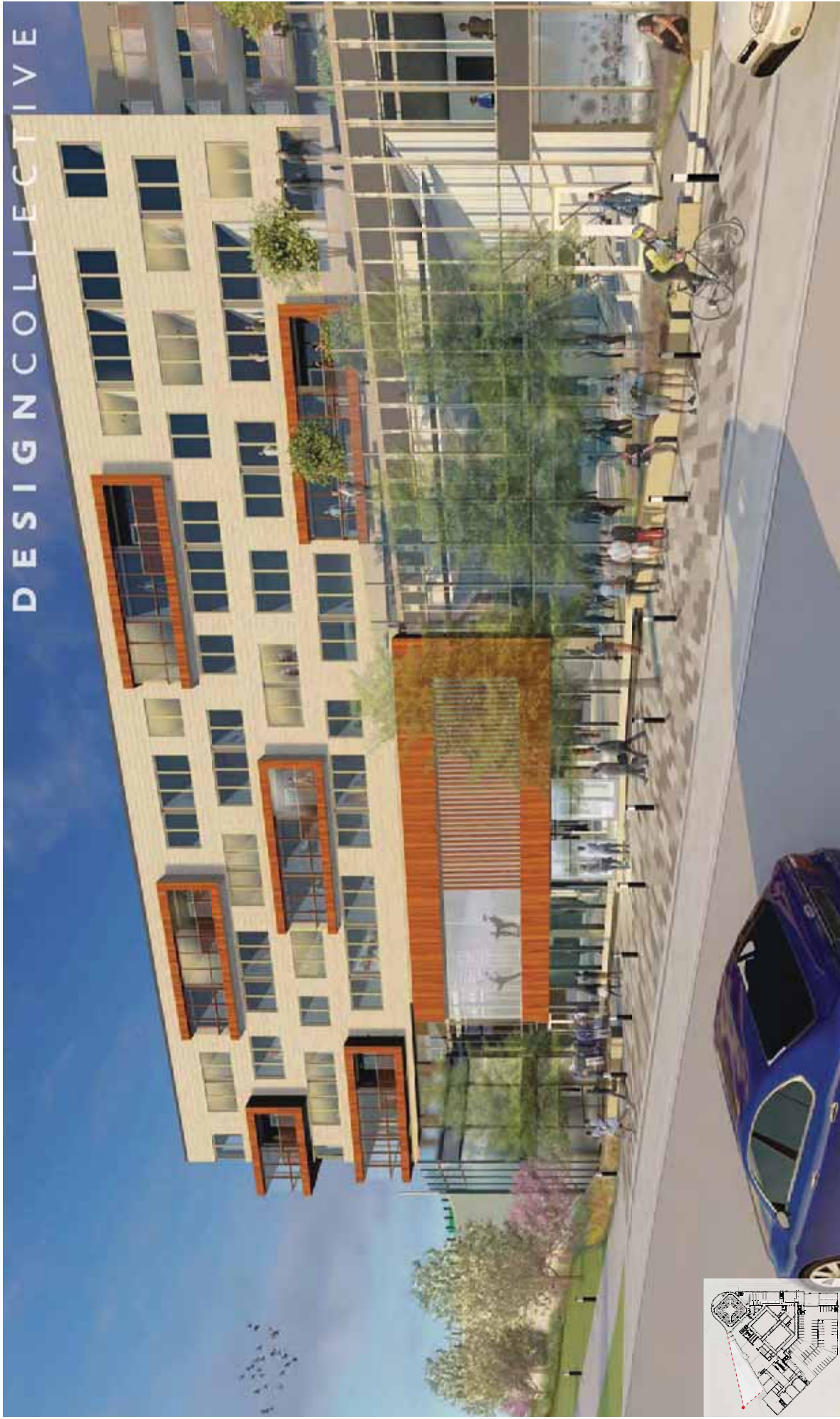
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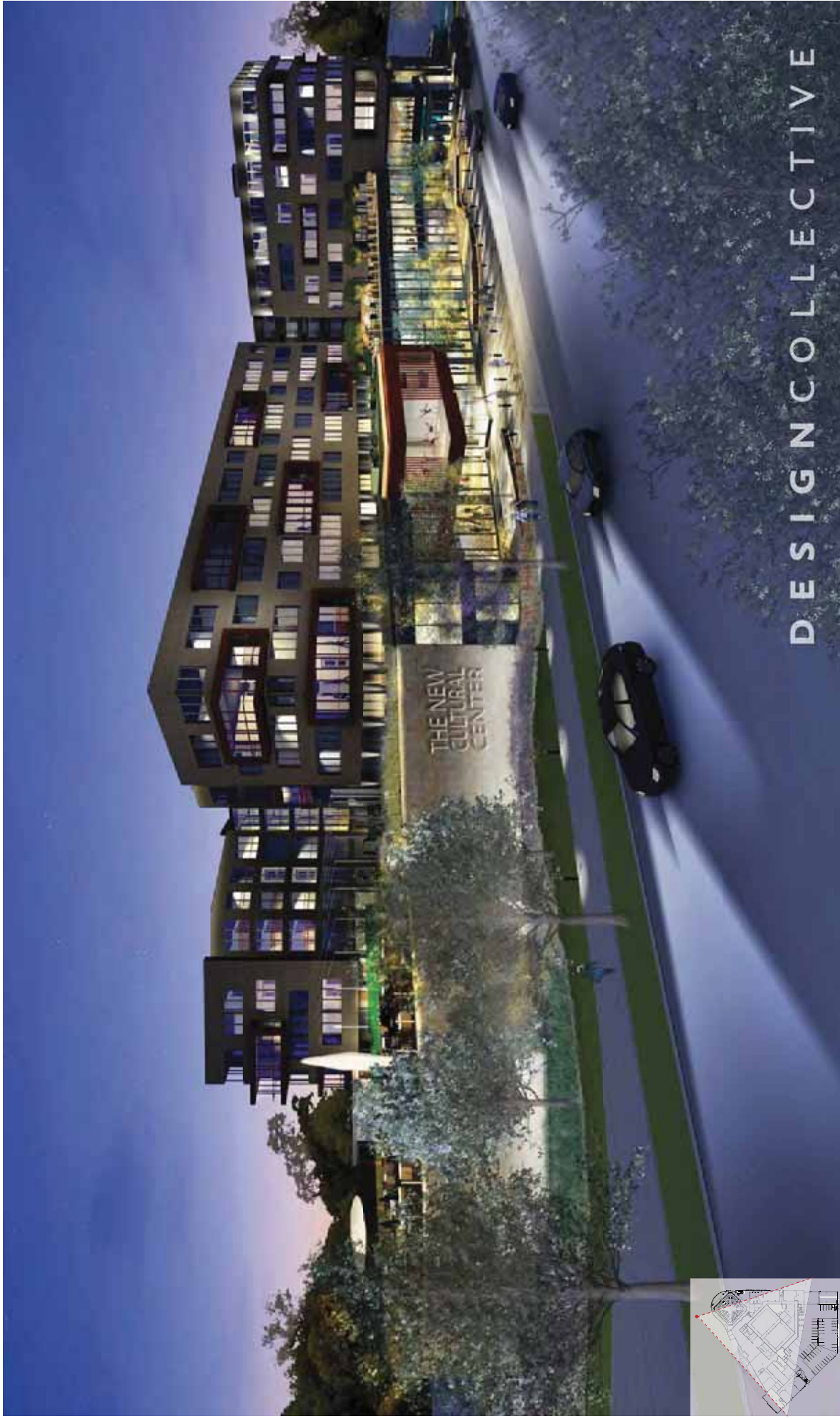
EXTERIOR EXPERIENCE - SOUTH ON N-S CONNECTOR



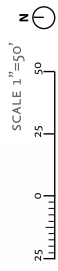
EXTERIOR EXPERIENCE - NORTH ON N-S- CONNECTOR



EXTERIOR APPROACH - OVERALL



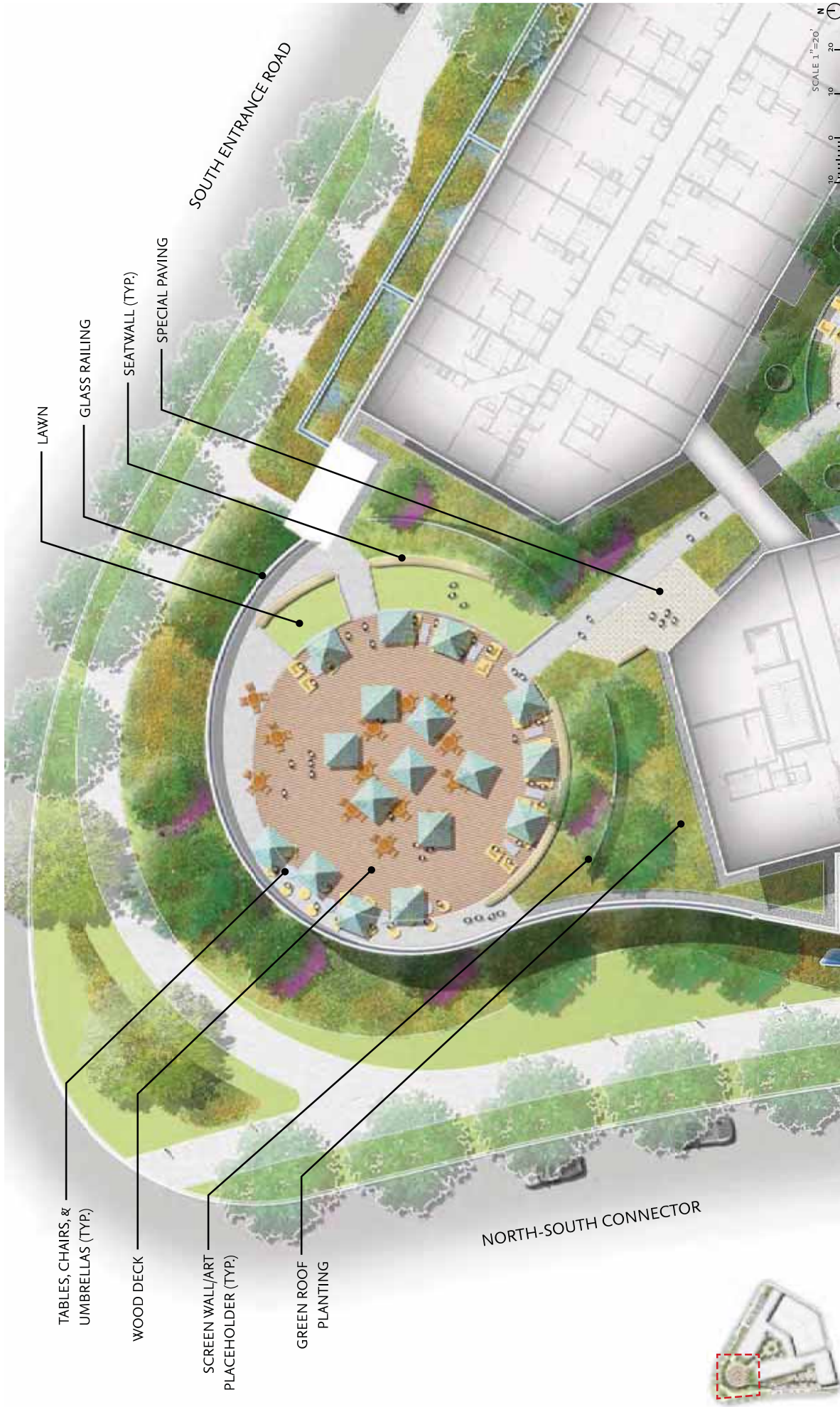
DESIGN COLLECTIVE





NORTH-SOUTH CONNECTOR

PUBLIC TERRACE PLAN



LAWN

TABLES, CHAIRS, & UMBRELLAS (TYP.)

WOOD DECK

SCREEN WALL/ART PLACEHOLDER (TYP.)

GREEN ROOF PLANTING

GLASS RAILING

SEATWALL (TYP.)

SPECIAL PAVING

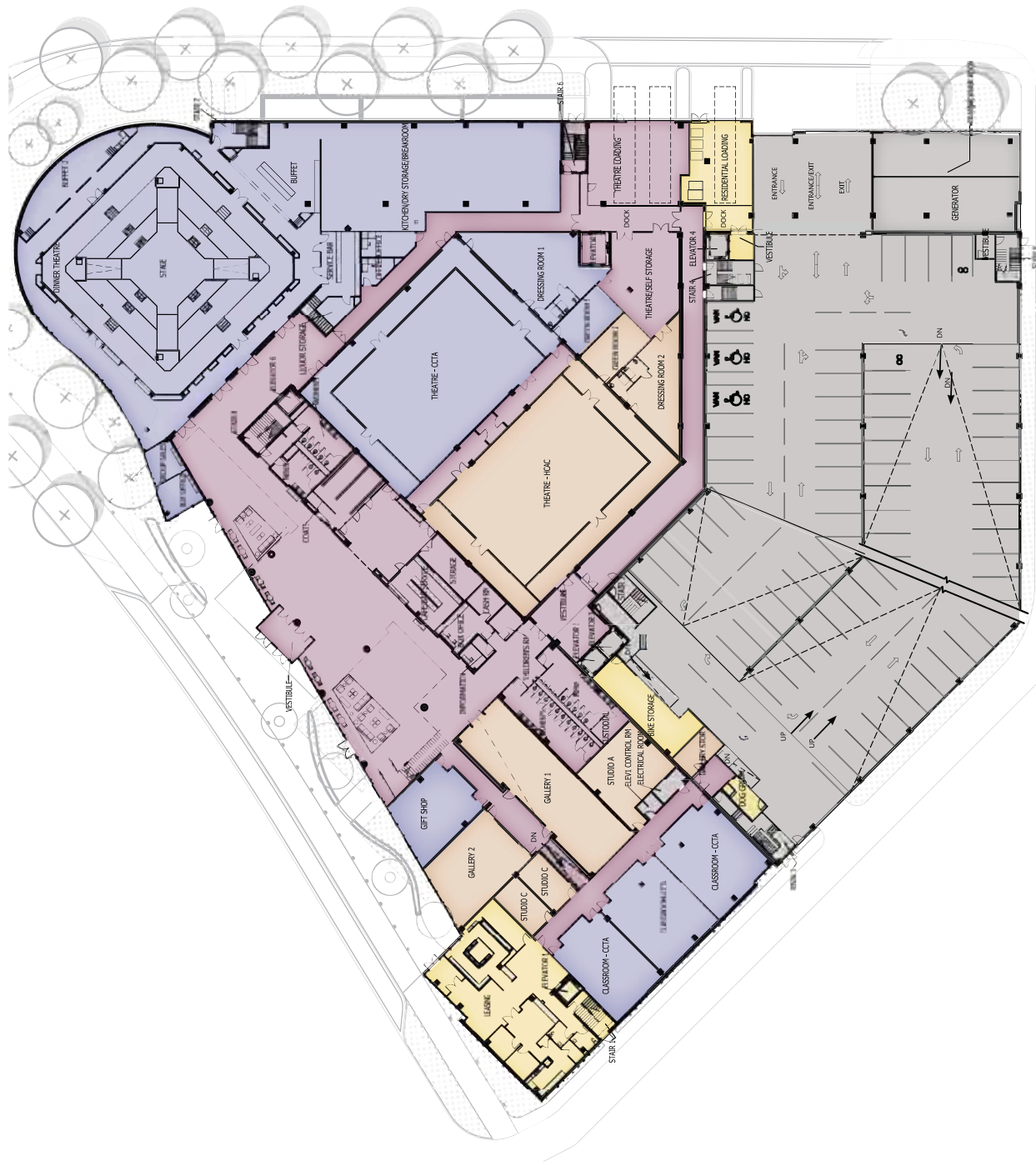
SOUTH ENTRANCE ROAD

NORTH-SOUTH CONNECTOR

SCALE 1"=20'

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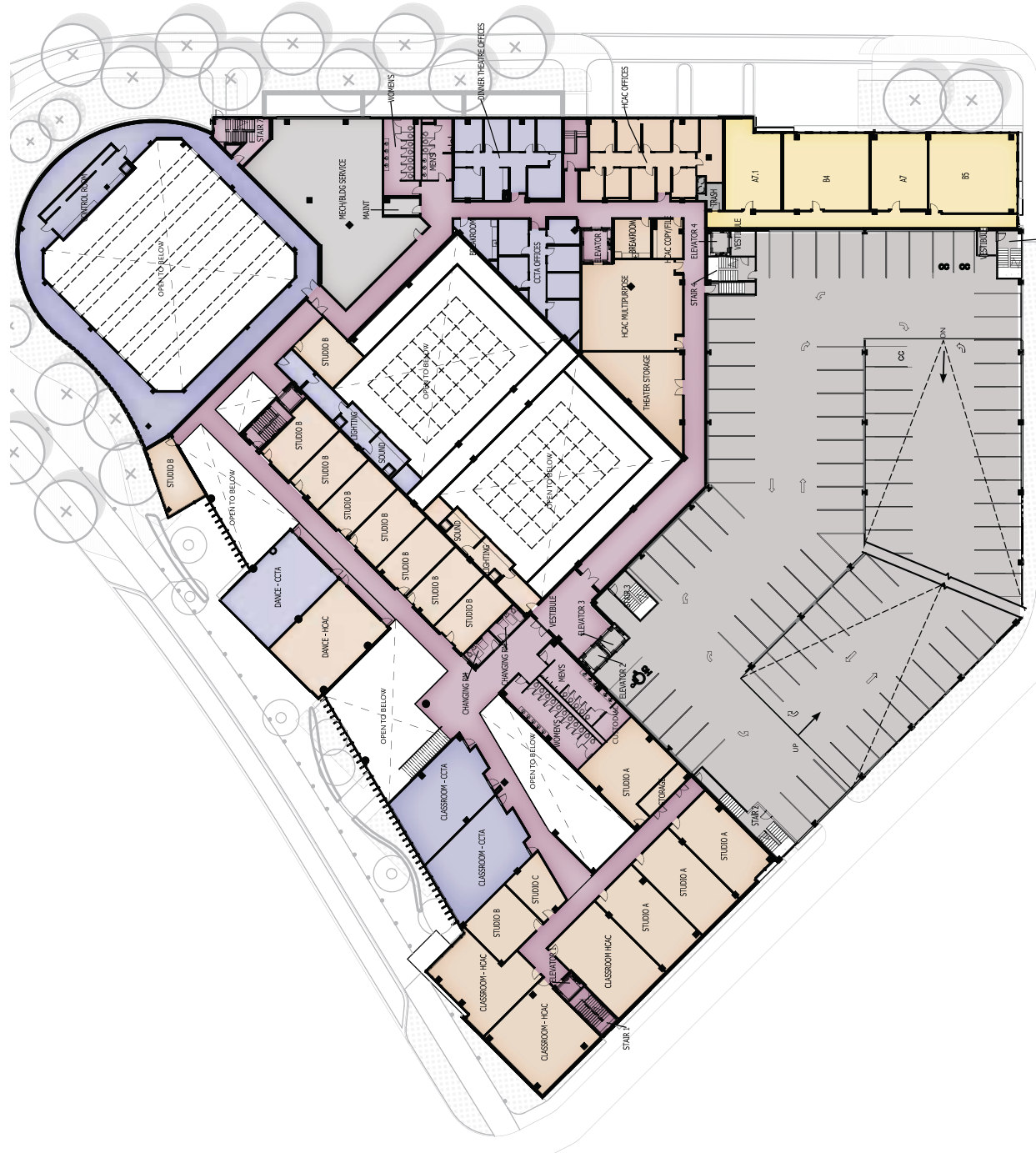




LEGEND

Blue	CCTA
Orange	HCAC
Purple	SHARED
Yellow	RESIDENTIAL
Grey	SERVICE





LEGEND

- CCTA
- HCAC
- SHARED
- RESIDENTIAL
- SERVICE



ARTS LOBBY LOOKING NORTH



ARTS LOBBY LOOKING SOUTH



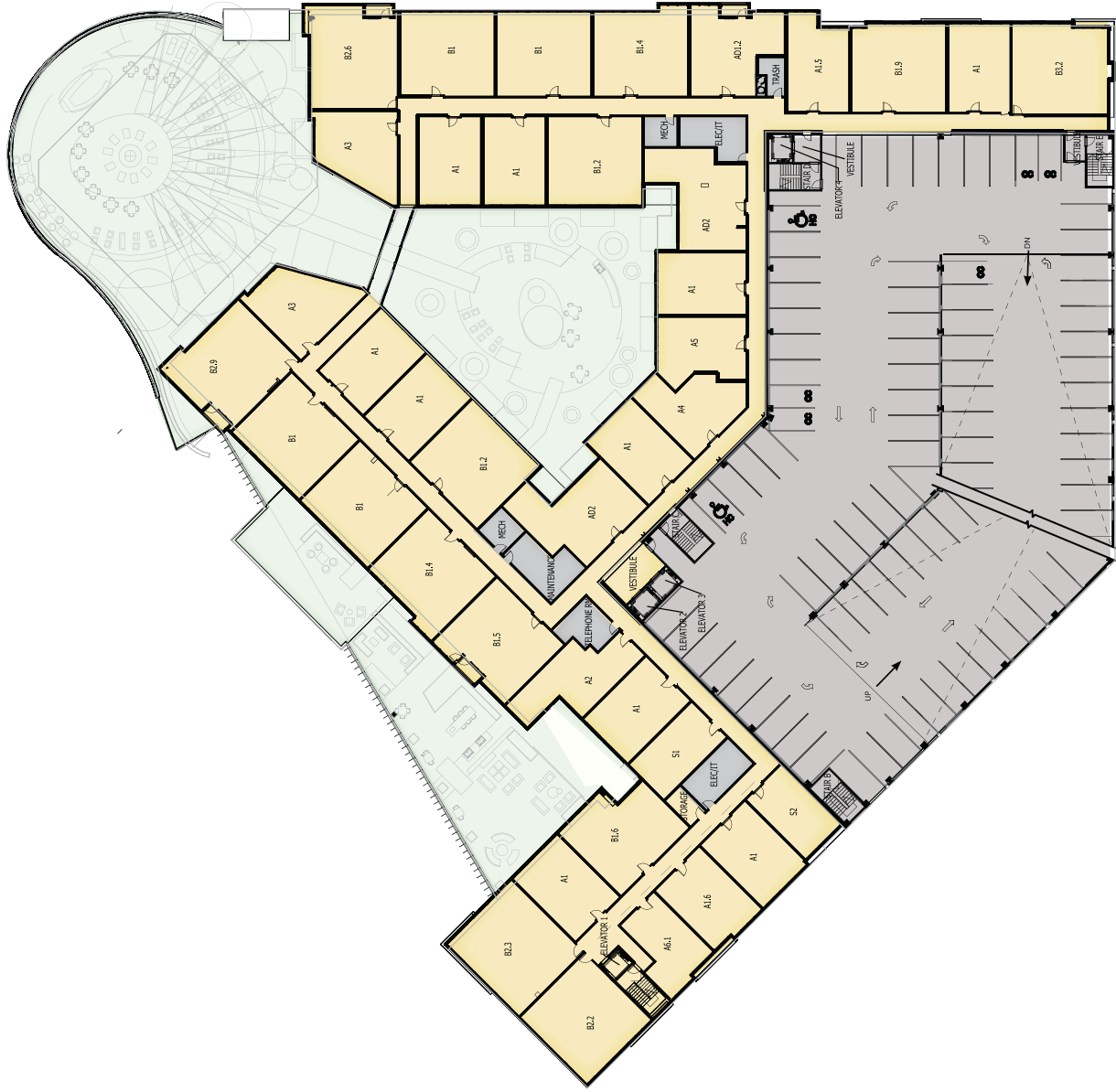
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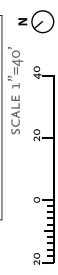
 CCTA
 HCAC
 SHARED
 RESIDENTIAL
 SERVICE





LEGEND

■	CCTA
■	HCAC
■	SHARED
■	RESIDENTIAL
■	SERVICE



SIGNAGE PLAN

SITE CIRCULATION

LEGEND

- PEDESTRIAN DIRECTIONAL SIGNAGE
- VEHICULAR DIRECTIONAL SIGNAGE
- PERMANENT ID SIGNAGE

SIGNAGE

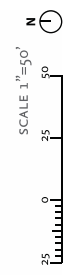


KEY PLAN



ADDITIONAL VEHICULAR DIRECTIONAL SIGNAGE LOCATED AT INTERSECTION OF SOUTH ENTRANCE ROAD & NORTH-SOUTH CONNECTOR. SEE KEY PLAN.

ADDITIONAL PERMANENT ID SIGNAGE LOCATED ACROSS SOUTH ENTRANCE ROAD. SEE KEY PLAN.



1- WEST ELEVATION

BUILDING ELEVATIONS



2- EAST ELEVATION



SCALE 1"=30'
30 15 0 30

1- NORTH ELEVATION

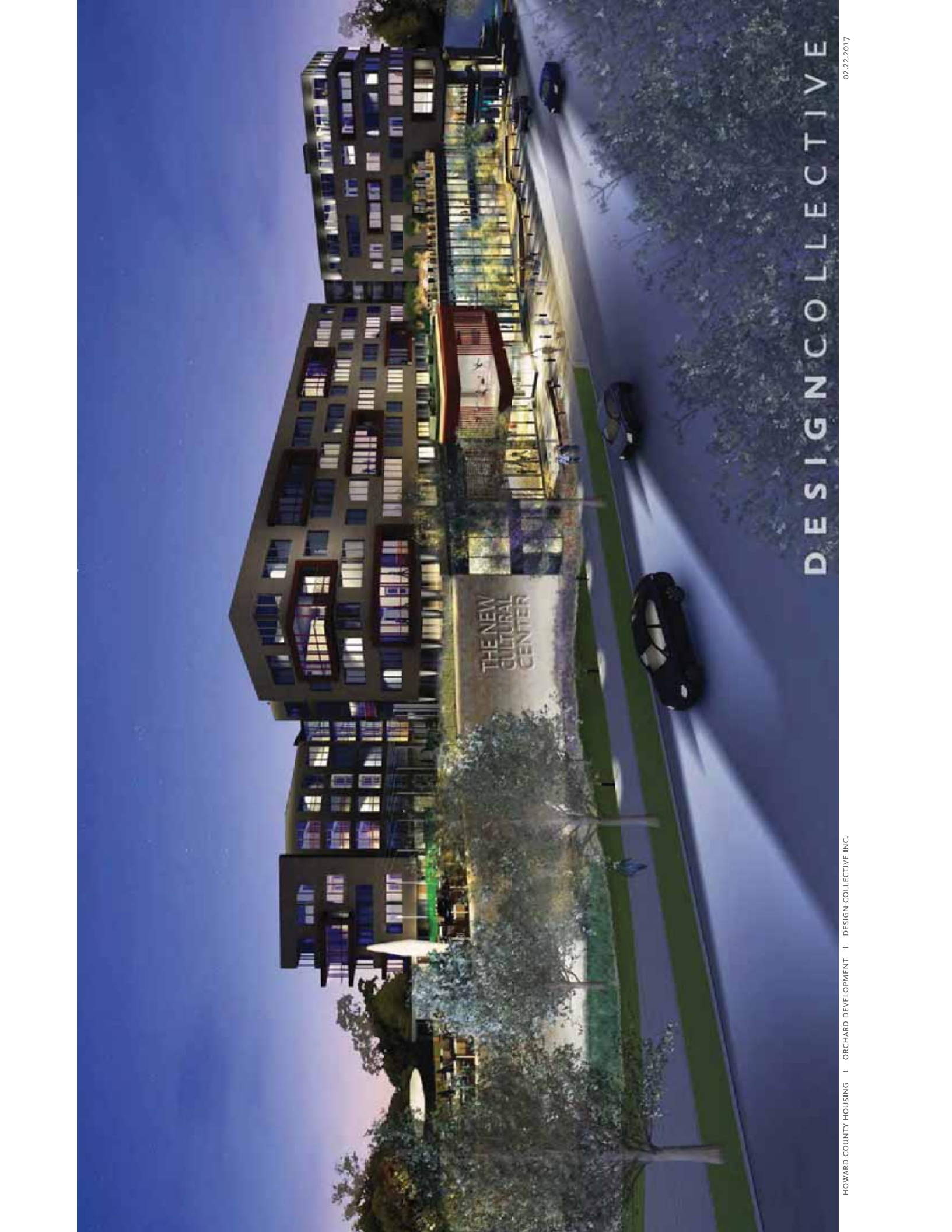
BUILDING ELEVATIONS



2- SOUTH AND SOUTHEAST ELEVATION



SCALE 1"=30'



DESIGN COLLECTIVE

02.22.2017

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