

# REIMAGINE

Security Square

FINAL REPORT 2023





## A MESSAGE FROM THE COUNTY EXECUTIVE

Supporting, building, and renewing community anchors is a core element in our promise to deliver a better Baltimore County. For over 50 years, Security Square has been a destination site for retail, dining, and small businesses. However, after decades of underinvestment and the resulting loss of major tenants, this vital Baltimore County landmark is simply not living up to its potential. It is time to reimagine Security Square.

Making sure our vision for the future of this site not only reflects — but is driven by — our neighbors and community leaders, we embarked on a charrette process this past fall. Recognizing the potential for what is possible, we were thrilled that over 1,000 of our residents joined this process and in collaboration with so many other vital partners we have worked together to construct this document: a comprehensive roadmap that will inform our next steps in developing a solution that will rejuvenate this location while also meeting the needs of those who live, work, shop, play and study here.

In alignment with the community's goals and desires, this report presents a long-term vision for Security Square that aims to provide a safe, vibrant and walkable regional anchor which can be welcoming to the surrounding residential and business communities alike, and provide much desired amenities for residents of all ages to shop, dine, live, and enjoy the benefits of a healthy and thriving neighborhood.

This aspirational plan will not be accomplished overnight. Fully-realizing this framework for the future will take sustained effort, dedication, and funding from a number of diverse stakeholders. Baltimore County has already taken a number of important steps and remains committed to working in collaboration with all business, community, and government partners, including Maryland Speaker of the House Adrienne Jones and other state leaders, to ensure we continuing making progress in the years ahead.

Thanks to this public charrette process, Baltimore County is now better positioned than ever before to move forward with a unified vision to deliver the transformative change we know is possible and help create the modern community hub our residents want and deserve. Together, we will continue to work in partnership to make our shared vision to reimagine Security Square a reality.

A handwritten signature in black ink, appearing to read "Johnny O". The signature is fluid and cursive, with a large initial "J" and "O".

John "Johnny O" Olszewski, Jr.  
Baltimore County Executive

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## INTRODUCTION

Built in 1972, Security Square Mall was a regional destination. It flourished as most shopping malls did for decades. Now, just over fifty years later, few malls have maintained the vibrancy they once had. Shopping malls across the country have been undergoing various forms of redevelopment with attempts to reduce the seas of surface parking, mix uses, densify, and provide retail opportunities to activate streets and sidewalks.

Security Square Mall is poised for a rebirth. This 88-acre site is not only significantly underutilized, it is not meeting the needs of the community that surrounds it. This highly diverse, majority minority community has watched as other malls in the region experienced transformations and new development.

The vision for Security Square Mall presents a comprehensive plan for the development of the site, generated by the voices of the community. The process to develop this plan was structured to promote the unique approach for residents and stakeholders working hand-in-hand with Baltimore County and the consultant team of JMT, Ayers Saint Gross, Landwise Advisors, and Morgan State University students. Hundreds of voices were woven together through an inclusive, iterative process to produce the vision of a safe, vibrant, and walkable community that offers opportunities to shop, dine, live, and enjoy recreation and entertainment for all ages.

The plan is aspirational and will take time to be fully realized. Flexibility is inherent in the vision and the plan uses timeless urban design principles to establish a framework for future growth. Despite the tremendous amount of development potential across this site, this plan provides an implementation strategy to establish early site improvements and a critical mass of redevelopment that will be the beginning of a reimagined hub at Security Square.







EXISTING CONDITIONS



## EXISTING CONDITIONS

### Site and Context

Security Square Mall is located in western Baltimore County, just a few miles from Baltimore City and Howard County. The mall is situated between Security Boulevard, Rolling Road, I-70, and I-695 making it a key site in a booming region with tremendous regional access. The site totals just over 88 acres and is located in the Woodlawn Census Designated Place (CDP) of Baltimore County.

The mall was built in 1972 and has experienced significant transition over the last fifty years. The building and surrounding infrastructure show significant signs of aging and maintenance needs. There are close to 1 million gross square feet of built space on the site, 210,000 square feet of which are vacant.

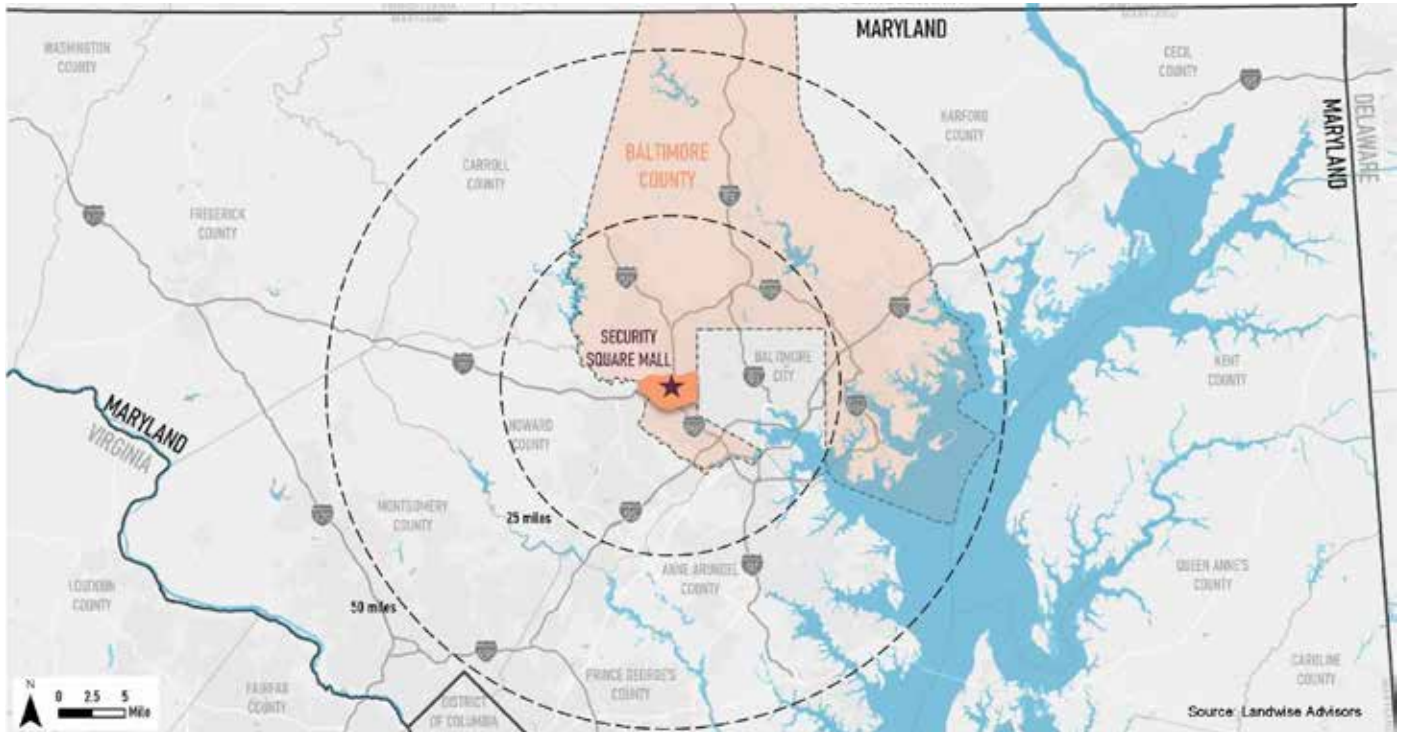


FORMER SEARS SITE



AERIAL OF EXISTING MALL AND SITE LOOKING SOUTHEAST





REGIONAL CONTEXT

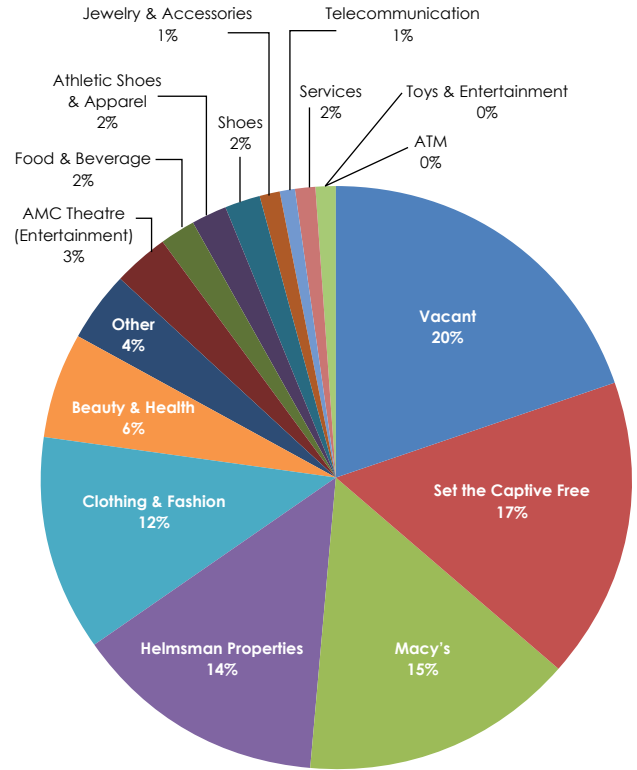


LOCAL CONTEXT AND WOODLAWN CDP EXTENTS

Currently there are over 100 tenants in Security Square Mall, including Macy's and Burlington Coat Factory. These anchor retailers are complemented by numerous small business tenants, a large number of which are minority and/or women-owned. The majority of these businesses are categorized as clothing & fashion or health & beauty and provide similar products and services. Also on site is the O.W.E. Center that serves religious, outreach, and other community needs. The American School of Trades and an auto repair center are located on site as well.

The mall also has a food court with a variety of fast-food dining options, as well as a handful of externally facing carry out restaurants and a hair salon along the southern facade of the mall. These are supplemented by a few restaurant pad sites adjacent to Security Boulevard, including the recently built Chick-fil-A. Immediately adjacent to the site is a Weis grocery store, making food access ubiquitous across the site.

A small AMC movie theater is located in the southwest corner of the site. The AMC, which recently underwent renovations, is an entertainment anchor on the site. Unfortunately, the building is detached from the mall and located in the southwest corner of the site with limited visibility from the key access point to the site.



**SQ. FT. DISTRIBUTION** (as a % of total)

Source: Landwise - Rent Roll provided by Cityview Commercial, not available for Helmsman Properties



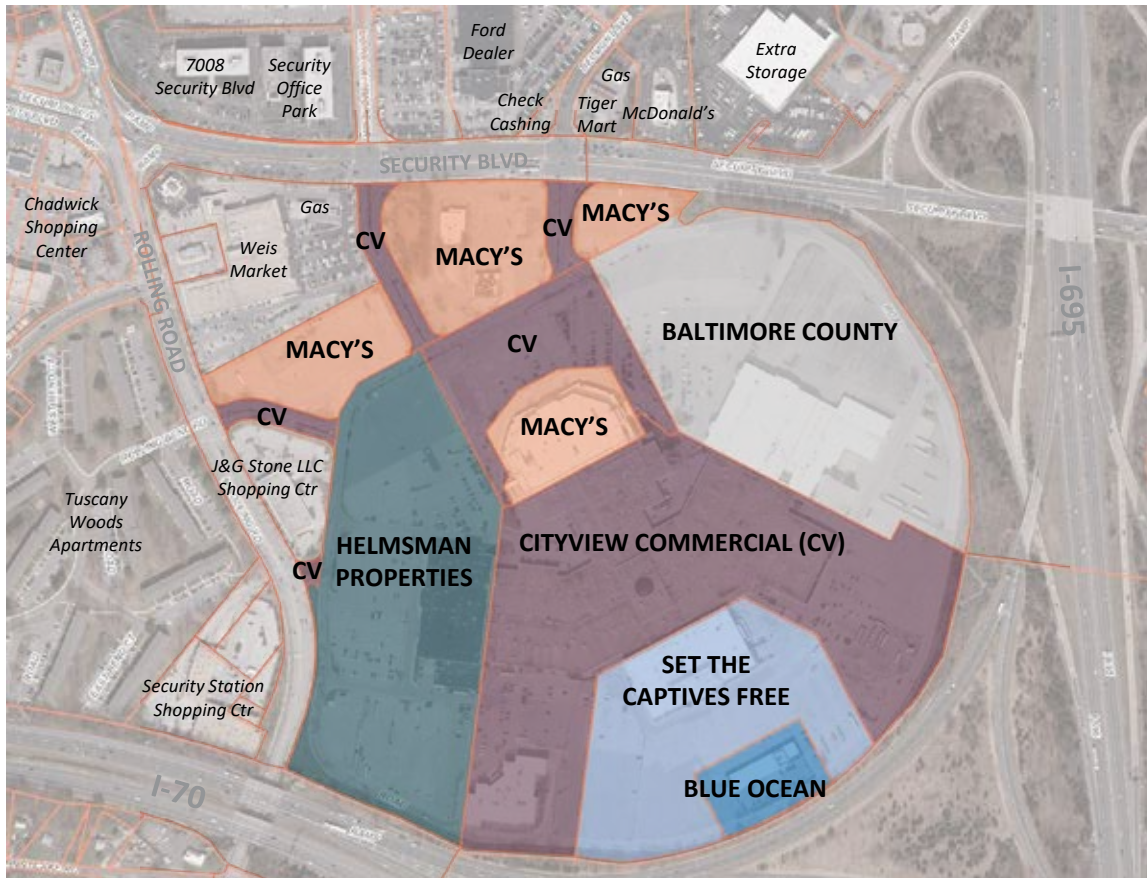
**MAIN FOOD COURT INSIDE SECURITY SQUARE MALL**



**MAIN MALL ENTRANCE**

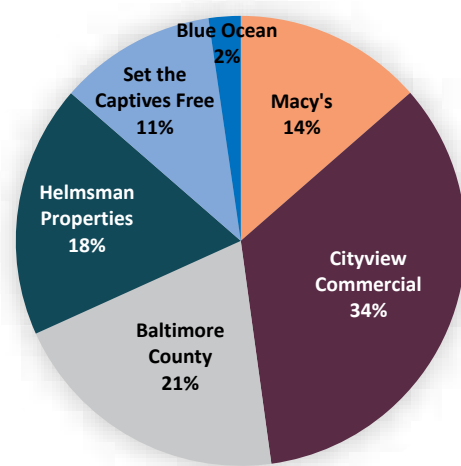


EXISTING SITE SHOWING PARCEL LINES



PROPERTY OWNERSHIP MAP

The site itself is subdivided into multiple parcels under six different owners. Cityview Commercial owns the majority of the mall, the access points to the site, and some surface parking. Baltimore County owns the former Sears site and associated parking. Macy's owns their store as well as three separate parcels along the northwest edge of the site, fronting Security Boulevard. Helmsman Properties owns the westernmost big box footprint with parking and has current plans to convert this existing building into ground floor self-storage with Chase Brexton medical offices on the second floor. The trade school is also located on this site and is planned to be relocated over the next few years. Set the Captives Free owns the O.W.E. Center, a church and community anchor providing outreach services and tremendous civic uses. The southeasternmost portion of this site houses an auto repair garage, which was recently subdivided into a separate parcel and sold to Blue Ocean.



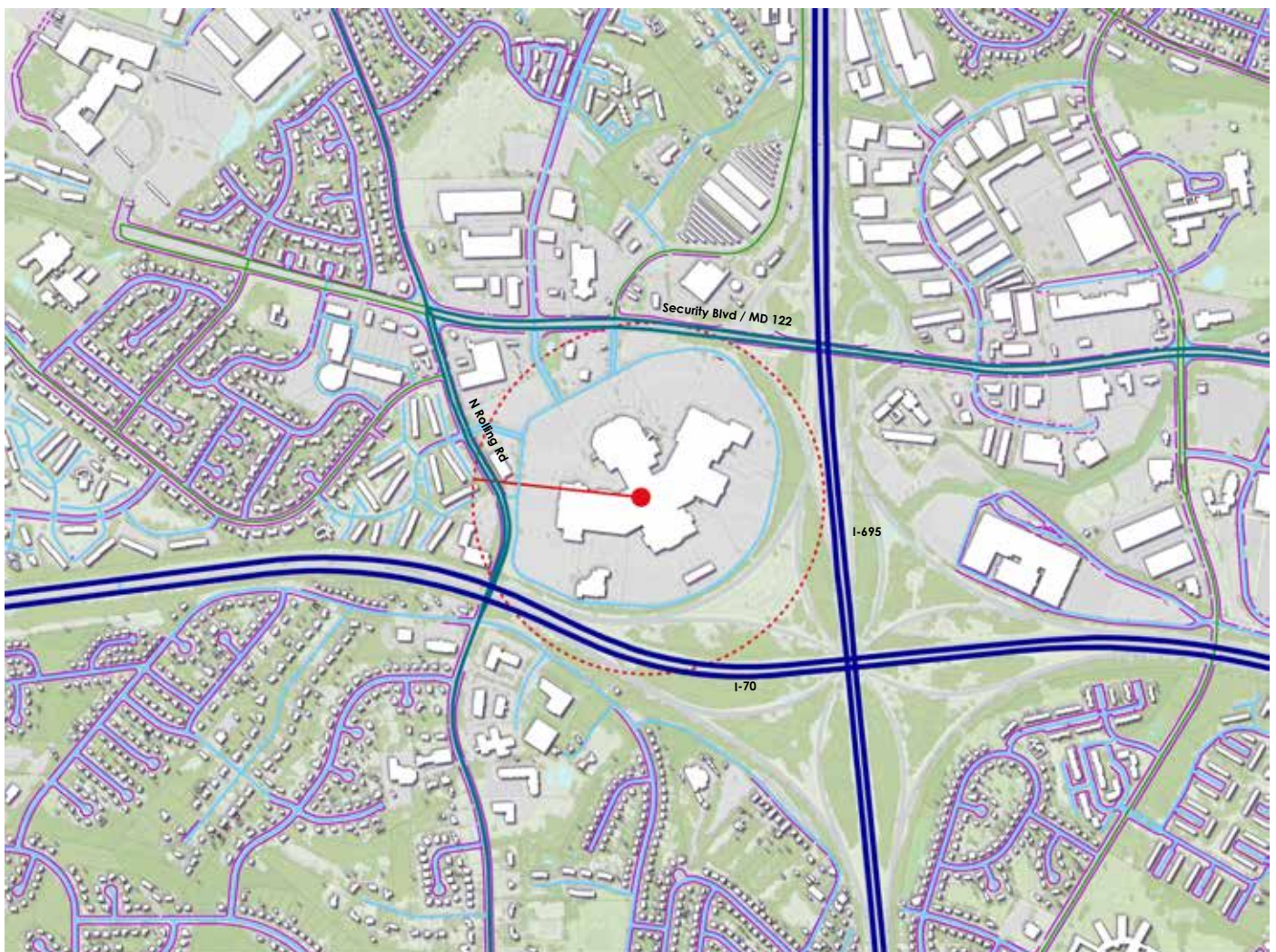
Owner	Acres
Macy's	11.97
Cityview Commercial	30.22
Baltimore County	18.00
Helmsman Properties	16.02
Set the Captives Free	9.97
Blue Ocean	2.03
<b>Total Acres</b>	<b>88.21</b>

## Transportation and Access

The Security Square Mall site is predominantly accessible by car, with several major highways and roads nearby and abundant parking. The site is served by several bus routes with a bus stop located on the mall site adjacent to the movie theater and additional stops along Rolling Road and Security Boulevard. Pedestrian and bike infrastructure to, from, and within the site is poor, resulting in unsafe environments for those who are not traveling by vehicle. There are plans for bike lanes adjacent to and through the site, however, they do not currently exist.




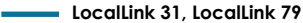


### CIRCULATION DIAGRAM

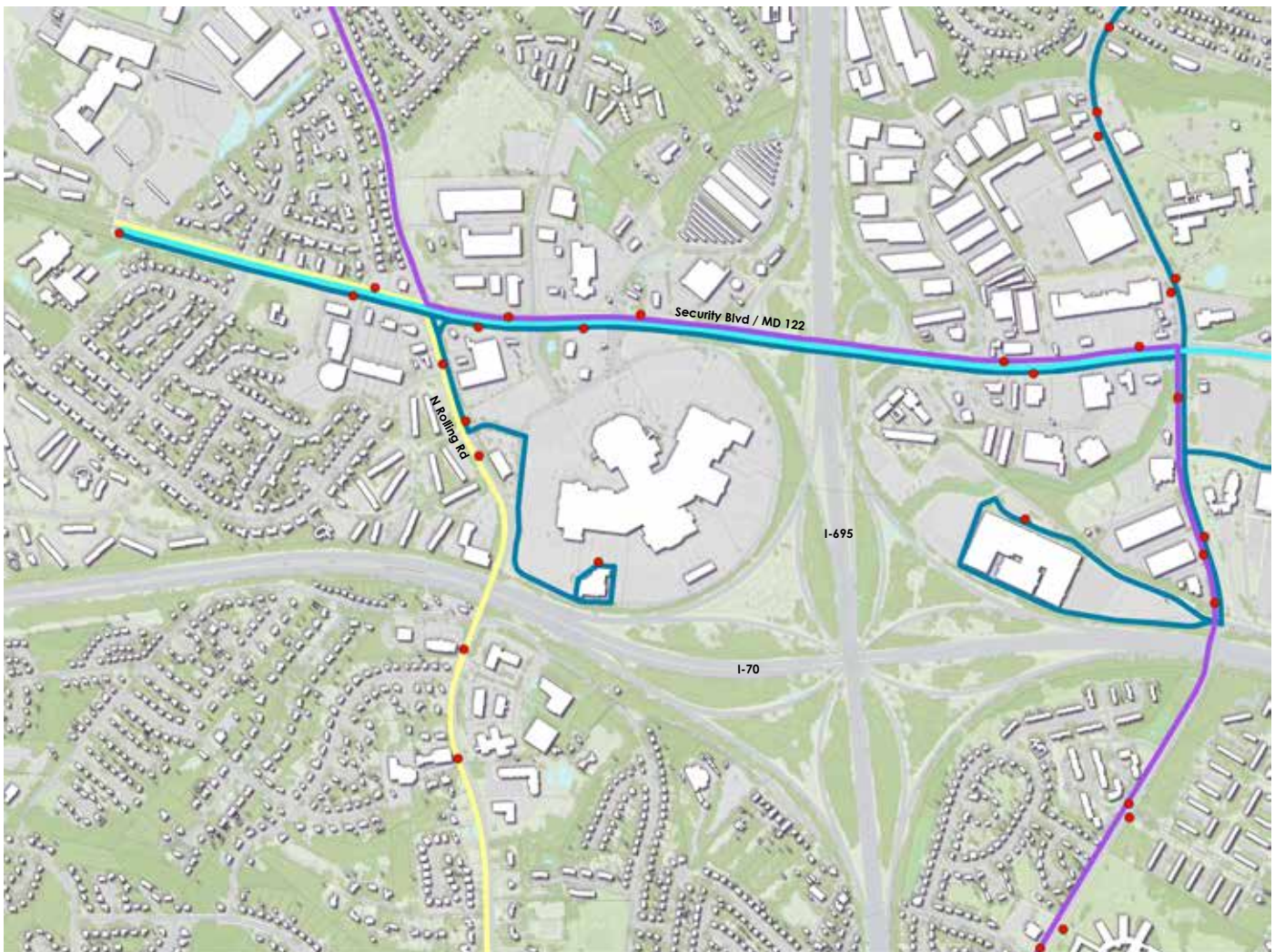
-  **5-minute walk radius**  
Quarter mile radius from the center of the site
-  **Sidewalks**
-  **Highways**
-  **Major Roads**
-  **Local Roads**
-  **Secondary Roads**



This site was a proposed location for the Red Line subway, which would have better connected Security Square Mall and the surrounding communities to Baltimore and the broader region. Currently, the site remains an option in the Maryland Department of Transportation east-west corridor study that might incorporate bus rapid transit (BRT) or other means of mass transportation to provide better access for the community. Flexibility for these prospective transit investments to be located on this site is incorporated into the vision plan.

**BUS STOPS + ROUTES DIAGRAM**

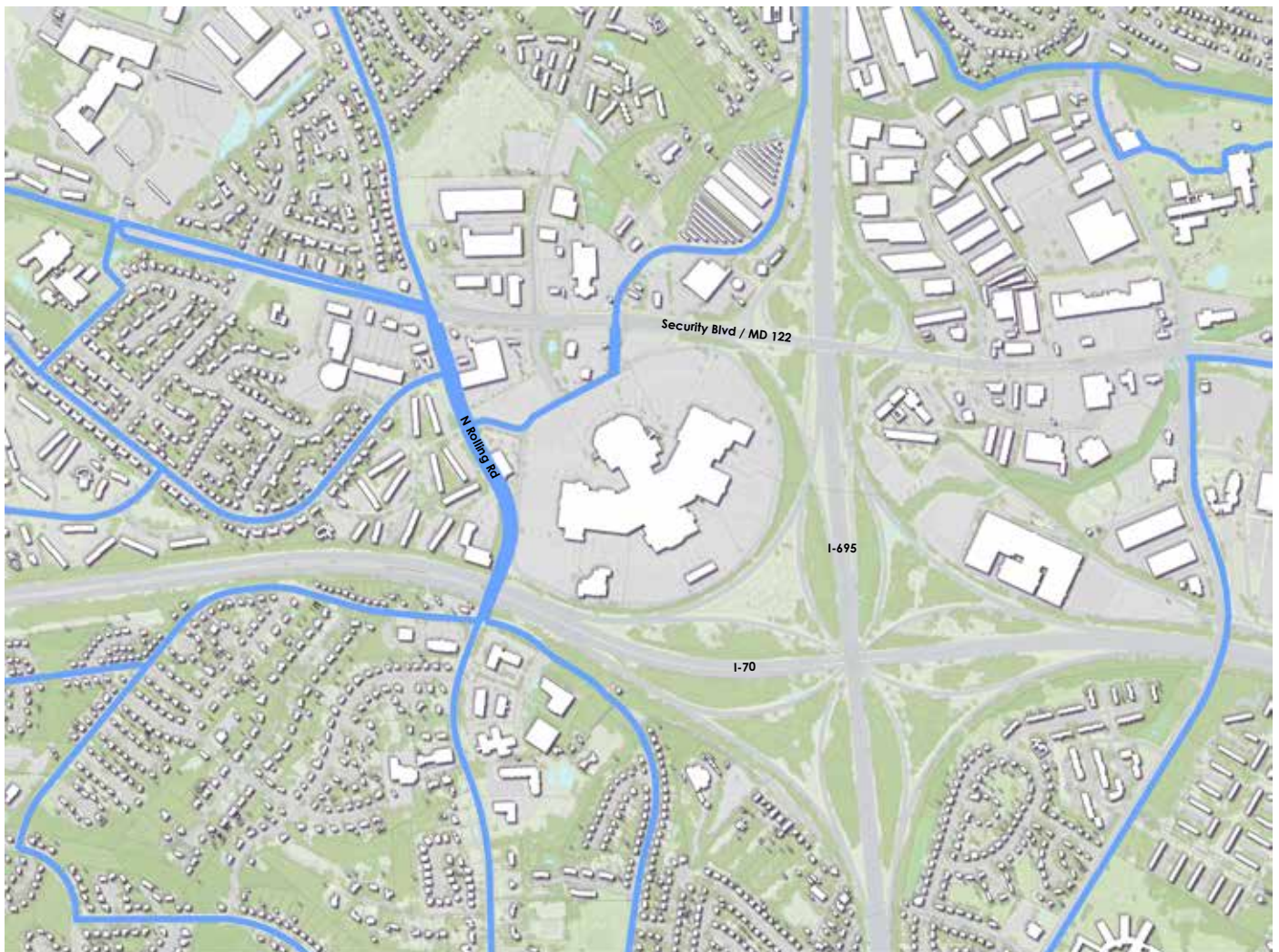
-  **5-minute walk radius**  
Quarter mile radius from the center of the site
-  **Bus Stops**
-  **CityLink Blue**
-  **LocalLink 31, LocalLink 99**
-  **LocalLink 37**
-  **LocalLink 78**



Presently, there are no existing bicycle lanes in the Woodlawn area immediately surrounding the site. Baltimore County is currently working on a bicycle master plan update with anticipated completion during 2023. The most recent proposed bicycle infrastructure for the area is from the 2012 Western Baltimore County Pedestrian and Bicycle Access Plan and is reflected in the diagram below.

**EXISTING + PROPOSED  
BIKE LANE DIAGRAM**

— Proposed Bike Lanes from  
the 2012 Pedestrian and  
Bicycle Access Plan



Access to and circulation within the site is designed almost exclusively for vehicles. There are four vehicular access points for the site, two along Security Boulevard and two along Rolling Road. The southernmost Rolling Road access point is an entrance only for right-turning vehicles. The site entry rights-of-way are owned by Cityview Commercial, which means they control access to the site and improvements to these access points and corresponding roadways will likely require a partnership and collaboration.


After entering the site, visitors are redirected onto a loop road, where they can circumvent until they decide where to further enter the parking areas of the site. Road and parking markings across the site are faint and few cars follow suggested circulation patterns. Community members regularly use the loop road as a walking/running exercise route early in the mornings. There are no sidewalks or pedestrian facilities, so people walk in the roadway, which presents a significant pedestrian safety issue.

The mall building itself presents another barrier on-site with entrances, blank concrete walls, and service and loading facilities alternating haphazardly across the facade. This exacerbates pedestrian and vehicular conflicts and contributes to the unattractive aesthetic of the mall.



#### SURROUNDING AND SITE CIRCULATION

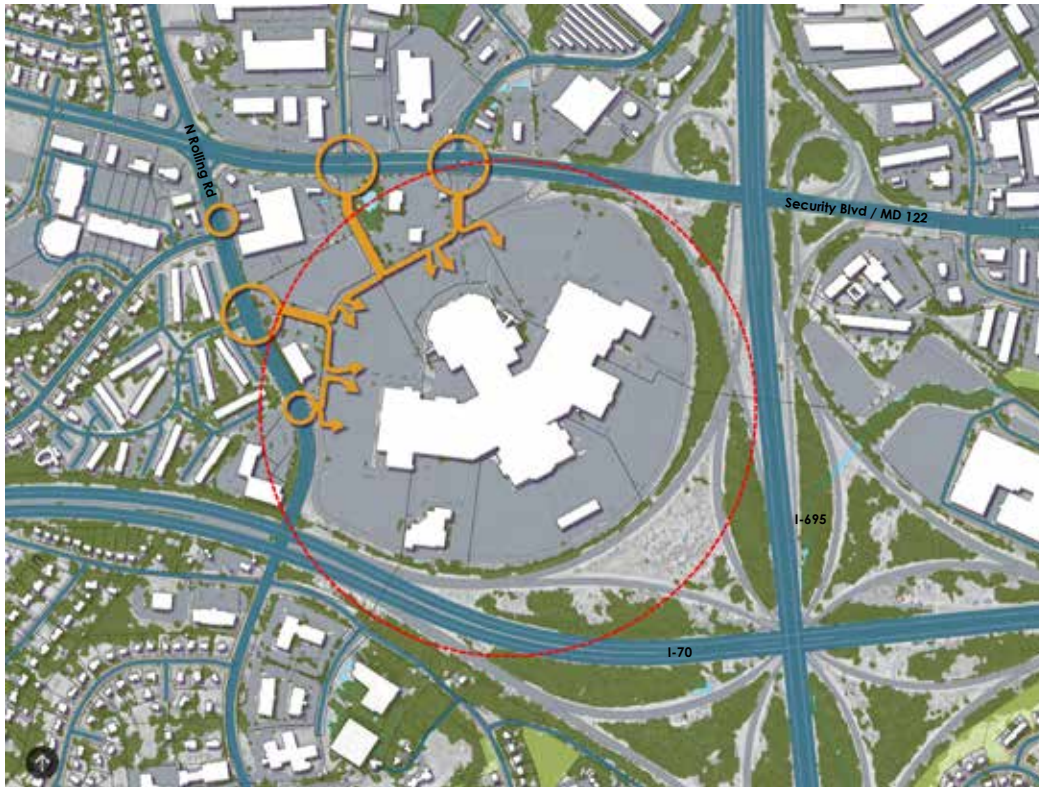
The site is car dominated with almost no pedestrian infrastructure. There is a main loop road and no clarity or grid of streets

 **5-minute walk radii**  
Quarter mile radius from the center of the site

 **Site roads/Drives**




 **Surrounding Roads**

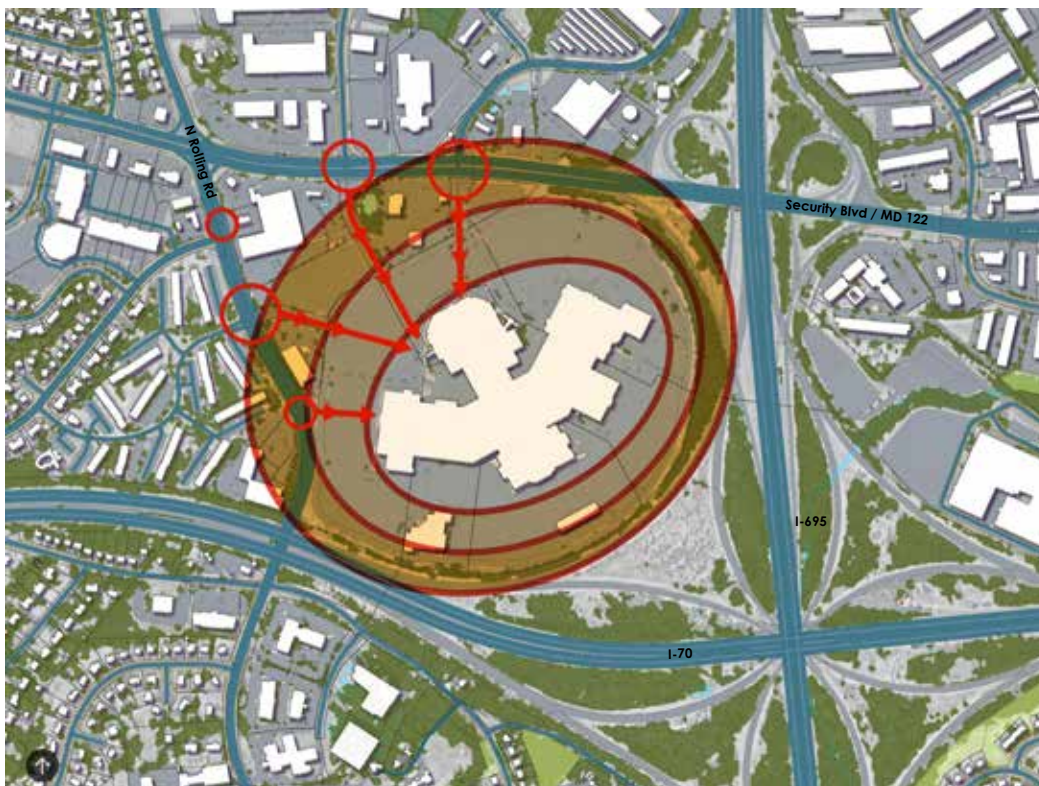




**ACCESS + ENTRY DIAGRAM**




Entrances are indirect, convoluted, and funnel traffic onto the ring road with no grid or street organization on site rendering the area completely auto-oriented and confusing.

-  **5-minute walk radii**  
Quarter mile radius from the center of the site
-  **Access**  
Where visitors can enter the site
-  **Entry**  
How visitors can enter the site from access points



**SITE BARRIERS**

Layers of vehicular barriers hinder pedestrian safety and mobility across the site.

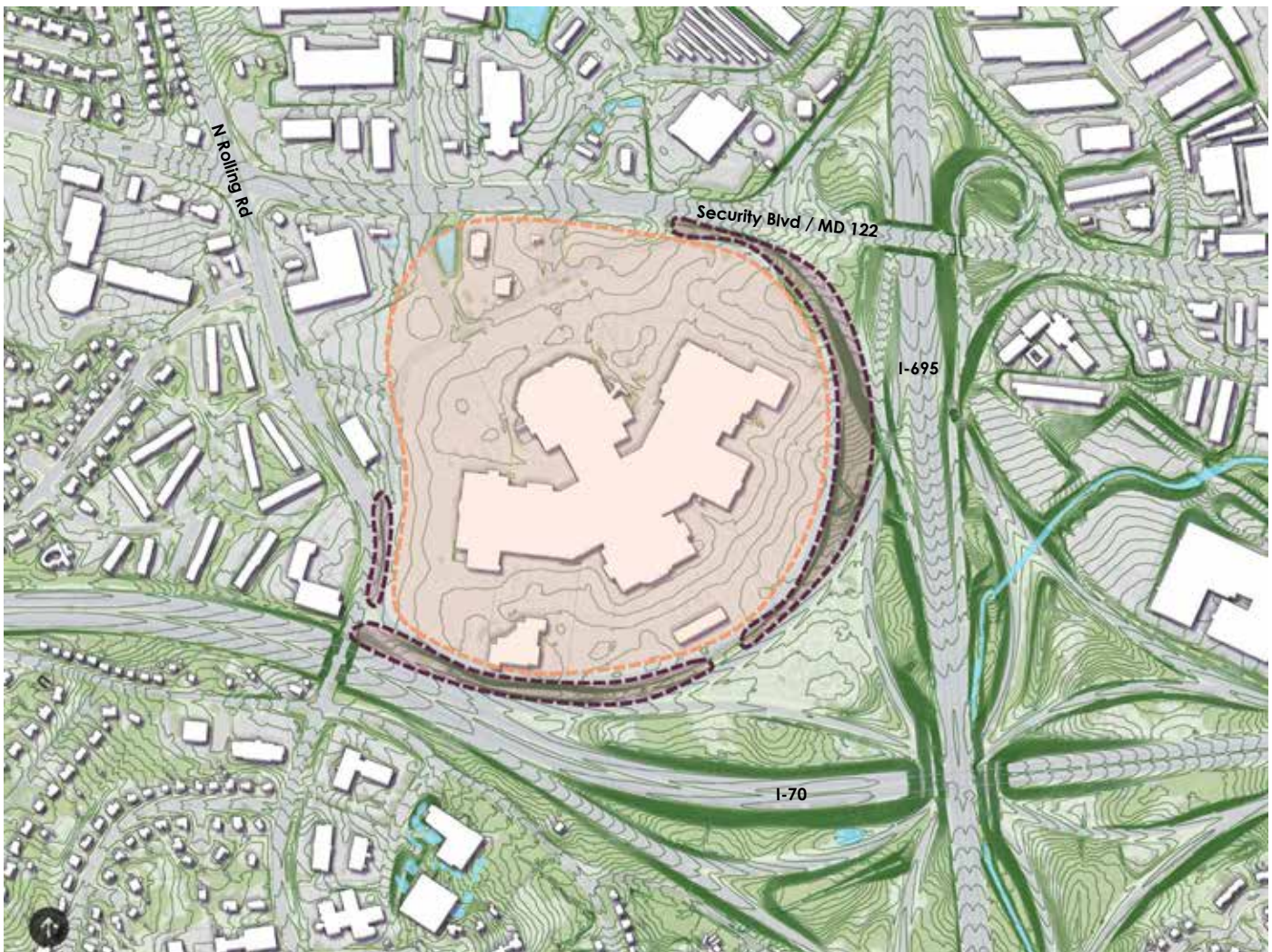
-  **Access Points**  
Where visitors can enter the site
-  **Entry**  
How visitors can enter the site from access points
-  **Barriers**  
There are layers of vehicular barriers on the site

## Environment and Safety

Due to the automobile-dominated design of this site, almost 100 percent is impervious surface, roughly half of which is surface parking sized to meet peak capacity for a fully functioning mall during the holiday season. This overabundance of parking and corresponding sea of asphalt results in scattered drainage issues across the site. These issues are heightened by the flatness of the site. The only significant grade changes are along the east and south edges of the site, adjacent to the highways.

### SITE TOPOGRAPHY



-  Relatively Flat
-  Steep slope
-  Topography

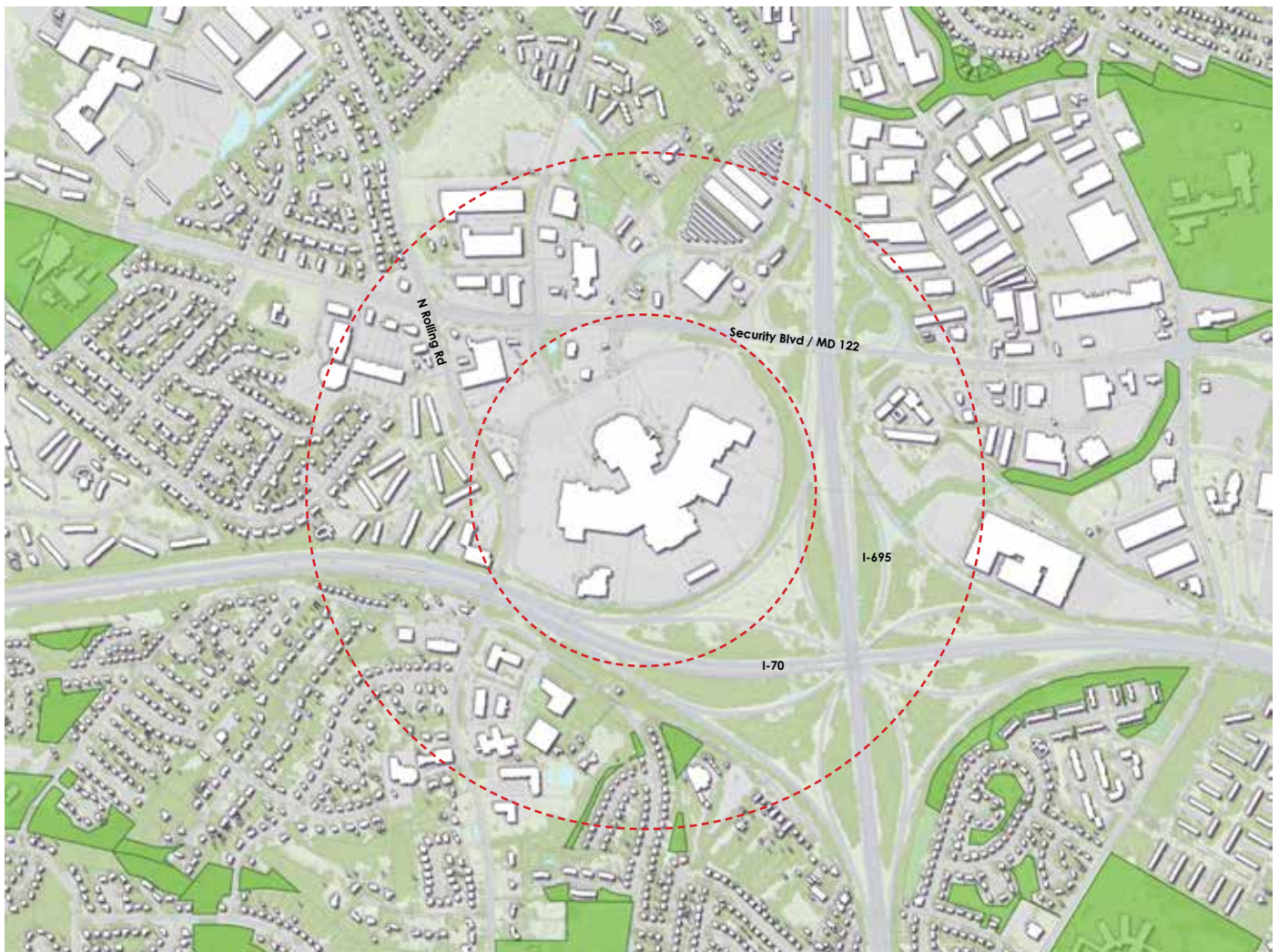


Along with the overabundance of surface parking is a lack of vegetation and lighting. This results in an inhospitable environment that many perceive as unsafe. As part of the process, we pulled crime data from White Marsh to compare and discovered that there is no statistical difference in crime between the two areas. This further underscores that some of the safety concerns are tied to the poor quality of the environment, lack of lighting, and absence of 'eyes on the street.'

The lack of vegetation and green space both within the site and the surrounding area is stark. There are no parks within a 10-minute walk radius of the site. Considering many people come to the Security Mall site to walk, run, or exercise in the morning shows a significant opportunity for improved open space and pedestrian networks in this area.

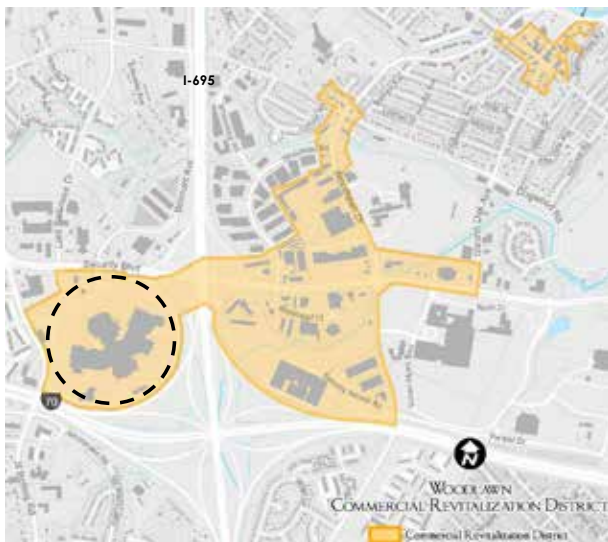
**PARKS + OPEN SPACE**

-  **5- and 10-minute walk radii**  
Quarter and half mile radius from the center of the site
-  **Green Spaces + Parks**

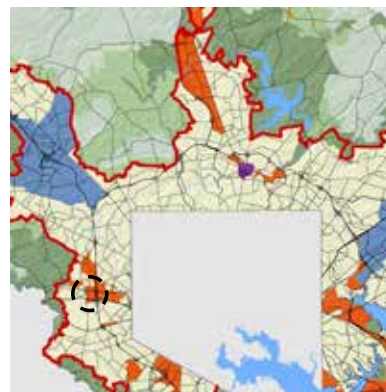


### Zoning and Prior Planning

The Security Square Mall site is included in broader regional designations that continue to reinforce the catalytic development potential of this site to provide new opportunities and assets for the surrounding community. The site is included in the Woodlawn Commercial Revitalization District as a key target area for reinvestment. On a broader scale, the site is located within Baltimore County's Urban Rural Demarcation Line and designated as both a key employment center and a community enhancement area in the Baltimore County Master Plan 2020, further underscoring the opportunity to support compact, mixed-use and walkable development in this location. The Baltimore County Master Plan 2020 also recommends increasing public transit between Baltimore City and its suburbs, expanding pedestrian and bike facilities, and growing the number of parks. This site is also noted in the draft Master Plan 2030 as a regional node appropriate for retrofitting.



WOODLAWN COMMERCIAL REVITALIZATION DISTRICT



LAND MANAGEMENT AREAS

- URTDL
- Ag Priority Preserve Area
- Community Center Area
- Employment Center
- Middle River Node Area
- Orange Mills Growth Area
- Resource Preservation Area
- Rural Commercial Center
- Rural Residential Area
- Towson Urban Center



COMMUNITY ENHANCEMENT AREA

- URDL
- Major Road
- Secondary Road
- Community Enhancement Areas
- Reservoir

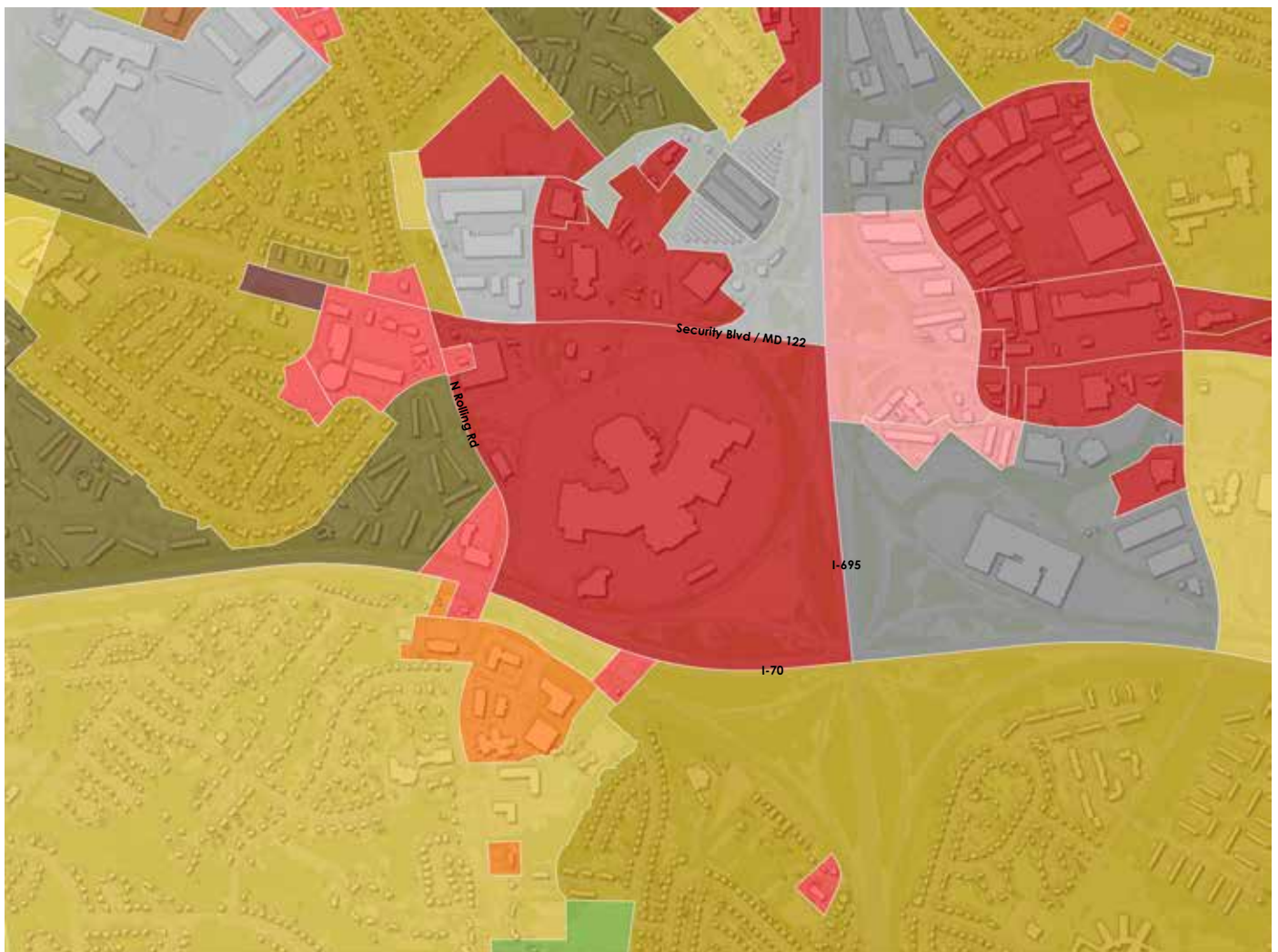
Source: Baltimore County Department of Planning

### EXISTING SMALL AREA DESIGNATIONS

Existing zoning for the site is BM-CT: BM for large scale commercial development, CT for town-center core development. This is a special district to establish or promote highly walkable retail development. While general density standards support capacity for new development, any subdivision and future development on the site will require setback and parking requirement modifications and permitting mixed-use development. Generally speaking, density is not limited in this zone with the exception of parking and open space requirements; however, parking requirements can be projected assuming a shared parking model.

ZONING CLASSIFICATION

- BM
- BR
- BL
- CB
- DR 16
- DR 5.5
- DR 3.5
- DR 1
- ML
- MLR
- OR 2

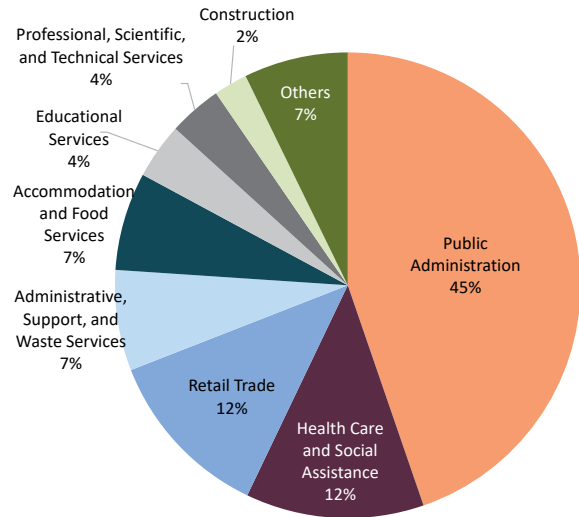


ZONING DIAGRAM

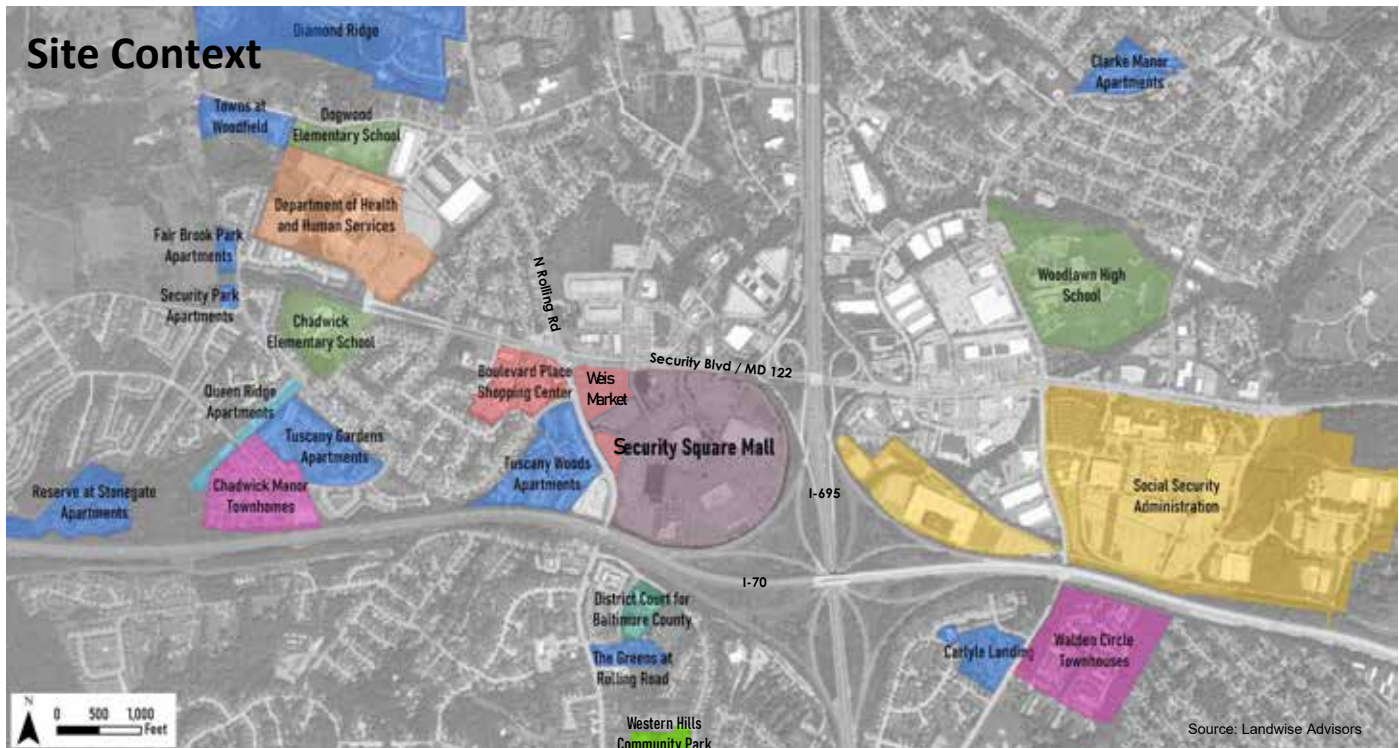
### The Surrounding Community

The community around Security Square Mall is diverse, with a mix of residential neighborhoods, commercial developments, and civic uses. Significant employers such as the Social Security Administration and Department of Health and Human Services provide thousands of jobs to those in and those commuting to the neighborhood. Scattered across the surrounding area are local public schools with Woodlawn High School roughly one mile to the northeast next to the Woodlawn public library.

The residential fabric of the community is predominately single-family homes with some apartments and townhomes as well. The residential fabric exists largely to the south and west of the site. To the north and east are commercial corridors with strip retail, office buildings, and light industrial uses. Approximately 1 mile south of the site is Western Hills Community Park, a recreational amenity for community members with athletic fields, picnic areas, and a playground.

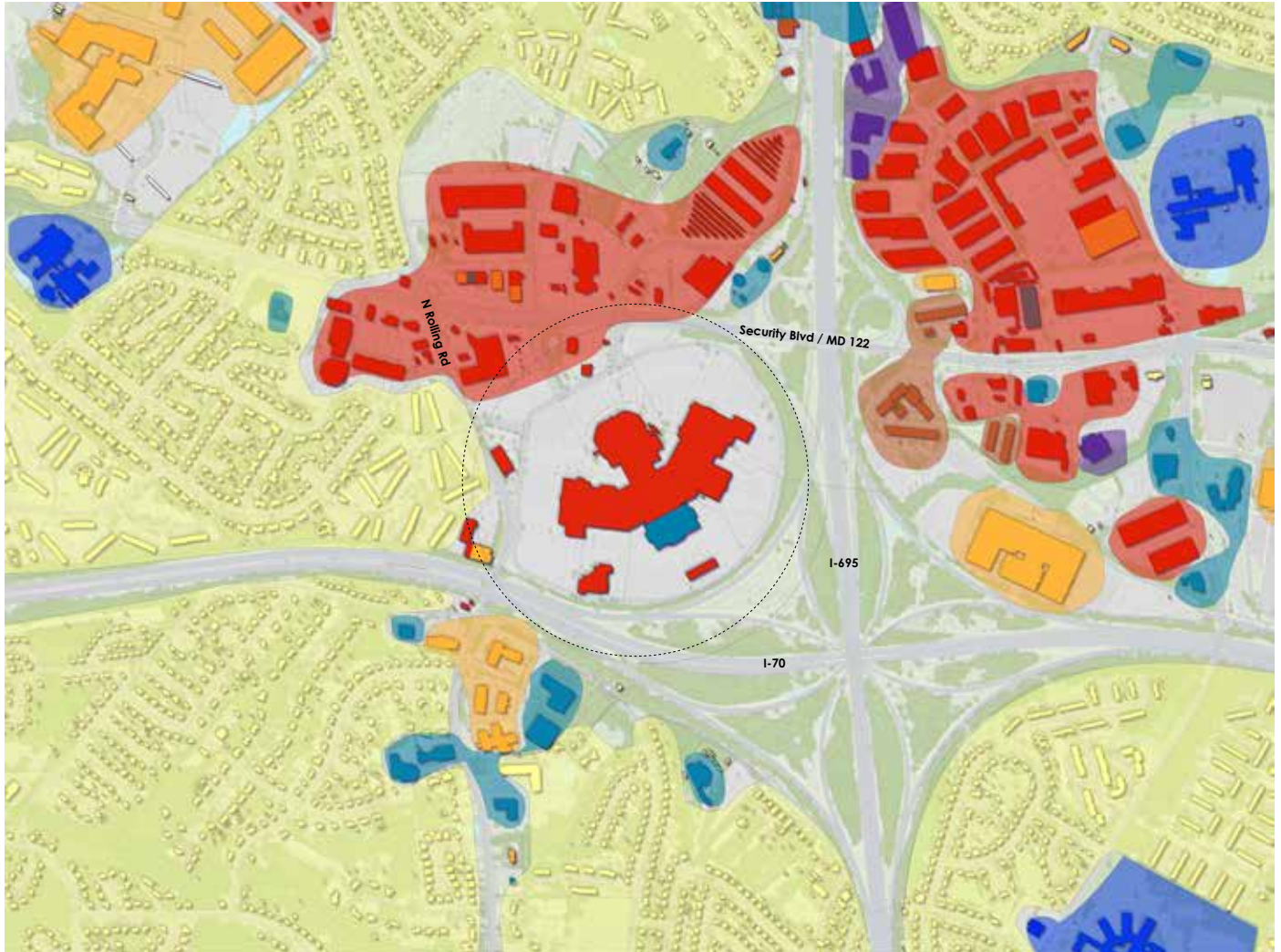


EMPLOYMENT DISTRIBUTION WITHIN WOODLAWN CDP



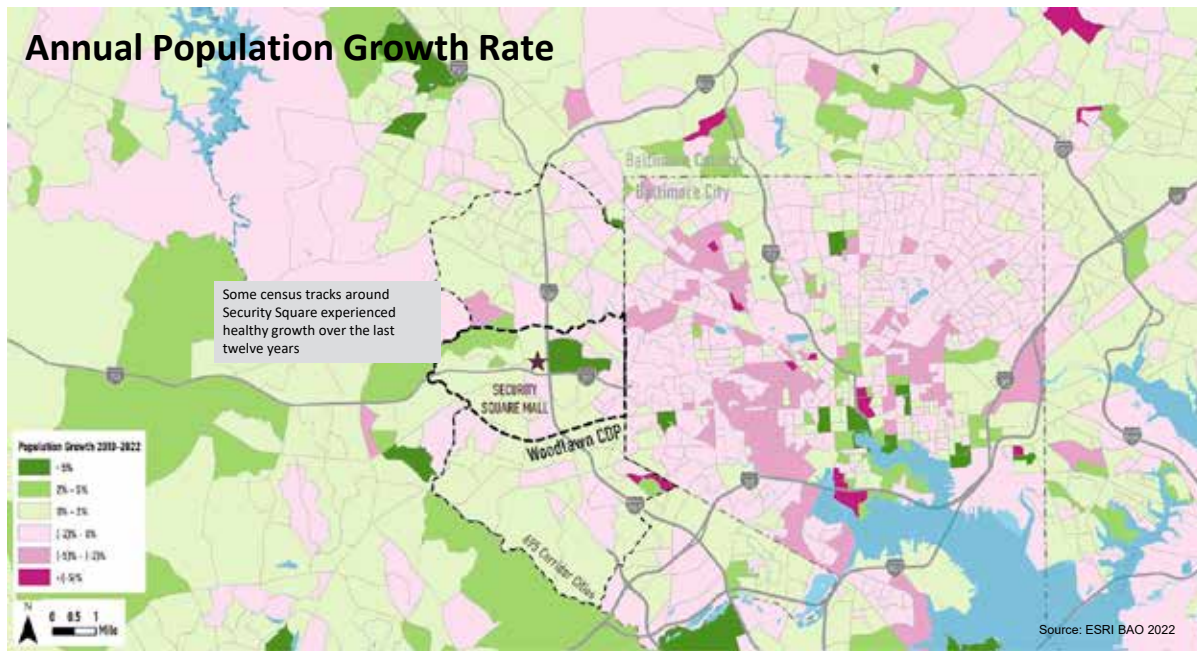
LARGER SITE DEVELOPMENTS AND COMMUNITY ANCHORS

Source: Landwise Advisors

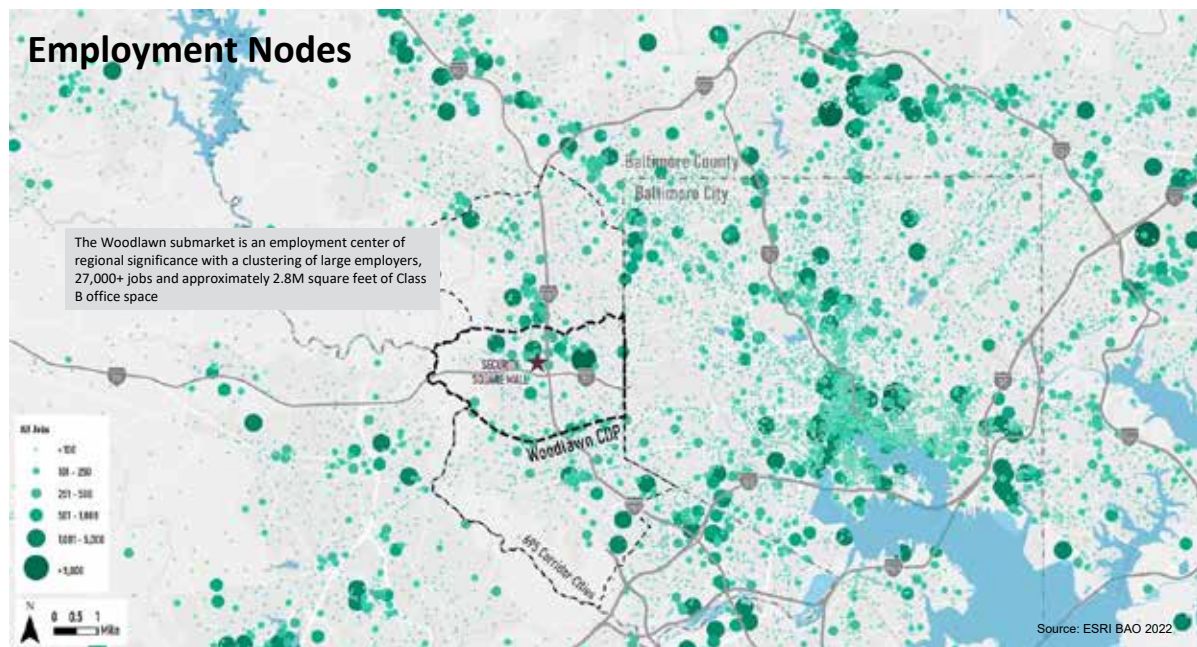


LAND USE DIAGRAM

- Industrial
- Institutional
- Civic
- Hotel
- Commercial
- Residential
- Office



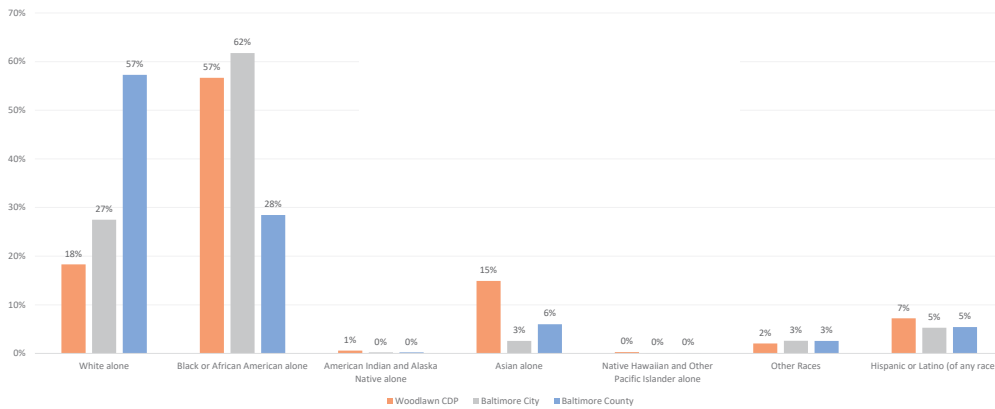
As part of the market analysis, socioeconomic data was gathered and mapped to better understand the regional context and how it relates to the site. Population growth rates show that some census tracts around Security Square experienced healthy growth over the last twelve years.



The Woodlawn submarket is an employment center of regional significance with a clustering of large employers, 27,000+ jobs and approximately 2.8M square feet of Class B office space. The Social Security and Department of Health and Human Services encompass close to 50 percent of these jobs.

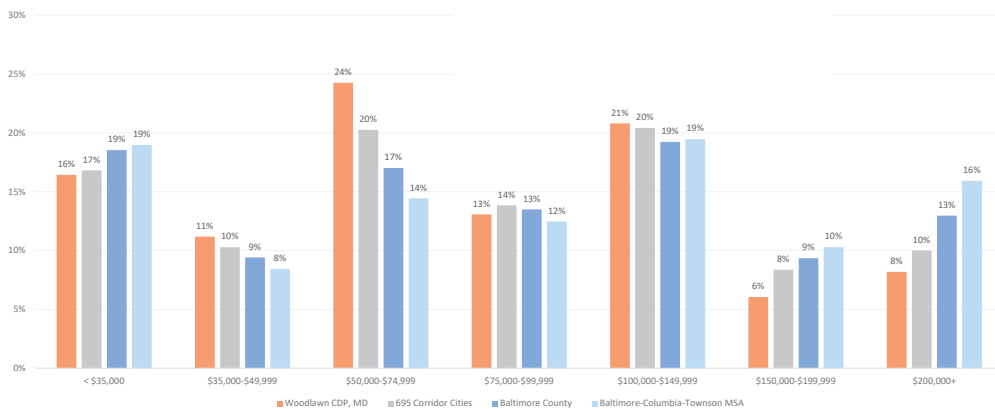


**2022 RACIAL COMPOSITION**



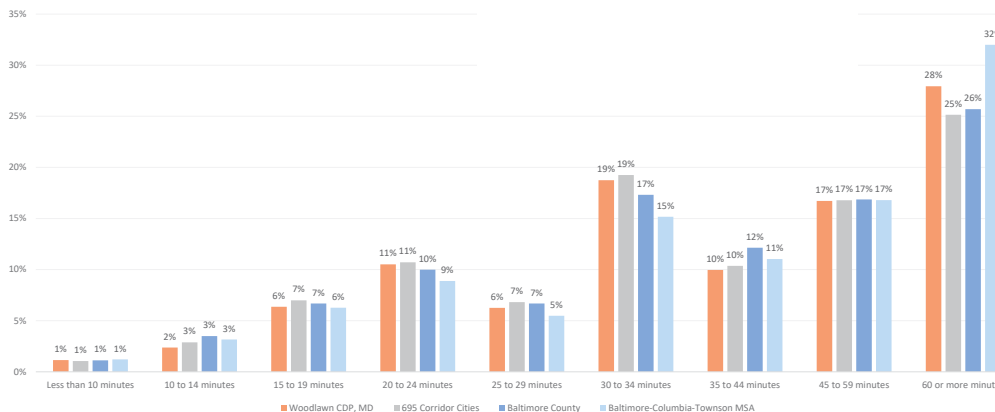
The Woodlawn area is extremely diverse with a majority Black population and Asian and Hispanic populations at higher percentages than both the City and County.

**2022 HOUSEHOLD INCOME DISTRIBUTION**



Woodlawn has a strong middle to upper middle-class makeup with 58% of households earning between \$50,000 and \$150,000.

**TRAVEL TIME TO WORK**



Travel time to work is high with 75% of workers traveling more than 30 minutes to get to work and 45% traveling more than 45 minutes.

## Market Analysis

Using the socioeconomic data, property and transaction metrics, and local economic trends, a market analysis was conducted to assess the potential for future development at Security Square Mall. The analysis showed that there is a strong demand for mixed-use on this site over the next 10-years.

The Market Analysis projected three scenarios for development:

1. **Declining/Below Fair Share** - Conservative projection that Woodlawn grows less than the region and assumes 3 percent growth
2. **Fair Share** - Woodlawn matches the expected regional growth at 4 percent growth
3. **Outperform/Aspirational Share** - Ambitious projection that Woodlawn grows twice as much as the region and assumes 8 percent growth

LAND USE	Total Security Square 10-year demand for new development (SF)		
	Declining Share	Fair Share	Outperform Share
<b>Office / Innovation</b>	65,000	90,000	180,000
<b>Residential</b>	365,000 / 300 Units	480,000 / 400 Units	960,000 / 800 Units
<b>Retail/Restaurant</b>	10,000	15,000	30,000
<b>Hotel</b>	35,000 / 70 Rooms	50,000 / 100 Rooms	100,000 / 200 Rooms
<b>TOTAL</b>	<b>475,000</b>	<b>635,000</b>	<b>1,270,000</b>

A SWOT Analysis was completed as part of the market analysis. This summarizes the key strengths, weaknesses, opportunities, and threats the team identified.

## STRENGTHS

- Excellent regional roadway access.
- Surrounded by stable, livable, diverse neighborhoods.
- Regional employment center with major government employers and contractors.
- Interior retail spaces are largely leased, despite closure of many anchors. Many non-national chains minority and/or women owned

## WEAKNESSES

- Current uses are not compatible / synergistic
- Site conditions are uninviting. Gateways and storefronts make up a very small length of the facade. Parking lot aesthetics and trucking activity detract from the experience
- A lack of sit-down restaurants exists
- Many retailers supply overlapping merchandise

## OPPORTUNITIES

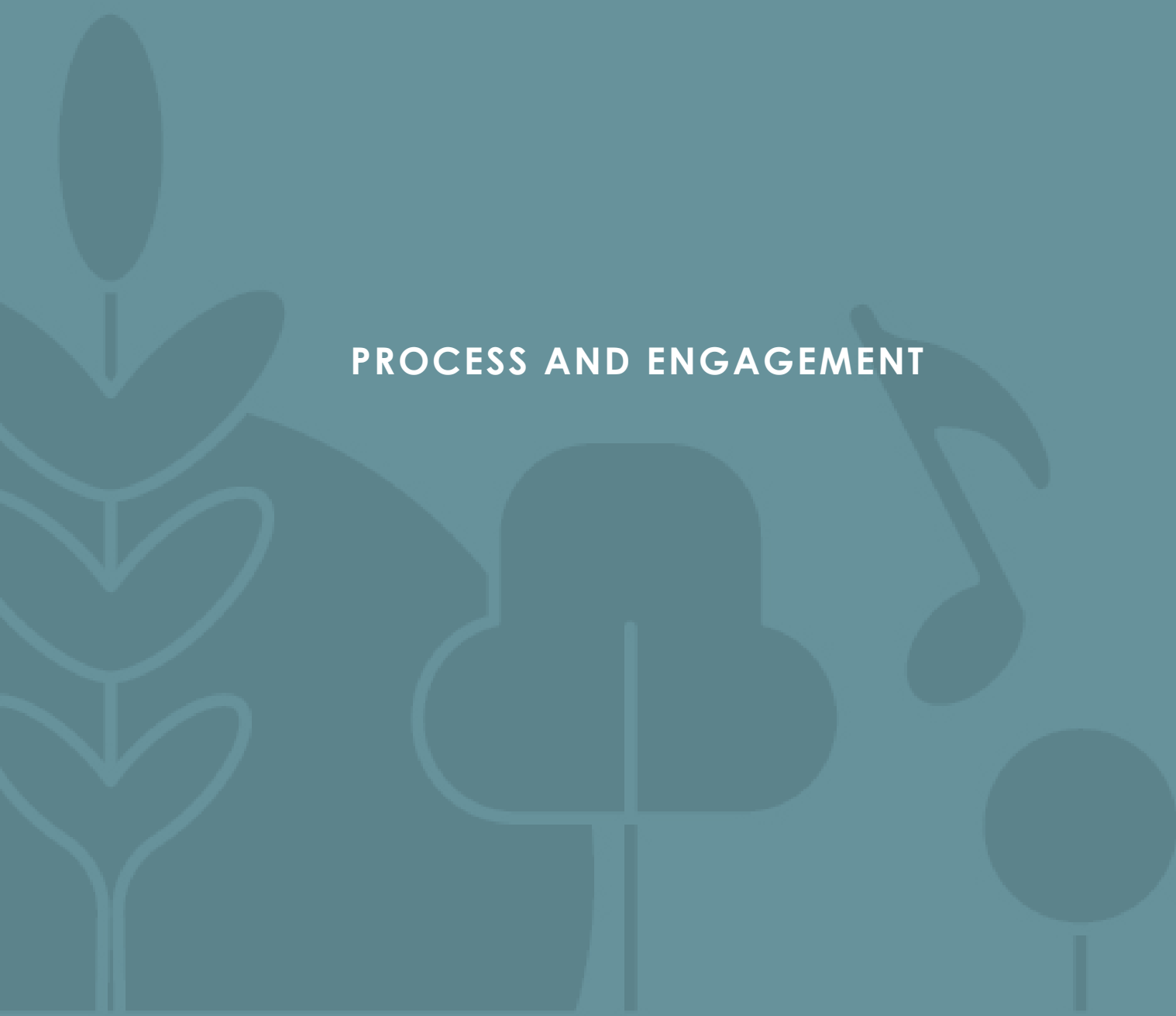
- Closed anchors have potential for further reinvention
- Mixed-use is already occurring on site, synergies will need to be found
- Extension of the Red Line could bring a light-rail stop to the site, unlocking the potential for transit-oriented development
- Revitalization efforts already have dedicated funding from the County & State

## THREATS

- E-commerce trends have accelerated with the pandemic, threatening traditional retail
- Illicit activity means not everyone feels safe, the image will require reinvention.
- If the Red Line extension receives support from the Governor's administration, the project's completion will be many years away.
- Site control by (6) various ownership entities as well as (~150) leases of varying terms means a shared strategy is essential to executing a vision



# PROCESS AND ENGAGEMENT



## PROCESS AND ENGAGEMENT

The process for Reimagine Security Square began during the spring of 2022 with planning for the community engagement workshops, meetings, and open houses and existing site, market analysis, and owner interviews conducted to provide background context and information leading into the community workshops. During this time, a survey and website were developed to gather initial information from the community and to lay the framework for sharing information on the process and progress. The website, [reimaginesecuritysquare.com](http://reimaginesecuritysquare.com), provided information on schedule, meetings, content, surveys, and more to reinforce transparency and accessibility of content throughout the planning effort. Over the course of this effort, nearly 5,000 people visited the project website.

During the fall of 2022, the full planning process commenced, centered around a series of community engagement meetings and workshops. Over 1,100 people participated in the community engagement process throughout the fall.

## Community Survey

Prior to starting the design process, the community survey was conducted to gather an initial understanding of the site from the local community and their goals and desires for the future of Security Square Mall. The survey was open from mid-September through mid-October, distributed to 2,000 households in the area, and had a total of 868 people respondents.

Results from the survey showed the community's desire for significant improvements in the area with community members describing the mall and its surroundings as outdated and dilapidated. It was clear from the survey that the community desired a safe, vibrant community that offered a range of amenities including shops, restaurants, and green spaces.

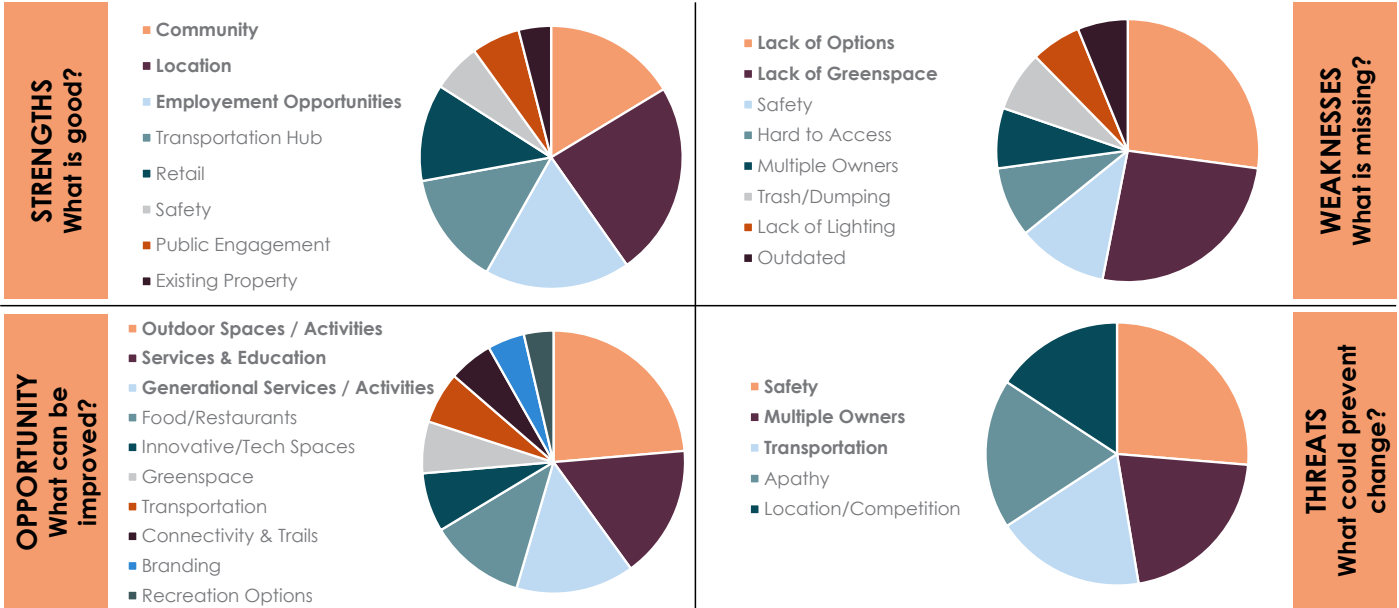
Some key priorities expressed in the survey results were:

- More retail and dining options
- More green space and open space
- More community events and activities
- More housing options

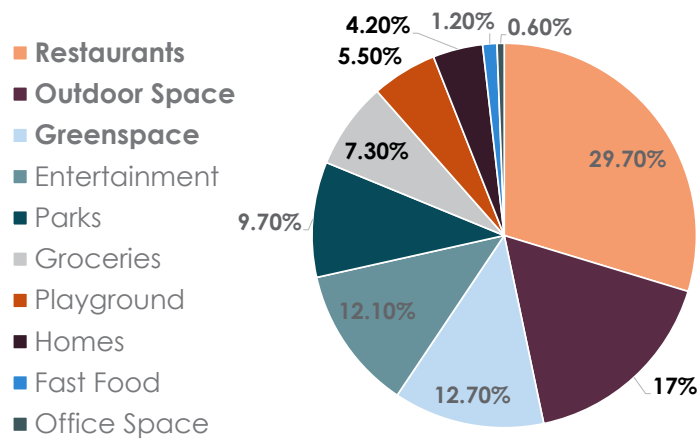


PROJECT WEBSITE





TOP THREE DESIRED USES ON SITE





## County Kickoff Meeting

September 13, 2022

To continue to build momentum, a virtual kickoff meeting was held to communicate the intensive upcoming public engagement process and purpose of generating this plan from community voices.



## Setting the Vision Workshop

October 12, 2022

This was followed by the setting the vision workshop where local residents and stakeholders participated in a series of exercises designed to maximize input and feedback from the community on their hopes and dreams for the Security Square Mall site.



SETTING THE VISION WORKSHOP

## Design Open Houses

October 13-21, 2022

Immediately following the setting the vision workshop, an on-site open house was created in the O.W.E. Center where the design team sketched and worked for a week and half, synthesizing the feedback from the community and developing design ideas for the site based on what they heard. Members of the community stopped by to share ideas and react to design options, often working one-on-one with designers to see their visions come to life.

The community expressed the desire for different uses and amenities including retail, recreation, residential, and commercial spaces. Some resident's even shared specific restaurants or stores they would like to see; however, these decisions will come much later when owners are recruiting for tenants.

Stakeholders expressed a strong desire for green spaces to accommodate different types of outdoor activities and recreation. There was also conversation about the need for pedestrian-friendly environments and places that feel safe. The design team explored multiple options and scenarios for all of these features, taking different approaches to circulation, demolition or maintaining the existing mall, and phasing development over time.



DESIGN OPEN HOUSES

## All-Day Design Workshop

October 22, 2022

The open houses culminated in an all-day workshop where different design options were shared with members of the community. Open dialogue was encouraged as residents and stakeholders shared their preferences and reactions to which ideas they liked or did not like.



FEEDBACK FROM DESIGN WORKSHOP

Several major concepts were tested and developed during the open houses and presented for feedback at the design workshop:

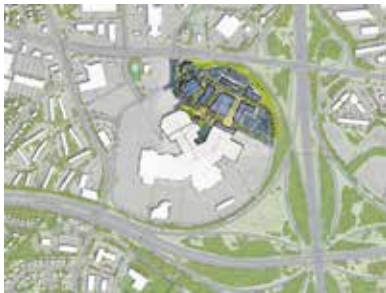
- A lifestyle center: A mixed-use development with significant retail, dining, and entertainment. It would include a variety of specialty shops, restaurants, and entertainment venues.
- A recreation center: Due to the large scale of this site, a regional recreation center was tested that would provide a place for people to exercise, play sports, and participate in other recreational activities. The recreation center would include a fitness center, a swimming pool, a gymnasium, and a variety of other indoor and outdoor facilities.
- A residential mixed-use community: A residential community would provide a place for people to live, work, and play. The residential community would include a variety of housing types, including apartments, condominiums, and townhomes. This community would have a commercial center with a variety of businesses, including office buildings, retail stores, and restaurants.



COMMUNITY ENGAGEMENT DURING THE DESIGN WORKSHOP



RECREATION

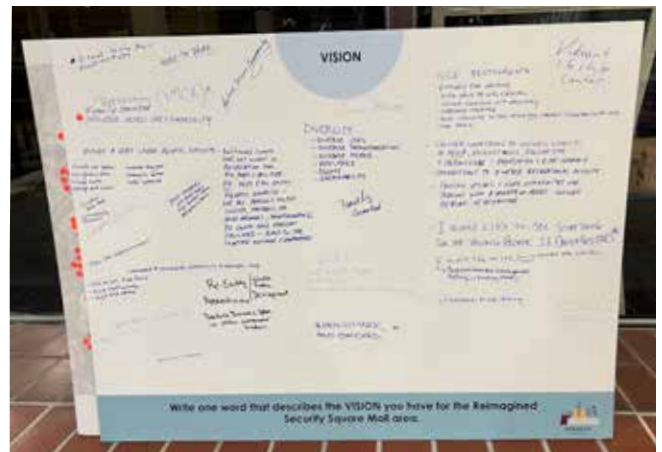


LIFESTYLE CENTER



ASPIRATIONAL

SELECTION OF SCENARIOS TESTED ON THE SITE



COMMUNITY ENGAGEMENT DURING THE DESIGN WORKSHOP

## Design Refinement Meeting

November 2, 2022

The workshop feedback was gathered by the design team and used over the subsequent week to revise and merge concepts into a preferred scenario that was presented to the community during the design refinement meeting. Additional feedback was solicited and incorporated into design revisions following the meeting.

## Closing Presentation

November 9, 2022

The design charrette process concluded with a closing presentation on April 28, 2023. This presentation shared the overall preferred vision for the site and walked through the various site components and different strategies for implementation.

## Final Documentation

Following the closing presentation, meetings were conducted with the county and property owners to discuss the final vision and next steps with the goal of identifying the optimal first steps in making the community vision a reality. These recommendations and additional feedback were woven into the final report.



COMMUNITY FEEDBACK AND DESIGN REFINEMENT



CLOSING PRESENTATION

### Property Owners Meetings

While most of the property owners participated in the community meetings and open houses, individual meetings were also held with them to discuss their existing holdings, immediate plans, and desires for the site. Many of their desires align with some of the ideas shared by community members, such as the desire for mixed-use, housing, hotel, event space, small business incubator space, and convention/function space.

### County Core Team

To help ensure alignment of the plan with county agencies, a County Core Team was established. This team consisted of members from Housing and Community Affairs, Parks and Recreation, Public Works, Environmental Protection and sustainability, Zoning Review, Community Planning, Development Review and Land Use Planning. The design team conducted an initial site walk with County Core Team members to gather initial feedback and shared design ideas with them at key points during the process for input as the plan progressed.

### Morgan State University Collaboration

The pace and scale of the Security Square Mall project presented a unique opportunity for collaborate with a class of landscape architecture students at Morgan State University. Students were briefed by the design team at the start of their semester and contributed to design and engagement sessions, giving them first hand experience with a community-based planning process. Their projects integrated feedback and ideas from the vision plan to explore landscape design opportunities on site.



**COLLABORATION WITH MORGAN STATE UNIVERSITY STUDENTS ON CAMPUS AND ON SITE AT SECURITY SQUARE MALL**



# THE VISION PLAN



## THE VISION PLAN

### Vision Plan Inputs

While this vision plan is grounded in the voices of the community and their hopes and dreams for what this site could be, there are other considerations that factor into the decision-making and ultimate design of the site. While these other considerations can be broad, the design team focused on five critical elements that must be balanced in developing ideas and solutions for the site.

### Community Voices

The process to develop this plan places community voices at the center of what the future of this site should be. Capturing input from surveys, workshops, charrettes, open houses, meetings, and presentations and engaging the community throughout the process resulted in robust feedback and designs that wove together ideas shared from hundreds of voices.

### Economic/ Market Forces

Planning something that is not economically viable likely means that the project will never come to fruition, so the plan needs to accommodate development that aligns with the market demand. Fortunately, there is a strong market for a mixture of uses on this site over a 10-year horizon that includes office and innovation spaces, residential areas, restaurants, retail stores, and a hotel.



## Property Owners' Needs

The 88-acre site is subdivided into parcels encompassing six different property owners. The interests and capacity of the property owners is an important factor in phasing and ultimate decision making on the site. Ideally, everyone would work together to help achieve a common goal of creating a better place; however, that requires the buy-in from all owners.

## Environmental & Site Factors

While there are many environmental and site factors that impact solutions for the future of this site, two influential components were the adjacent land uses and nearby parks and open space. The residential fabric to the south and west meant this area of the Security Square Mall site was a good location for amenities that can serve these communities. Another major finding was the lack of park space within a 10-minute radius of the site; therefore opportunities to integrate parks and open space into the plan were of critical importance.

## Regulatory Constraints (zoning, etc.)

Regulatory constraints such as zoning, development standards, code requirements, and more all impact what can be developed on a given site.





**VISION STATEMENT**

**To provide a safe, vibrant and walkable community giving opportunities to shop, dine, live, and enjoy recreation and entertainment for all ages.**

### Vision Framework

The vision for Security Square Mall was developed based on the input and feedback from the community. It reflects their clear desire for a vibrant, mixed-use area with spaces for community gathering first and foremost, while balancing market forces, environmental and site factors, property owner interests, and regulatory constraints. The full vision for the site is a long-term framework that focuses on three core elements: the greenway network, mixed-use opportunities, and entertainment and activity nodes.

The greenway is an outdoor amenity network, providing spaces for people to walk and bike, potential multipurpose fields, community gardens, and other passive activities. The greenway buffers the I-70 and I-695 corridors and provides enhanced visual character for the new development and surrounding neighborhoods.

The mixed-use opportunity area is located initially on underutilized sites and parking areas adjacent to key access points along Security Boulevard and Rolling Road. This area will promote a denser, walkable neighborhood fabric with a range of uses organized by a multi-modal street network and open spaces. The community envisions a range of uses that include residential, workspaces, and expanded restaurant and retail offerings.

The community envisioned more opportunities for entertainment and recreation on the site. The vision identifies two early nodes to focus these uses, anchoring either end of the mixed-use opportunity area. Opportunities within these nodes include outdoor movies, concerts, indoor movie theaters, as well as recreational facilities and community-focused uses.



VISION FRAMEWORK



Photo Credit: Yu Bai



Photo Credit: Weston & Sampson



Photo Credit: South Bank London

**GREENWAY PRECEDENTS**



Photo Credit: Jennifer Hughes



Photo Credit: Pillar Properties

**MIXED-USE PRECEDENTS**



Photo Credit: Visit Winston Salem



Photo Credit: Columbia Development




**ENTERTAINMENT PRECEDENTS**

Reflecting the community's input and preferences, the long-term vision promotes the expansion of the mixed-use area inward toward the existing mall and the completion of a greenway loop through a variety of urban green space typologies. The preferred, long-term vision plan has been developed with flexibility in mind, allowing for adjustments and modification as needed.

The long-term plan embodies the community vision for a safe, vibrant and walkable new neighborhood, designed to be welcoming to the surrounding residential and business populations, providing the needed amenities and services for a healthy and thriving community. This long-term vision extends beyond the 10-year market demand projections and presents a design for the highest and best use of the land in alignment with the community's goals and desires. At full build-out, the plan envisions more than 2,000 residential units, 98,000 square feet of civic and community space, 210,000 square feet of general office space, and 390,000 square feet of active ground floor space. The plan is a road map with inherent flexibility for it to adapt and accommodate shifting market dynamics in the future.

This comprehensive vision plan for the development of the site takes into account the various planning components and their relationship with each other. As discussed with community members, the following section outlines detailed information on site access and mobility, open space, sustainability, and land-uses.




**PROPOSED LONG-TERM PLAN**

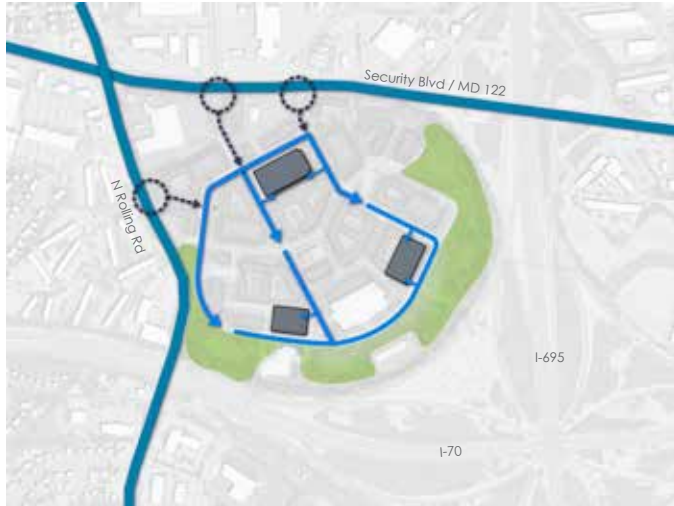
-  Existing buildings
-  Proposed buildings
-  Proposed structured parking





**SITE ACCESS**

-  Site entry points
-  Major vehicular access
-  Structured public parking



**SITE ACCESS AND MOBILITY**

The vision plan is structured around the access points into the site and the street network. Improved mobility, including pedestrian, vehicular, and bicycle movement, is a key objective of the vision plan.

The plan maintains the three key access points to the site, one along Rolling Road and the two on Security Boulevard. A secondary right-in only access off Rolling Road is removed to improve pedestrian and bicycle circulation along the edge of the site and internally. Additionally, the closure of this access point allows the greenway to extend further north along Rolling Road. The two access points from Security Boulevard continue through the site to the greenway and connect to a modified remnant of the loop road, which connects to the access point on Rolling Road.

Three primary public parking garages are easily accessible from the primary streets and provide ample, shared use parking at key points across the site. They are sited to promote clear and direct vehicular access in an effort to reduce driving needs within the site and promote a park-once strategy. The three public garages will be developed in subsequent early phases while the mall remains, so that surface parking can be relocated freeing up sites for new development.

Clear site access also improves conditions for other transit and movement systems. Opportunities for this site to be a transit hub have been explored over the years through the Red Line and other studies. Current exploration of an East-West Connector indicates this site as a potential western node, connecting this site into and across Baltimore City. The vision plan framework for Security Square is designed with flexibility to integrate more transit opportunities in thoughtful, urban ways on this site.





Photo Credit: City of Carmel



Photo Credit: Ward Village



Photo Credit: NYCDOT

## STREET NETWORK

- Primary streets
- Neighborhood streets
- Service alleys



## STREET NETWORK

The vision plan is designed to create a safe, walkable environment that prioritizes the needs of pedestrians while accommodating cars, bikes, and other modes of transit. This involves designing complete streets with wide sidewalks, bike lanes, and shared use paths that connect different parts of the site. These streets are connected through a gridded street pattern that distributes vehicular volumes. It also includes a variety of street typologies including neighborhood streets for residential areas, which have smaller sidewalks and front yard green spaces and commercial streets with wider sidewalks to accommodate ground floor retail and active uses and providing ample space for movement, dining, and other activities.

### Street Types:

#### *Primary Streets*

Primary Streets should be designed to accommodate larger volumes of traffic entering and existing the site and providing easy access to primary parking garages. These streets are typically 3 lanes, with the middle lane accommodating turning movements. This street typology should have parallel parking, when adjacent to active ground floor uses. Bicycle facilities can be incorporated as buffered bike lanes, share-lanes, or share-use trail adjacent to sidewalk. Streetscape features should include a minimum of 6-foot-wide sidewalk, planting strip, and residential or retail amenity zone, with a minimum of 20' setback.

#### *Neighborhood Streets*

Neighborhood streets accommodate local neighborhood traffic and should be designed with reduced traffic speeds. These streets are typically two lanes with parallel parking on either side.

#### *Service Alleys*

Service alleys provide access for loading and emergency vehicles. They are open to cars and can provide tertiary access to garages.

**BIKE INFRASTRUCTURE**

- Protected bike lanes
- Shared streets
- Shared use greenway trail



**BIKE NETWORK**

Three different types of bicycle systems are incorporated into this plan. Buffered bike lanes along the primary loop road where there is more traffic, ensure safe and smooth cycling conditions. Shared lanes are shown along streets designed for lower speeds, encouraging bicycle traffic with markings on the street. The final piece of bike infrastructure is a shared use path that runs through the greenway, providing a complete mobile network for bicyclists.





EXISTING CONDITIONS



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RENDERING LOOKING SOUTH OF THE PROPOSED IMPROVEMENTS TO THE SITE ENTRY AND RING ROAD



**GREENWAY DIAGRAM**

- Greenway
- Recreation spaces
- Active/programmed areas
- Multi-use path



**GREENWAY**

The greenway amenity addresses the needs expressed by surrounding community members and will support future development and new residents on the site. Within the greenway are a series of open spaces that could incorporate playground equipment, splash pads, artistic installations, community gardens, fitness equipment, recreation areas, and an outdoor museum dedicated to the community. All of these are connected through a shared-use trail with clear signage and wayfinding and sufficient lighting to ensure safety.

The greenway serves multiple environmental functions, the main one being a green buffer between the two major highways that border the site. This green buffer serves to filter and clean the air from vehicular emissions and sets residential development back for better air quality.

**OPEN SPACE NETWORK**

- Greenway
- Recreation spaces
- Active/programmed areas
- Multi-use path
- Plazas
- Town square



**OPEN SPACE**

In addition to the greenway, a series of community open spaces are woven through the vision plan as organizing elements for future development. These spaces accommodate entertainment, gathering, dining, and wellness for those who will live, work, and play in the area. These spaces are reinforced by active ground floor uses and are vibrant areas for community to gather.



Photo Credit: Johnny Ellice-Flint



Photo Credit: Rink Management Services Corp.



Photo Credit: Alice Webb



Photo Credit: Hargreaves Associates



Photo Credit: TAPinfo.net



Photo Credit: Studio 39

SUSTAINABILITY DIAGRAM

- Photovoltaics
- High performance landscapes
- Stormwater management
- Greenway
- Wooded buffer



SUSTAINABILITY

This existing grayfield site presents tremendous opportunity for increasing sustainability on site. This is important to not only the neighborhood and our planet, but community members also expressed a desire to incorporate sustainable elements into the plan. The greenway provides plentiful opportunities for native species plantings and areas to address stormwater management in beautiful and functional ways. All the streets will incorporate stormwater planters to collect runoff from buildings and streets. The large garages can incorporate rooftop solar panels to capture renewable energy. Additional solar panels and green roofs on proposed buildings can further reduce and provide energy on site.



Photo Credit: John Gollings





Photo Credit: Fabian Da Costa



Photo Credit: Design Collective



Photo Credit: Johnny Ellice-Flint





## STREET EDGE

- Anchor activators
- Active ground floor
- Open space network



## ACTIVE GROUND FLOORS

The changing dynamics of retail pose interesting challenges for future development. The market projections for this vision plan forecast modest retail demand and as such, the plan is strategically selective in identifying a couple select corridors for ground floor retail. To continue to establish vibrancy at the street level, other active ground floor uses such as residential amenity spaces, recreation uses, maker space, innovation functions, community uses, and other services should be located on the ground floor. Reinforcing key entertainment nodes at the southwest and northeast ends of the site will anchor the retail fabric in the vision plan.



Photo Credit: Design Collective



Photo Credit: Burlington Mall



Photo Credit: Oak City CRE











Photo Credit: Visit Montgomery



Photo Credit: Sergio Ruiz/ Flickr

**BUILDING USE**

- |  |   |  |
|--|---|--|
|  Retail      |  Civic         |  Parking  |
|  Hotel       |  Office        |  Greenway |
|  Residential |  Entertainment |  |



**BUILDING USES**

The overall uses within the plan include residential, office, civic, and recreational spaces, with structured parking garages to supply the site. Critical to the vibrancy of any site is residential mixed-use development. This residential will be a mix of affordable and market rate units with active ground floor uses along key facades as outlined in the active ground floor diagram. As this is a long-term vision, uses might shift over time, so the plan provides flexibility to accommodate changing market demands. For example, given current transportation studies, this site might be selected as a location for transit such as rail or BRT. The hotel site could become a well-designed and integrated transit hub, perhaps with the hotel above or with the hotel moving to a different location on the plan.



Photo Credit: Design Collective



Photo Credit: Hord Coplan Macht



Photo Credit: Oak City CRE



Photo Credit: REI Co-op



Photo Credit: Hadley Fruits, Rundell Ernstberger



Photo Credit: Explore Utah Valley





# IMPLEMENTATION



## IMPLEMENTATION

The community's desire for an aspirational, holistic redevelopment of this site is reflected in the full vision plan. The Security Square Mall site can accommodate a tremendous amount of capacity, far exceeding projected 10-year market demand, so development will need to be phased over time. Identifying components that can initiate momentum and catalyze continued development on this site is critical.

The following phases are recommendations for how the full vision plan can one day be realized. However, as with any development plan, many external forces such as financing, demand, owner interests, community needs, and more can change over time. This vision plan is intended to be a flexible framework using timeless design principles to ensure good neighborhood design as this vision comes to life.

### Phase One

The initial phase focuses on infrastructure improvements, improving the visual aesthetics of the site and laying the groundwork for future development. This includes establishing the pedestrian network, key open spaces, major road connections, bike lanes, and trails in addition to physical improvements to the site entry points. The goal is to activate the site by creating opportunities for people to gather, hold outdoor services, safely recreate, and engage in various pop-up activities like farmers' markets while creating pad sites to tee up future development. By creating stronger connections across the site, improving aesthetics, establishing places for community, and laying the groundwork for future development, this immediate next step will provide benefits to site owners and the community alike.

Baltimore County's acquisition of the former Sears site, at the commencement of this process, was a key early action that will allow the County and community to make the vision for the site to become a reality. Demolition of the Sears building in Phase One allows for the creation of the initial street network with improved streetscape, pad sites for future development, and locations for future parks and open space on the Sears site.

Relocation and improvements to the ring road serve to connect and unite the site while improving aesthetics. A multi-use bike and pedestrian trail with street trees and improved landscaping accompany the ring road and create a space for people to safely walk, bike, and run.



Photo Credit: Pennsylvania Sea Grant



Photo Credit: Planning Solutions, Inc



Photo Credit: Pennsylvania Sea Grant

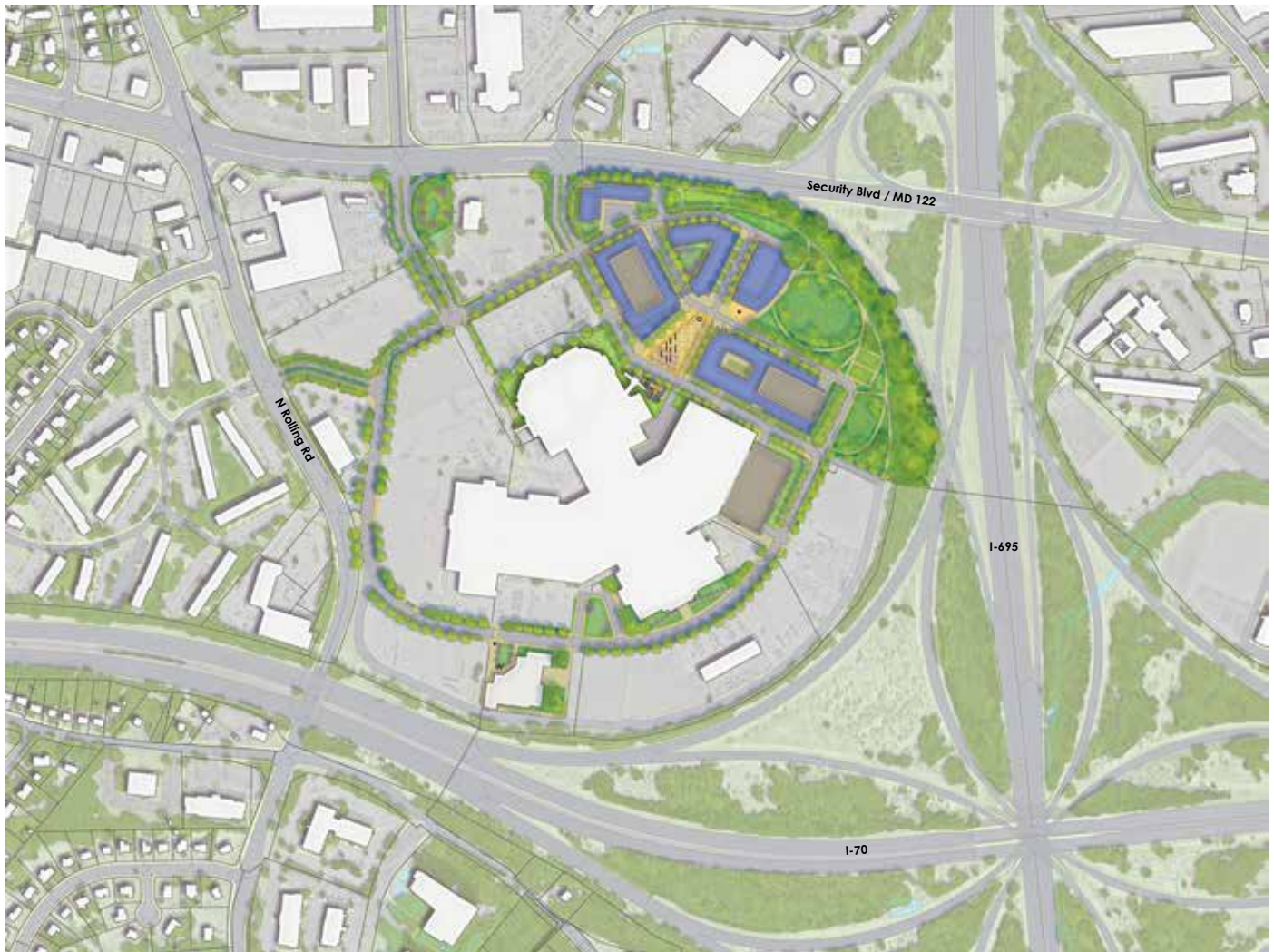


## Phase Two

The second phase focuses on new development that accommodates the 10-year, fair share market demand on site. As identified in the market analysis, this phase incorporates a mix of residential, office, hotel and ground floor retail and active use opportunities. A shared parking facility will serve both the existing mall and new tenants on the site with additional structured parking accommodating the residential mixed-use needs.

The majority of this phase is anchored on the County-owned site (formerly Sears) with key partnership opportunities with adjacent property owners depicted in

an effort to catalyze future phases of development by building parking and infrastructure early. While this site is furthest from the surrounding residential community, it does provide an opportunity to transform the image of the site along Security Boulevard. This phase establishes a critical mass of new, mixed-use development with a central plaza complementing the main entrance of the mall and a proposed shipping container pop-up food vendor structure to further activate this area. A portion of the greenway is also included in this phase providing open space for passive recreation.



PHASE 2 PROGRAM		
Residential	500	Units
Office	40,000	GSF
Active Ground Use	74,000	GSF
Hotel	100	Keys
Parking	2,000	Spaces

10-year fair share market demand for retail and office is accounted for in the combined office and active ground floor use total. The plan recommends active office uses such as innovation/maker space, gathering areas, creative industries, and more would locate at the ground floor to provide activity and visual interest at the street level.



## Long-Term Scenario A

Long-Term Scenario A shows the full build-out of the site with the mall remaining. Requiring coordination between property owners to transform the remaining underdeveloped areas of the site, this scenario focuses on complementary uses that reinforce the most prominent and visible portions of the site near Security Boulevard, rebuilding these sites as vibrant, mixed-use blocks with active ground floors, outdoor dining experiences, and green infrastructure.

Additionally, this scenario completes the development of the greenway and establishes the second, mixed use entertainment node proximate to the AMC movie theater and facing the neighboring communities. The construction of a final parking garage to accommodate the last phase of development is an important catalytic project for this phase. The garage assumes present shared-use parking demand for this site, something that might change over time given the advances in mobility and possible reinstatement of the red line or east-west connector aligning with this site. Open fields, community gardens, parks, playgrounds, and other neighborhood and sustainability assets will be incorporated with the completion of the greenway.



LONG-TERM SCENARIO A		
Residential	540	Units
Office	100,000	GSF
Active Ground Use	202,000	GSF
Parking	2,770	Spaces

TOTAL DEVELOPMENT PROGRAM		
Residential	1,040	Units
Office	140,000	GSF
Active Ground Use	276,000	GSF
Hotel	100	Keys
Civic	0	GSF
Parking	4,770	Spaces



## Long-Term Scenario B

Long-Term Scenario B shows the full build-out of the site with the mall eventually demolished in the future. This vision not only meets the desires for the site set forth by the community, but also allows for a more vibrant, mixed-use environment that ultimately knits the entire Security Square site together, creating a cohesive, walkable, neighborhood. The final phases include residential buildings, a main retail thoroughfare, and a town square. This phase can provide other amenities accessible to the community and is flexible to accommodate shifting use demands in the future.



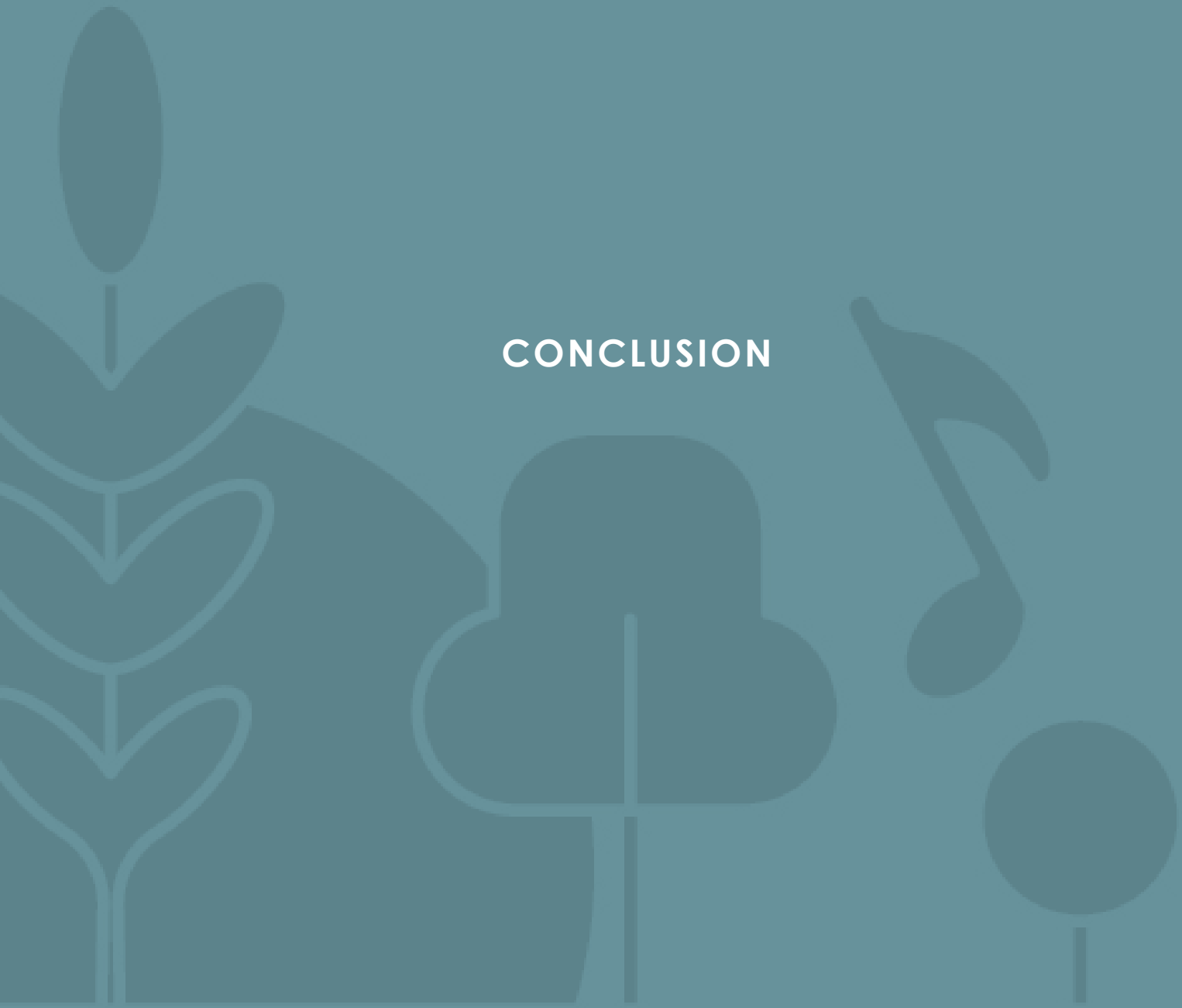


PHASE 5 PROGRAM		
Residential	1,300	Units
Office	72,000	GSF
Active Ground Use	147,000	GSF
Civic	66,000	GSF
Parking	0	Spaces

TOTAL DEVELOPMENT PROGRAM		
Residential	2,340	Units
Office	212,000	GSF
Active Ground Use	423,000	GSF
Hotel	100	Keys
Civic	66,000	GSF
Parking	4,770	Spaces



# CONCLUSION



## CONCLUSION

The vision for Security Square Mall presents a tremendous opportunity to create a vibrant, walkable, mixed-use, sustainable neighborhood. Utilizing existing grayfield for more dense and transit accessible development while dedicating significant area on site for recreation and green space gives life to this site and dramatically improves the environment in and around the site.

This vision represents hundreds of voices and was only possible through the input of community members and stakeholders. Through a robust engagement process and many iterations and revisions reflecting feedback from participants, this vision plan for Security Square Mall was created. While community voices were complemented by property owner interests, site and environmental factors, regulatory constraints, and economic and market forces, they remained the genesis of this vision.

As outlined in the implementation section, this plan will take time to be fully developed; however, establishing a critical mass on site can be accomplished with the 10-year market demand and will be a catalytic shift for the site. Many factors can change over time and the plan is structured with good design principles to provide flexibility as changes happen in the future.





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SQUARE