

# Montgomery County, Maryland

## Countywide Planning:

- General Plan ... on Wedges and Corridor

## Planning for Urban Centers at Transit Stations:

- Silver Spring CBD
- Bethesda CBD

December 10, 2013



# General Plan ... on Wedges and Corridors

## Montgomery County Concept 1967:

### Wedges:

- Agricultural and Rural Open Space (TDR Program)
- Stream Valleys
- Forests
- Residential Estates
- Suburban Communities

### I-270 Development Corridor:

- Corridor Cities
- Central Business Districts
- Towns
- Transit/Metrorail (Subway)
- Highways
- Sewer and Water Extension



# Four Decades of Countywide Planning following Wedges & Corridors Concept in Montgomery County, MD

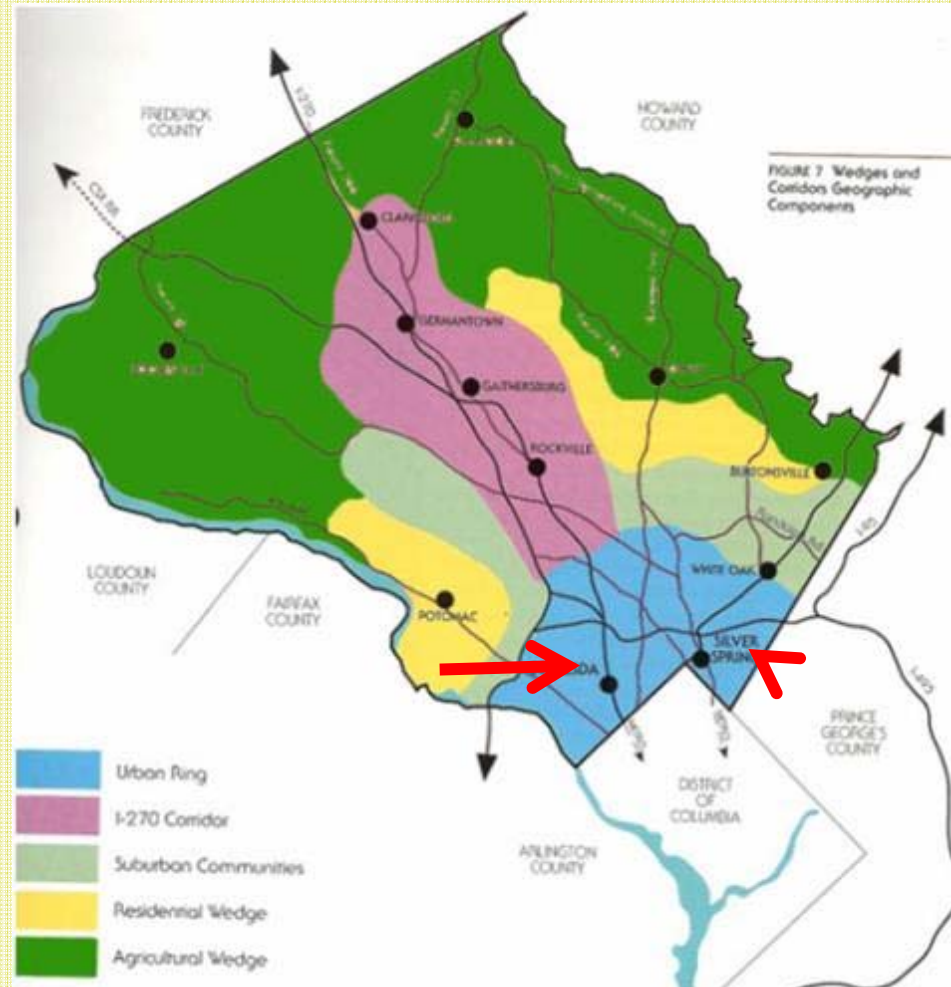
## Master Plans

### Wedges:

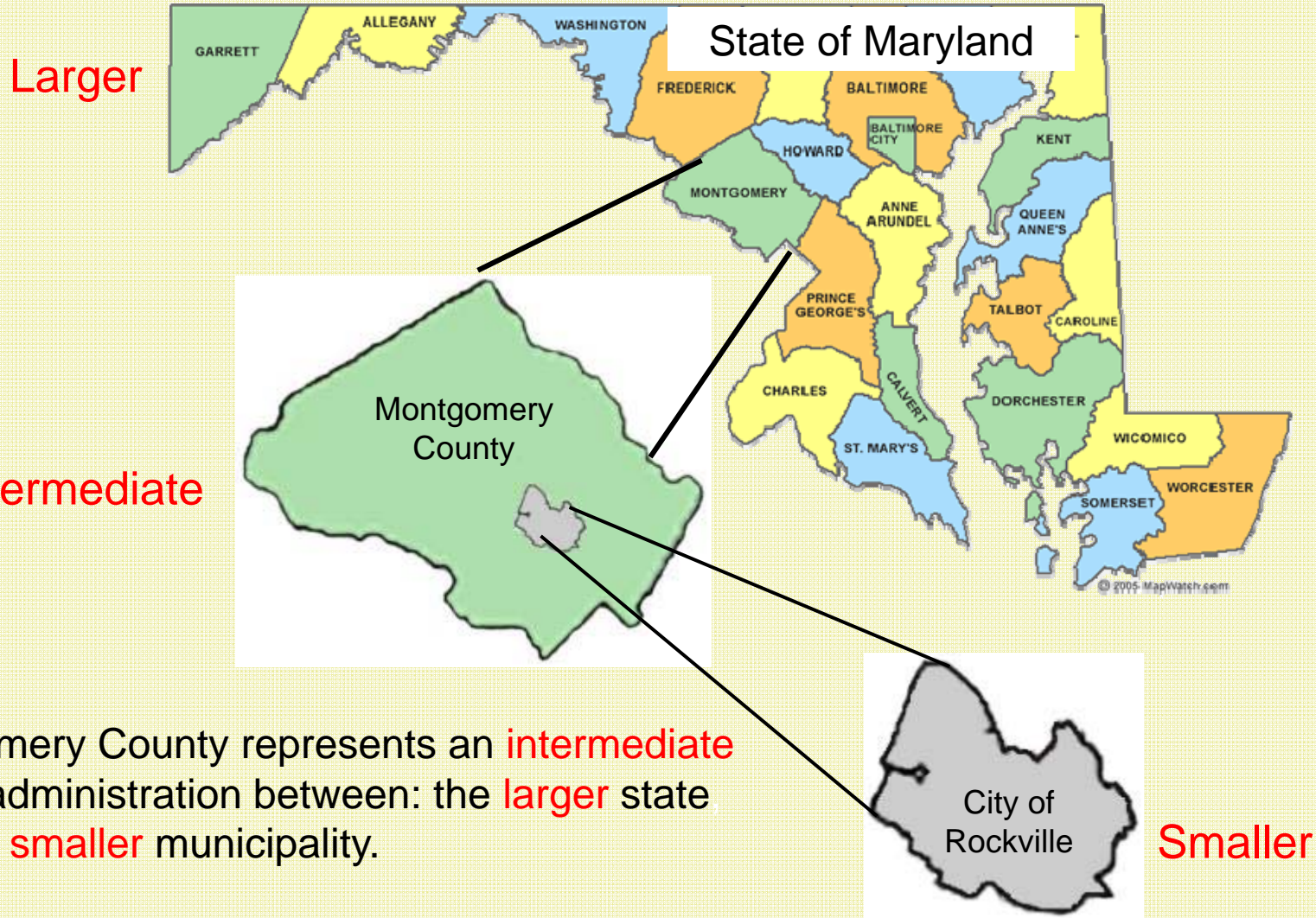
- Agricultural and Rural Open Space (90,000 Acres)
- Transfer of Development Rights Program
- Limited Infrastructure

### Development Corridor:

- Master Plans for Corridor Cities
- Sector Plans for Central Business Districts, and Neighborhoods
- Sector Plans for Central Business Districts (Metro Station Areas)



# Montgomery County, MD



- Montgomery County represents an **intermediate** unit of administration between: the **larger** state and the **smaller** municipality.
- Dillon Rule v. Home Rule States



# Planning for Urban Centers: Four Decades of Planning for Urban Centers

## Development Focus for CBDs

Silver Spring and Bethesda, Central Business Districts that focus on:

- Residential and Commercial Uses
- Pedestrian Access
- Public Open Space
- Civic Buildings
- Incentive Zoning
- Economic Development
- Planning for Transit
- Sustainable Development

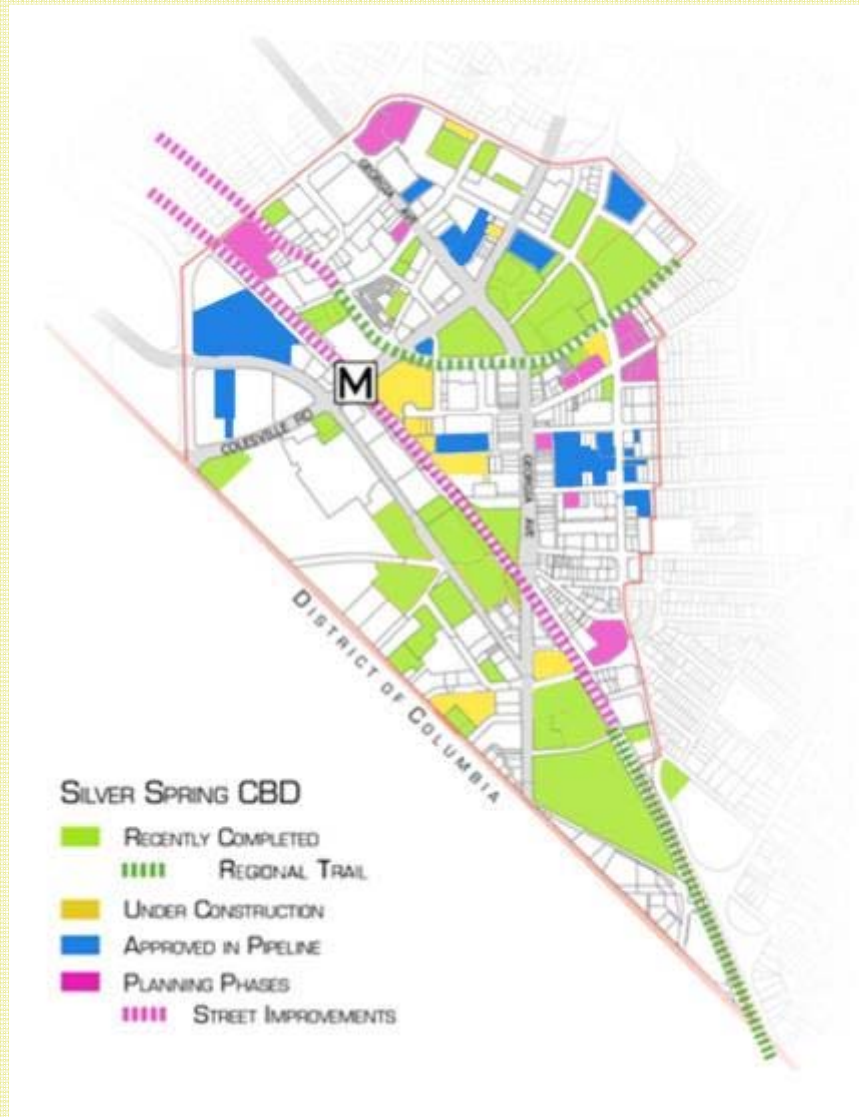
Bethesda CBD



Silver Spring CBD



# Development Status (2000 to present)



# Silver Spring CBD Core:

## Transit Oriented Development Since 2000:

- Discovery Channel Headquarters
- American Film Institute/Silver Theatre
- Downtown Silver Spring: *over \$450 million in public investment leveraged \$2 billion in private investment*
- Whole Foods/Strosnider's Hardware
- Movie Theatres
- National Restaurant and Retail Chains
- City Place Mall
- Marriott Hotel
- Transit Center
- CVS



# Undeveloped Areas of Silver Spring Follow:

## South Silver Spring

### Goals

- Create Green Streets and Open Spaces
- Create pedestrian Friendly Environment
- Encourage Transit use

### Progress to Date:

- Veridian Apartments
- 1200 East West Hwy,
- 1200 Blair Mill Road,
- Renovation of Gramax Building
- The Aurora





# Ripley District

## Goals

- Encourage mixed-use development near the Transit Center,
- Upgrade the physical environment
- Provide interconnected street system

## Progress to Date:

- Transit Center under Construction
- Midtown Silver Spring
- New Fire Station built
- 1150 Ripley Street - under construction



SS TRANSIT CENTER



MID TOWN SILVER SPRING



NEW FIRE STATION



1050 RIPLEY



# Fenton Village

## Goals

- Capitalize on development in the Core but at a reduced scale
- Encourage street activity
- Promote mixed use projects including housing
- Provide pedestrian friendly streets
- Transitional building height downward approaching the edge of the CBD

## Progress to Date

- 814 Thayer
- Studio Plaza
- The Moda Vista (Mixed Use)
- New Public Library and Light Rail Station (recently approved)
- Old Fire Station rehabilitated as restaurant



Maryland-National Capital Park and Planning Commission



PROPOSED LIBRARY



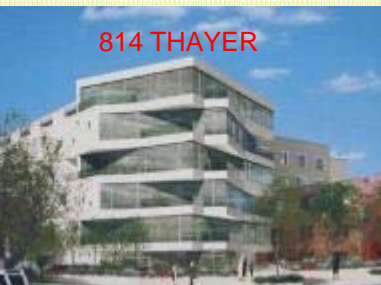
FIRESTATION RESTAURANT



MODA VISTA



STUDIO PLAZA



814 THAYER



# Fenton Village



MONTGOMERY COUNTY PLANNING DEPARTMENT



# Fenton Village



MONTGOMERY COUNTY PLANNING DEPARTMENT



# Fenton Village



MONTGOMERY COUNTY PLANNING DEPARTMENT



Maryland-National Capital Park and Planning Commission

Approved Project – Studio Plaza (public/private partnership)

# Summary

- Redevelopment of the Core occurred first; Transit center joint development anticipated soon.
- Revitalization of South Silver Spring proceeding rapidly
- Development in Fenton Village and Ripley District to be spurred by Transit Center & Future Purple Line

## Results since 1995:

1. 2,500 new residential units built with 1,500 more approved
2. New restaurants and hotels
3. CBD tax base grows 62%
4. Silver Spring zip code 20910 becomes highest median home price area of greater Silver Spring, reflecting positive impact that revitalized downtown has had on home values.



# Bethesda CBD Sector Plan Vision:



## Staging:

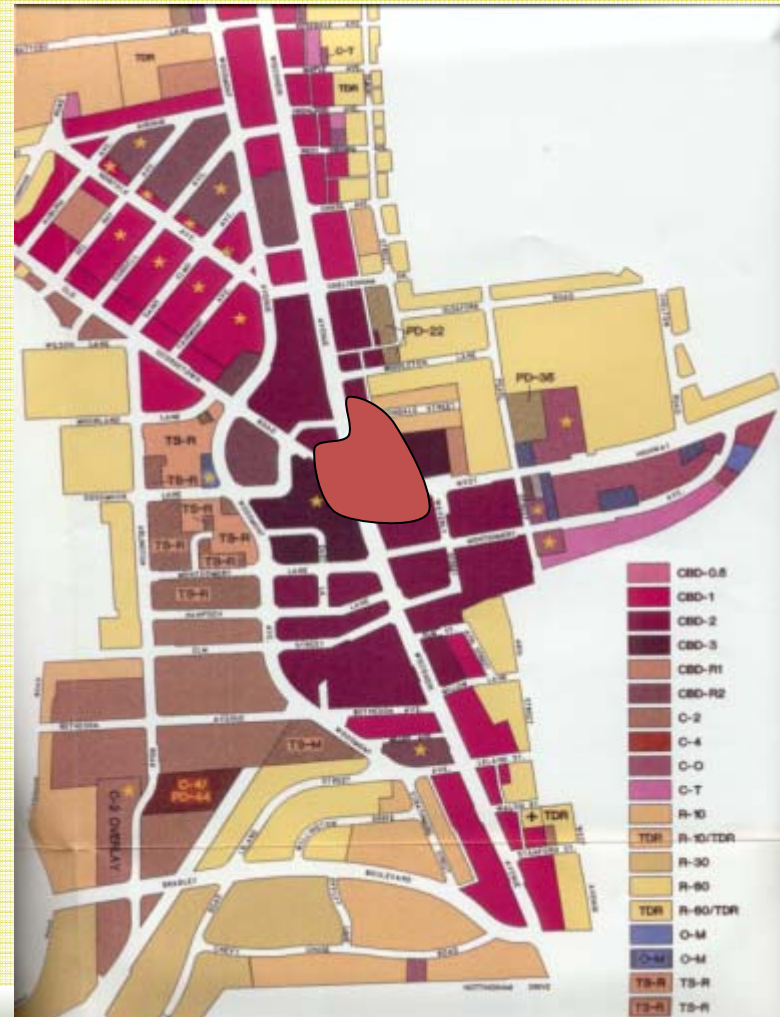
- 1980's early
- 1980's mid-late
- 1990's
- 2000's



# Bethesda CBD Sector Plan Vision:

## 1970's-Focus on Transit

- Metro Location Decisions
- Public Projects
- Planning Policies:
  - New Sector Plan
  - New incentive zoning tool
  - Staging of development





# Bethesda CBD Sector Plan Vision

## 1980's

Stage I: Metro Core

Stage II: Development Competition:

- Sector Plan Amendment
- Development Guidelines and Selection Criteria:
  - Housing
  - Compatibility
  - Connection to Metro and streetscape
  - Visual and functional effectiveness
  - Public open space and amenities
  - Public art



# Bethesda CBD Sector Plan Vision:

## 1980's

- Development Guidelines and selection criteria:
  - Housing
  - Connection to Metro
  - Streetscape
  - Public open space and amenities
  - Public Art



# Bethesda CBD Sector Plan Vision:

## 1980's

### Public Improvements:

- Streetscape gaps program
- Housing incentives



# Bethesda CBD Sector Plan Vision:

## 1990's

### New Sector Plan:

- Emphasis on housing
- Creation of Public Amenities
- Theaters

### Public Projects:

- Public parking
- Housing
- Schools
- Continued emphasis on open space



# Bethesda CBD Sector Plan Vision:

## 2000's

- Build-out around Bethesda Metro Center Continues
- Focus on Woodmont Triangle per Sector Plan revitalization goals
- Continued development in Bethesda Row Neighborhood



# Summary

1970's Development took place around New Metro Transit Center starting in 1970's driven by New Sector Plan, New Incentive Zoning Tool.

1980's Design Competition for Metro Core and surrounding environs guides development.  
Emphasis on:

- Housing
- Compatibility
- Connection to Metro and streetscape
- Visual and functional effectiveness
- Public open space and amenities
- Public art

1990's New Sector Plan: Emphasis on housing Development ceilings for jobs and housing.

2000's Woodmont Triangle redevelopment; Bethesda Row & Metro Center development continues.



