

# **Status Report:**

# **MD 355 Project**

OCTOBER 2006



M-NCPPC

MONTGOMERY COUNTY PLANNING DEPARTMENT

Summary of Community Comments, and break to the  
Results of the MD 355 Participation Session  
Brookside Gardens - September 27, 2006



Intersection of 355 and Montgomery Avenue - 2003

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## ***Session 1: Summary of Community Comments Concerning Centers and Boulevards***

Community participants considered general goals, community attributes and actions needed to keep Montgomery County an attractive place to live, work, and play.

- What general goals would help guide future development in the county?
- What community attributes are necessary to foster quality living and working environments?
- What actions are needed to cultivate these community characteristics that we value?

## ***Session 2: Summary of Community Comments***

### ***MD 355 Participation Session***

Participants developed a vision, community character, and actions needed to make the vision a reality

## MD 355 Vision

MD 355 or the “Great Road” will be a main street connecting Washington, DC to Frederick County with high quality pedestrian-oriented downtowns, private and public employment centers, local and regional retail, educational institutions, transit-oriented town centers, historic villages, parkland, and natural areas.

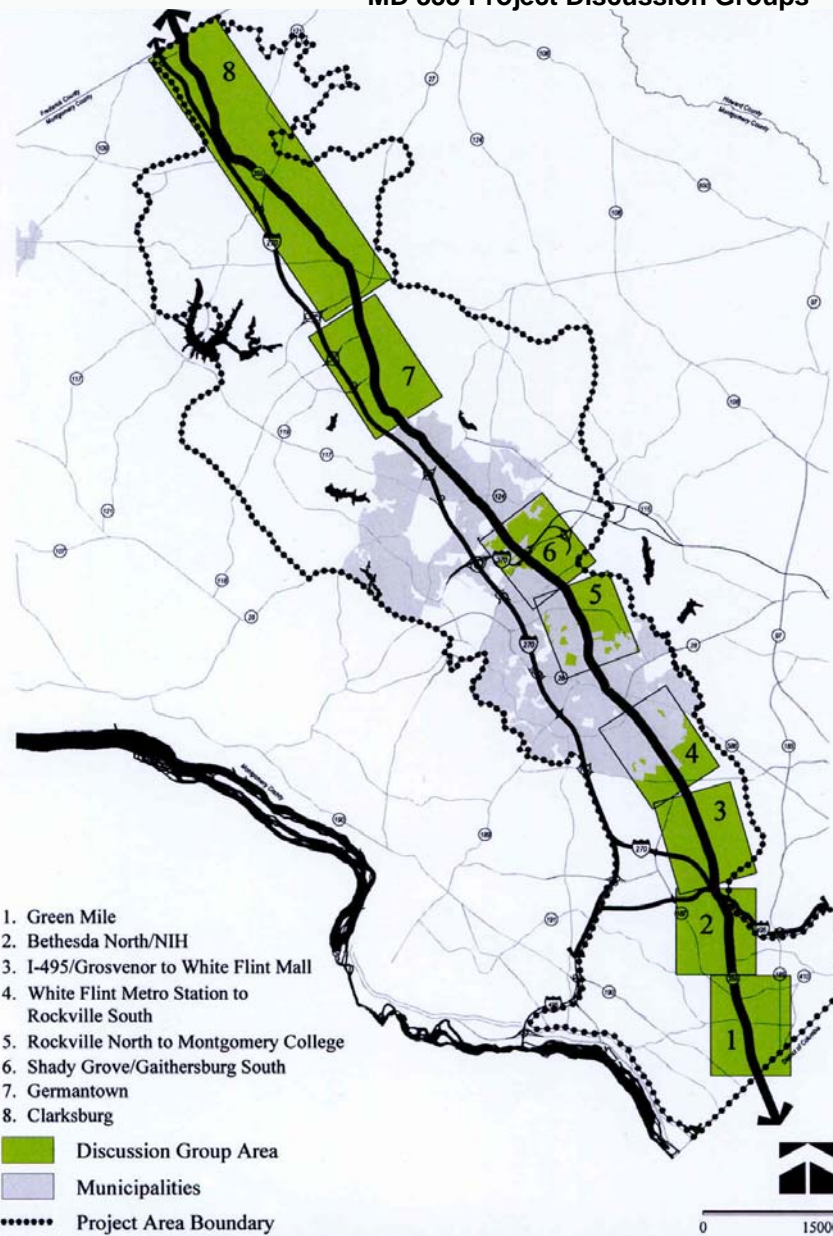


# Discussion Groups

## *Discussion Groups:*

1. Green Mile
2. Bethesda North/NIH
3. I-495/Grosvenor to White Flint
4. White Flint Metro Station to Rockville South
5. Rockville North to Montgomery College
6. Shady Grove/Gaithersburg South
7. Germantown
8. Clarksburg

MD 355 Project Discussion Groups



# Green Mile

Wisconsin Avenue (MD 355) between Friendship Heights and the Bethesda Central Business District

## Vision

*“The Green Mile”* - a Grand Boulevard that preserves the green and residential character that exists today

## Character

- A Grand Boulevard
- Wide median with trees and sidewalks
- Enhance existing green character
- Reduce from 6 lanes to 4
- Improve bike connections
- Provide additional public transit
- Prohibit commercial encroachment
- Retain building setbacks

## Actions

- Create a special MD 355 Master Plan
- Apply an overlay zone
- Enforce development standards
- Reduce and enforce speed limits



# Bethesda North/NIH to I-495

Woodmont Triangle - Wisconsin Avenue Between Battery Lane and Middleton Lane

## Vision

MD 355 is an attractive, pedestrian-friendly, and community-oriented retail gateway into the Bethesda CBD

## Character

- Not aggressively urban
- Accessible green space
- Provide retail and service
- Provide affordable housing

## Actions

- Establish mixed-use zones
- Retain small and local businesses
- Expanded medians
- Provide street trees
- Provide sidewalks
- Subsidize rents in return for density

Woodmont Triangle



Bethesda Avenue and MD 355

# I-495/Grosvenor to White Flint Mall

## Vision

MD 355 is a boulevard with residential and retail mixed-use with multiple transportation options and connectivity to residential areas, and Metro stations

## Character

- Green space
- Pocket parks
- Transportation alternatives
- Pedestrian safety
- Pedestrian access
- Improved bikeways
- Signage along MD 355
- Adequate parking
- Civic uses
- Road connectivity

## Actions

- Update information, especially maps
- Establish a transportation management program
- Improve access from neighborhoods





# White Flint Metro Station to Rockville South

## Vision

An urban boulevard with a mix of uses in town centers and transportation nodes with expanded multi-modal connectivity

## Character

- Variety of public spaces
- Additional green space
- More office and residential space
- Reduce congestion
- Multi-modal transportation system
- Improve pedestrian safety
- Provide pedestrian connectivity
- Ground floor activity

## Actions

- Establish a new zoning framework
- Create a form based code
- Establish incentive zoning tools
- Create a business improvement district
- Create a secondary road
- Establish a parking district



White Flint Metro Station



Congressional Plaza Shopping Center

# Rockville North to Montgomery College

## Vision

A Grand Avenue for the college, business, and residential uses around new Metro stations located at Montgomery College and the area north to Gude Drive

## Character

- Green - trees, parks, and green walls
- Provide local shuttle
- Pedestrian connections
- Pedestrian oriented development
- Build closer to the street
- Spacious pedestrian sidewalks
- Grid of streets
- Recreational uses
- Gathering places

## Actions

- Use parking areas for redevelopment
- Create new mixed-use zones
- Establish design guidelines
- Update environmental street standards
- Coordinate with other jurisdictions



Just past Montgomery College on MD 355

# Shady Grove/Gaithersburg South

## Vision

Compact development near Metro, with connections to other transit, and emphasis on “walking as the new transit”

## Character

- First floor commercial with residential above
- Affordable housing
- Green design
- Segregate local and through traffic
- Green bridges
- Underpasses at major intersections
- Bike trails
- Cut and fill to bury through traffic
- Service roads parallel to MD 355
- Rotary to improve pedestrian crossing

## Actions

- Accept congestion
- Coordinate streetscaping and road standards between jurisdictions
- Reduce speed limits
- Improve County standards for streets



Shady Grove Sector Plan Vision



Chestnut Street at MD 355 – City of Gaithersburg

# Germantown: Milestone Shopping Center

## Vision

A connected urban civic center extending from Montgomery College to the Milestone Shopping Center

## Character

- Tree-lined pedestrian friendly streets
- Internal circulator
- Safe pedestrian access
- Redeveloped with mixed use, connected storefronts and structured parking
- Montgomery College as centerpiece of academics, and R&D
- New high-rise conference center

## Actions

- Create a MD 355 Master Plan
- Use overlay zones
- Enforce development standards
- Reduce speed limits



# Clarksburg Transit Corridor

## Vision

MD 355 or the “Great Road” serves as a gateway to Washington DC and Frederick County and connects historic villages, natural areas, a large expanse of parkland, and the Agricultural Reserve.

## Character

- Unifying streetscape
- Transitional elements between communities
- LEED certification
- Scale and compatibility with existing development
- Respect historic areas
- Provide transit connections to Little Bennett Regional Park
- Encourage infill revitalization in historic areas

## Actions

- Establish a design review board
- Involve the Historic Preservation Commission



# Themes

## General Community Comments:

- Holistic approach to the variety of housing, transportation, and community issues
- Productive public outreach method for the community and staff
- One size does not fit all (each section of the corridor has a distinctive character)
- Potential for distinctive approaches, but with unified themes
- Establish indicators to measure success
- MD 355 should serve as a prototype and produce ideas that can be transferred to other areas

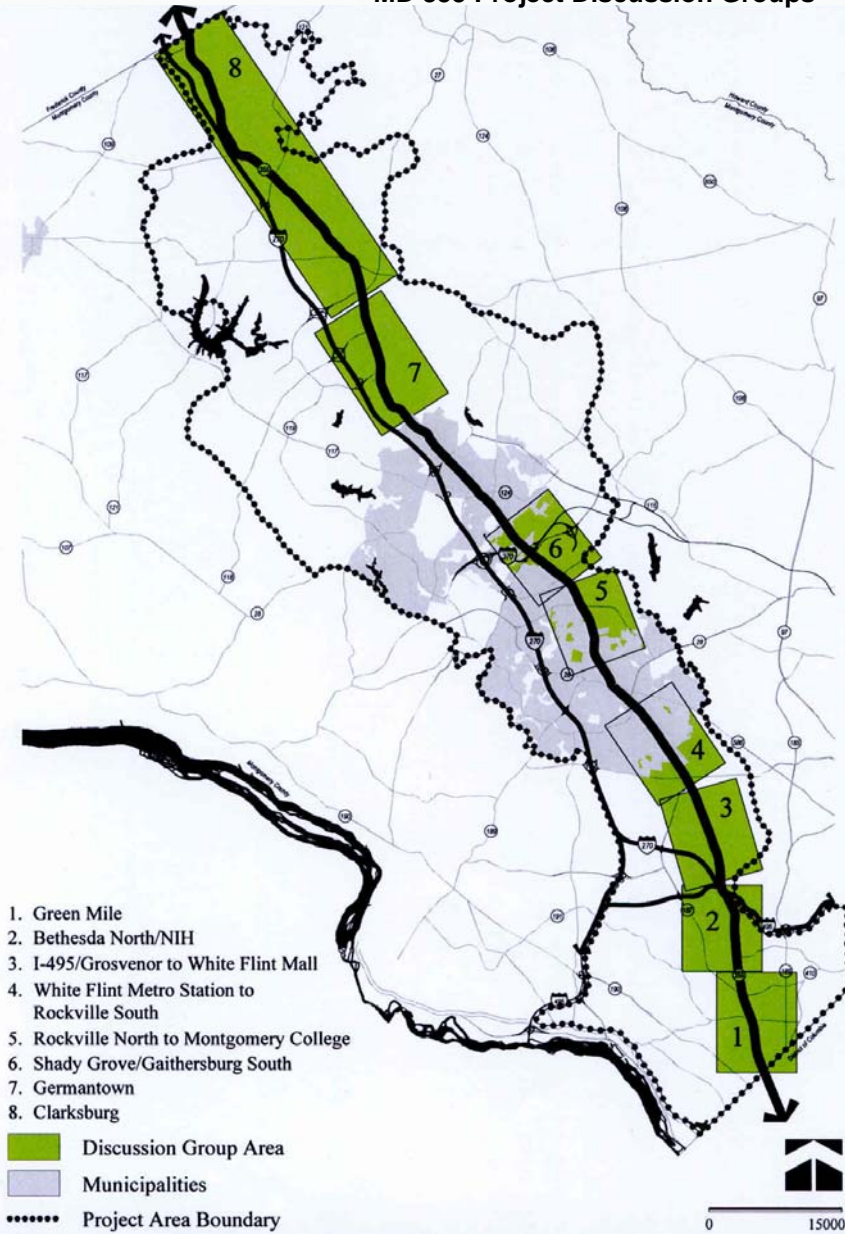


# Themes

## Specific Community Comments:

- Establish a diversity of mixed-use centers that become the focus of community life
- Create centers and boulevards with high quality design along MD 355
- Plan for environmental sustainability
- Balance jobs and housing
- Provide for a range of housing types
- Provide public facilities and amenities concurrent with development
- Increase open space and improve connections to the park system
- Increase transit options and pedestrian connectivity
- Maintain the diversity of community types along MD 355
- Incorporate institutions

MD 355 Project Discussion Groups



# Actions

## Master Planning Program:

- MD 355 Project
- Twinbrook Metro Center Sector Plan
- White Flint Metro Center Sector Plan
- Gaithersburg Vicinity/Life Sciences Center Master Plan
- Germantown Employment Center Master Plan

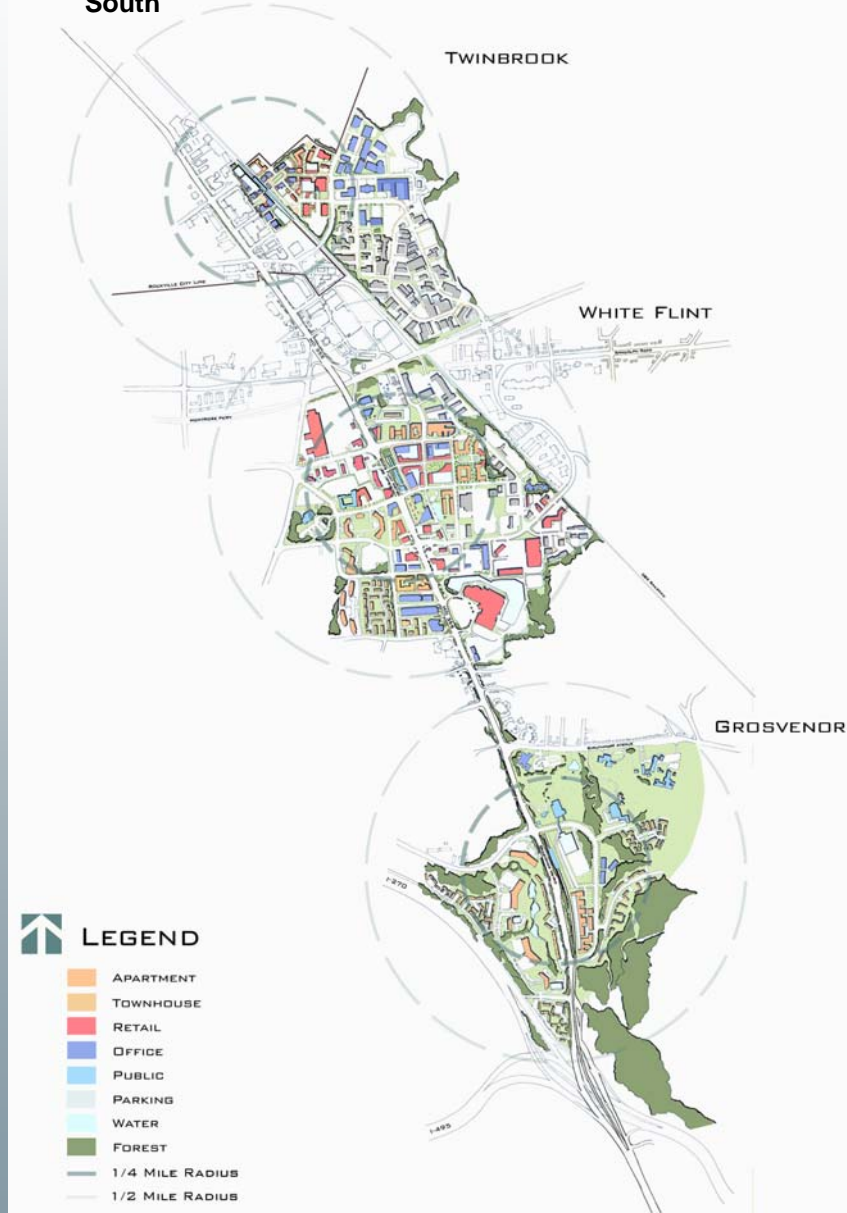
## Regulatory Planning Program:

- Friendship Heights CBD
- Bethesda CBD
- BCC including NIH/Naval Medical
- North Bethesda/Grosvenor
- Clarksburg

## Coordination with Municipalities:

- City of Rockville
- City of Gaithersburg

MD 355 Illustrative from I-495/I-270 Spur to Rockville South





# Actions

## Strategic Planning:

- Special Studies
- Churches – Faith Based Communities

## Development Review:

- Regulatory Planning
- Zoning Ordinance Reform
- Recreation Guidelines

## Research:

- Growth Policy
- Housing Functional Plan

## Park Planning:

- Little Bennett Regional Park

## Countywide Planning:

- Transportation Facilities and Funding
- Modeling Techniques
- Metro Capacity
- Environment and Energy Functional Plan

MD 355 Project Boundary

