MD 355/I-270 Project

OVERVIEW

1. PURPOSE AND SCOPE
2. CONTRIBUTING PLANS AND PROJECTS
3. ACCOMPLISHMENTS
4. FORCES
5. CHALLENGES AND RESPONSES
6. APPLICATION TO NORTH BETHESDA
PURPOSE:
To plan for unique and sustainable communities on the forefront of science and technology.

SCOPE:
- Land Use Concept and Analysis
- MD 355 Design
- Environmental Strategies for Sustainable Communities
- Mobility Plan and Analysis
- Parks and Trails (Footsteps in the Corridor)
- Zoning and Implementation

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.
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CONTRIBUTING PLANS AND PROJECTS

Master Plans
- Shady Grove (Completed)
- Twinbrook
- White Flint
- Germantown
- Gaithersburg Vicinity
- Little Bennett Regional Park Master Plan
- Footsteps in the Corridor Park Trail Plan

Functional Plans
- Green Infrastructure Functional Plan
- Functional Plan for Environment and Energy

Centers and Boulevards

Growth Policy Report

Bethesda Naval Medical Project

Mid-County Corridor Study
- M-83/Mid-County Highway
- MD 355 Gaithersburg/Germantown

Implementation Tools
- Series of Mixed-Use Zones
- Improvements to the Industrial Zones
- Road Code
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ACCOMPLISHMENTS

Work Program Development
- Advisory Committee
- Inventory and Analysis Underway:
  - Demographics
  - Economics
  - Transportation
  - Environment
  - Parks and Open Space
  - Urban Design

Vision
- Centers and Boulevards
- Hierarchy of Centers

Community Outreach
- Outreach Strategy
- Web Site Development
- Brochure
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FORCES

Demographics
- Amount and composition of the residents
- Availability and participation of the workforce

Technology
- New science and technology
  (Information technology, biotechnology, nanotechnology)
- Alternative energy
- Other

Globalization
- Competition
- Relationship to the region

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CHALLENGES AND RESPONSES

- Work Location
- Nature of Work and Job Skills
- Size and Composition of Workforce
- Access and Demand for Amenities
- Globalization
- Environment
CHALLENGES AND RESPONSES

Challenges - Work Location *
- Centers linked within the corridor and IT-enabled
- Collaboration
- New building paradigms
- Satellite offices
- Rise in telecommuting

Responses
- Distinct community identity
- Sustainable environments
- Mobility options
- Building size, look and function
- New work environments
  - Home/work relationships
  - Remote locations
  - Open spaces for collaboration

CHALLENGES AND RESPONSES

Challenges - Nature Of Work And Job Skills*
- Highly skilled knowledge-based industry
- Other skills including support and service
- High and low income earners
- Continuous learning

Responses
- Knowledge-based and service jobs
- Variety of housing types
- Supporting the colleges and universities
  - Montgomery College
  - Johns Hopkins University
  - University of Maryland
  - National professional organizations
- Federal facilities
- National associations

CHALLENGES AND RESPONSES

Challenges - Size and Composition of Workforce*

- **Age**
  - Older workers (beyond retirement age)
  - Disabled workers

- **Diversity**
  - Cultural
  - Racial

- **Family responsibilities**
  - Children
  - Elderly parents

Responses

- Variety of work environments
  - Flexible schedules
  - More services to support families
  - Provide for child and elderly care

- Sustainable and mixed-use neighborhoods
  (schools, parks, retail, office space, housing)

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CHALLENGES AND RESPONSES

Challenges - Access and Demand for Amenities*

- Parks and open space
- Active recreational opportunities
- Culture and entertainment

Responses

- Parks, open space, and recreational activities along MD 355
- Urban trail system connecting parks
- More restaurants, nightclubs, and cafes to serve young workers in centers and along MD 355
- High quality design through zoning mechanisms, urban design concepts, and streetscape plans

Challenges - Globalization*

- World-wide market place
- Workers can go anywhere
- Companies locate near the workforce
- 52 Key biotech competitors world-wide
- High U.S. labor and development cost
- Overseas opportunities for U.S. workers

Responses

- Open spaces for collaboration
- Sustainable communities
- Create communities attractive to workers
- Agricultural Reserve and the use of TDRs
- Unique sense of community
- Places for local businesses
- Science and technology uses
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CHALLENGES AND RESPONSES

Challenges - Environment
- Global climate change
- Need to reduce energy use
- Changing technology
- Investment in alternative energy
- Compliance with Federal regulations
- Chesapeake Bay Agreement
- Heat island effect

Responses
- Sustainable neighborhoods
- Ag Reserve and the local food source
- Urban tree cover
- New street design standards
- Low impact development
- Opportunities for new energy sources
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APPLICATION TO NORTH BETHESDA

- Plan for Distinct Communities
  - Urban technology center (*Twinbrook*)
  - Mixed-use downtown (*White Flint*)
  - Cultural and performing arts center (*Grosvenor*)

- MD 355 Urban Design
  - Streetscape plan
  - Emphasis on transit and pedestrians emphasis

- Environmental Concepts for Sustainable Communities
  - Urban forest
  - Innovative green features
  - Low impact development
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APPLICATIONS TO NORTH BETHESDA

- Mobility Plan
  - Transportation Analysis
  - Multiple transportation options
  - Emphasis on pedestrians

- Parks and Trails
  - Footsteps in the Corridor
  - Urban Parks

- Zoning and Implementation Tools
  - New and evolving advanced technology and biotechnology industries
  - Series of mixed use zones
  - Transfer of Development Rights
  - Improved industrial zones
  - Road code
White Flint Forward: Plan the Green Future

Planning Board Round Table Discussion

WHITE FLINT SECTOR PLAN
STATUS REPORT
White Flint Forward: Plan the Green Future

Nearby Jurisdictions and Metro Stations

City of Rockville
Twinbrook Station
White Flint Station
Strathmore Hall
Grosvenor Station
White Flint
White Flint Forward: Plan the Green Future

Major Roads

- Montrose Parkway
- Old Georgetown Road
- MD 355/Rockville Pike
Recent Projects

White Flint Forward: Plan the Green Future

Conference Center

- Mid Pike Plaza
- The Sterling
- MAC and Wall Park
- Uncle Tom’s Cabin
- White Flint Crossing
- North Bethesda Town Center (LCOR)
- NRC
- Chapman Extended
- White Flint Mall
White Flint Forward: Plan the Green Future

Residential

Randolph Hills
White Flint Park-Garrett Park Estates
Georgetown Prep
Old Georgetown Village
Wickford
Georgetown Prep
Residential within White Flint
Randolph Hills
White Flint Park-Garrett Park Estates
COMPARE: the most retail space, the fewest dwelling units, and the least office space
White Flint Forward: Plan the Green Future

Existing Land Use

1992 Plan Proposed Land Use

White Flint 2006 Plan Existing Land Use

White Flint 1992 Plan Proposed Land Use

Sector Plans

Staff Draft - 10/13/2006

Sector Plans

Staff Draft - 10/13/2006
White Flint Forward: Plan the Green Future
OUTREACH
Montgomery Aquatics Center (MAC) Mailings, Fliers, Media Alerts Web Site and E-Notice List

Three Community Meetings

White Flint Overall

Neighborhoods

Specific Properties
White Flint Forward: Plan the Green Future

Overall: Public Meeting November 2006
Over 70 People Working in 8 Groups

Summary
While the eight groups worked independently, several recurrent themes emerged during their presentations:

- Sense of place—White Flint should have a focal point, a town center, a new name and gateways.
- Green—it should have parks, tree-lined boulevards, green roofs, and green buildings.
- Walking and biking—create a fully connected network of sidewalks, bikeways and trails.
- Metro access—add Metro station entries, an elevator, skywalks, more pedestrian tunnels.
- New Rockville Pike—rename it, edge it with buildings, make it a boulevard with trees and service lanes.

- Transit options—Rockville Pike should be multi-modal, with shuttles, trolleys, a monorail, a MARC station.
- Parking—White Flint should have structured parking, below-grade parking, a parking district.
- Mixed-use urban village—White Flint should have a mix of uses, including retail, restaurants, office, residential, industrial, with nearby services and amenities.
- Retail variety—retailers should include small scale stores; White Flint retail should serve both regional and local shoppers.
White Flint Forward: Plan the Green Future

IDEAS

IDENTITY
The Downtown for North Bethesda

The County’s Main Street
A Conference Center Hub
#1

A Sustainable 21st Century Urban Village

the most retail
the most varied skyline with the tallest buildings in the county
Complete Neighborhoods

groceries + recreation + transit + nature + public places
places to live + places to work
Model Green Urban Village for Region

sustainable with high mobility
major green urban trails
#4

Rockville Pike Boulevard

grand, tree lined, transit-friendly, functional, safe, crossable
Sharper Tools for Achieving Great Design

mixed-use zones
new urban design guidelines
improved review process
Boundary and Timing

White Flint Forward Plan the Green Future
Next Steps:
- Continue Outreach
- Create Scenarios
- Conduct Rockville Pike Charrette
- Complete Staff Draft
White Flint Forward: Plan the Green Future
Video from February Forum