

MONTGOMERY COUNTY METRO STATION AREA DESIGN CHARRETTE

Shady Grove Metro Station Area Charrette Closing Presentation

October 25-28, 2000

***MONTGOMERY COUNTY, MD
M-NCPPC***

Design Collective, Inc.
Architects and Town Planners

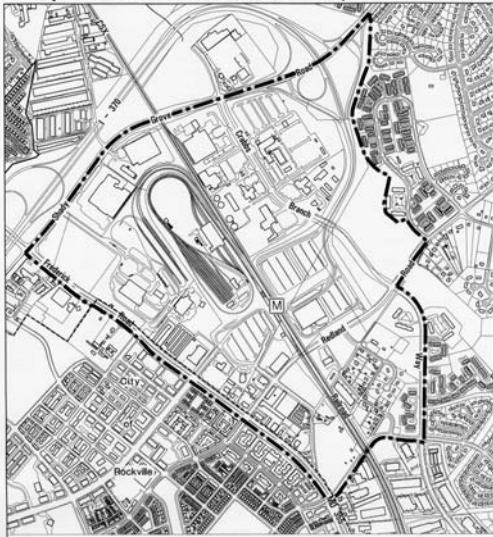
Metro Station Plan Process Overview

- FY 2000 Metro Area Plan Study Initiated by Councilman Andrews
- July 2000 - Select Planning Team
- Aug 2000 - Analysis/Research Focus Group Meetings
 - Tech & BioTech User Groups
 - Public Sector Agencies
- Sept 21-23 Twinbrook Charrette
- October 25-28, 2000 Shady Grove

Wed	10/25	Community Goals & Issues
Thu	10/26	Concept Plan
Fri	10/27	Plan Refinement
Saturday	9/23	Presentation
- Winter 2000 Report Submission
- Short & Long Term Implementation



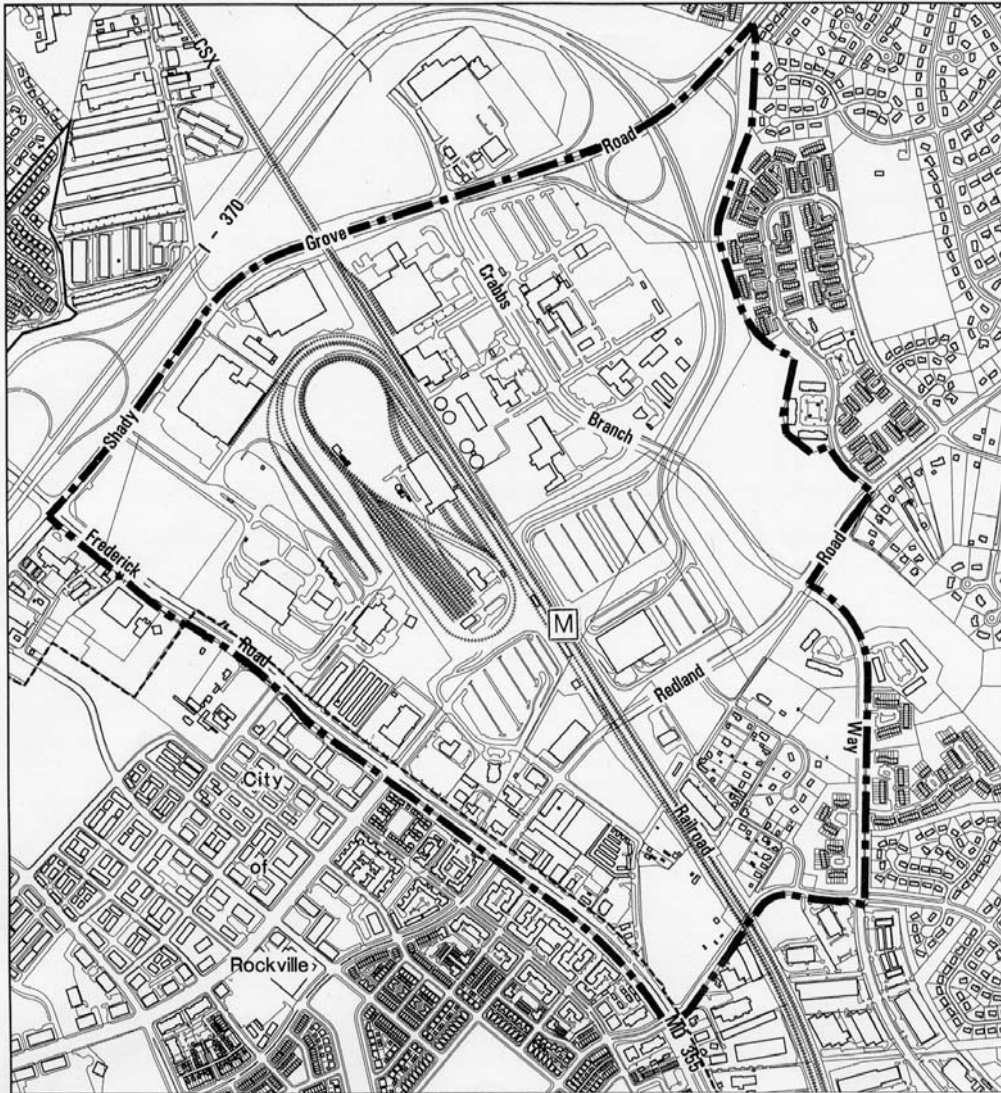
Vicinity Map for
Shady Grove Metro Station Study Area



The Planning Team

- **Design Collective, Inc .** **Architecture & Planners (Team Leader)**
- **Randall Gross** **Economic & Market Research Analysis**
- **Seth Harry & Associates** **Architecture & Planning**
- **Howard/Stein-Hudson Associates** **Transportation & Traffic Planners**
- **Invaluable Team Members & Collaborators:**
- **Montgomery County Council & Government**
- **M-NCPPC (Park & Planning Commission)**
- **Area Residents, Businesses & Property Owners**
- **High Tech & BioTech Leaders**
- **City of Rockville Government & Other Public Agencies**
- **Concerned Citizens**

Vicinity Map for Shady Grove Metro Station Study Area

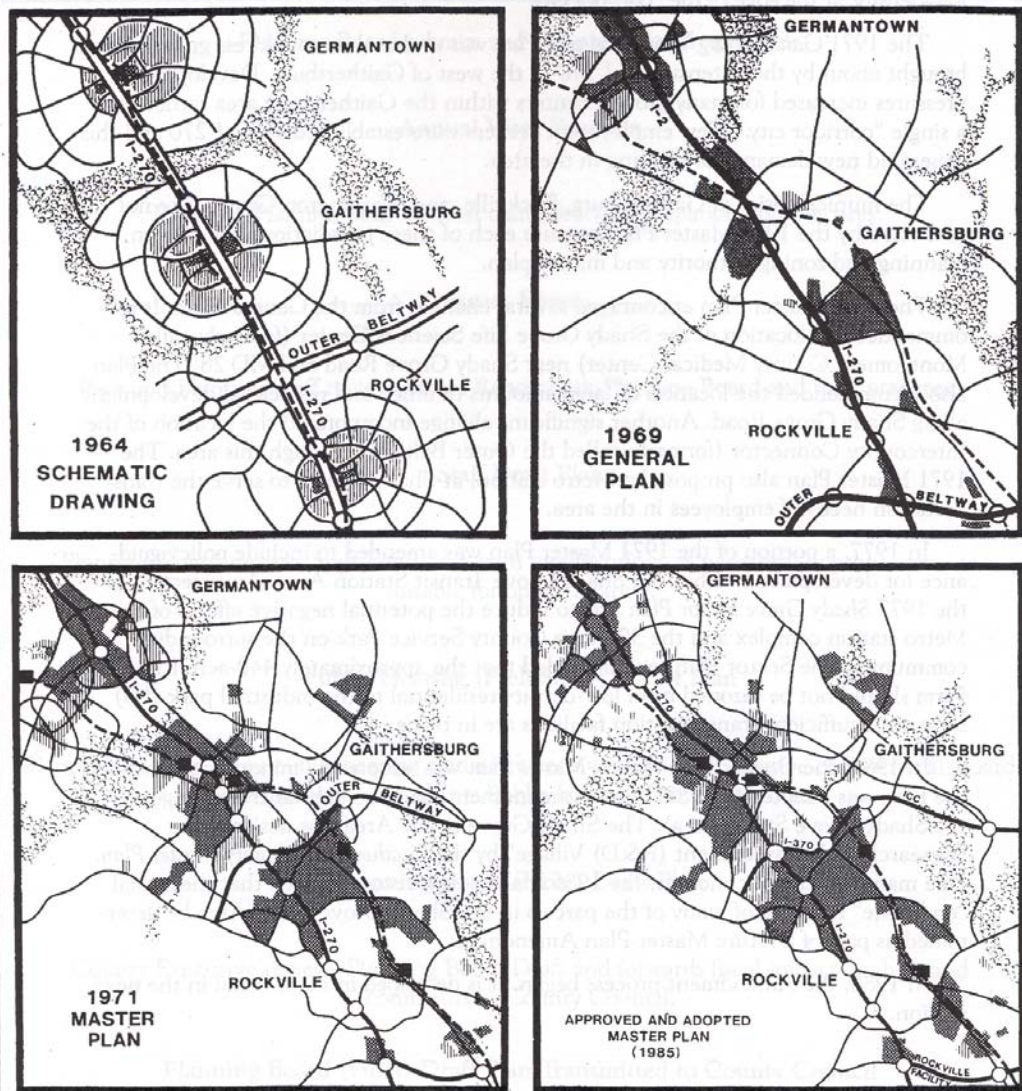


Our Project Mission

- Build Upon the County & City Master / Sector Plans & the State Smart Growth Initiatives
- Facilitate County Citizens, Businesses & Public Agencies in Defining the Area's Vision
- Provide Quality-of-Life Solutions for Area Problems
- Clearly Illustrate the Vision as a Guide for Future Development
- Provide Tools for Further County Refinement
- Address Development Issues
- Identify Recommendations for a Place to Live, Work & Recreate

Corridor Cities Diagrams

Figure 2.2



Managing Montgomery County's Growth

- Regional Transportation Impacts
 - Significant Through Traffic at Area Portals
 - Area Road Network Congestion
 - High Speed & Volume Traffic
- Regional Transit Terminus
 - Auto-Oriented Metro Station
 - Improve / Encourage Transit Use
 - Low Density Metro Area Context
- Pedestrian-Auto Conflicts
 - Suburban Strip & Auto-Oriented Commercial Development
 - Lack of Pedestrian Metro Access
 - Significant Land Area Devoted to Roadway & Surface Parking
- Recreation / Open Space Network

Area / Through Traffic Transportation Impacts

- Shady Grove / 355 Congestion
- Redland Rd Congestion
- No Left Turn at Redland & 355
- Derwood Community Cut-Thru
- Speed & Lack of Buffer to Traffic
- 370 Limited Access from Redland / Crabbs Branch
- “Secret 370 Entrance” at Metro
- Traffic & Speed on Redland, Crabbs Branch, other area roads

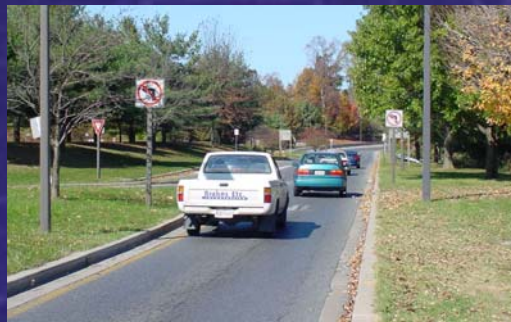




Pedestrian Access & Community Concerns

- Inadequate Sidewalks
- No Existing Planting Strip/Buffer
- Poor Lighting
- Limited Crossing across Redlands, 355 & I-370 loop
- No Direct Pedestrian Connections to Station
- Pedestrian Safety
- VEIP (Residents prefer relocation or Access Modification)
- Adjacent Industrial Land Uses

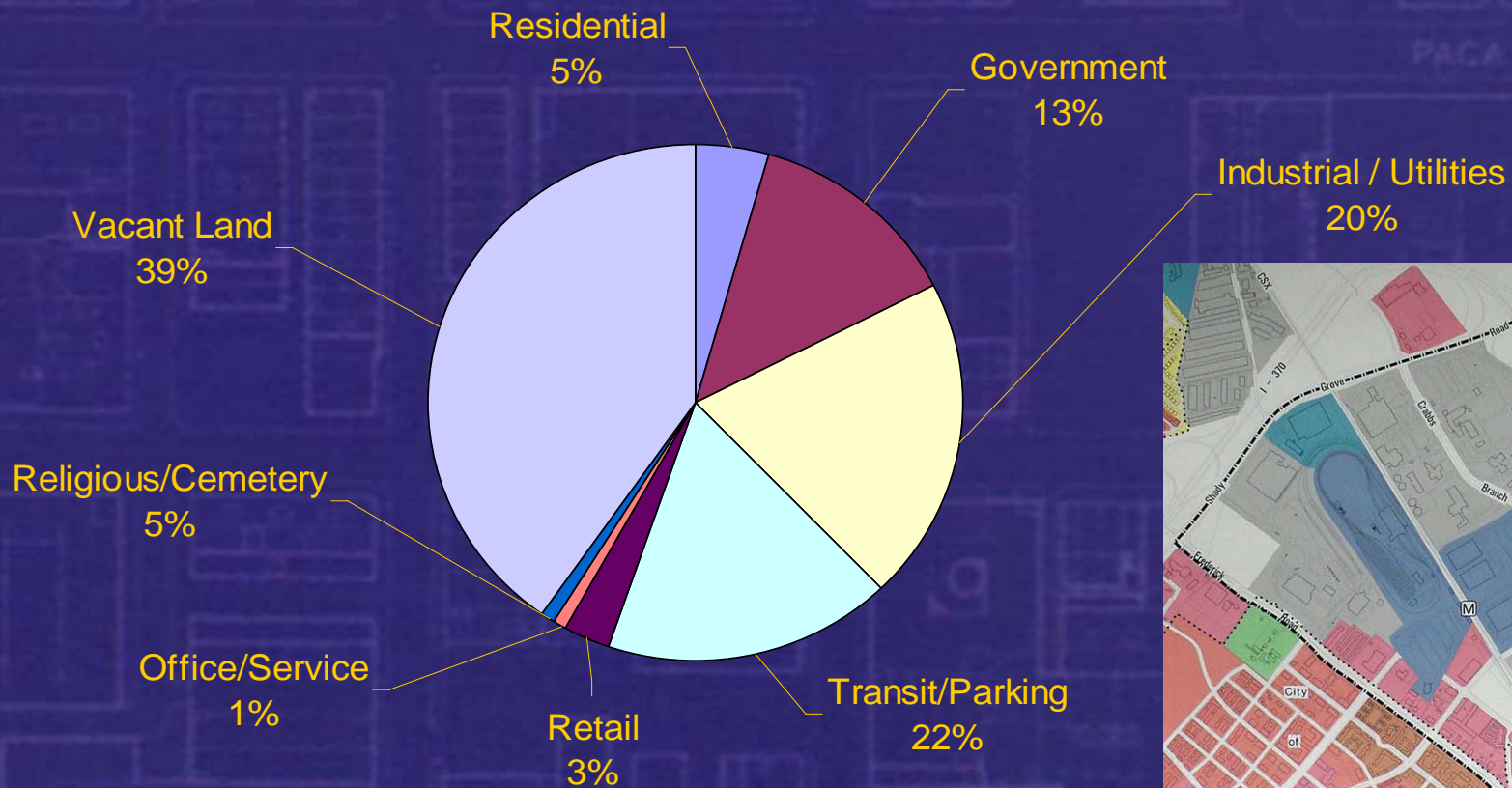
Metro Station Access & Transit



- Auto-oriented Station Design
(Need to encourage other modes)
- Commuter “Hide & Ride” Parking
- Poor Pedestrian Access & Signage
- Inadequate Bike Storage
(no East-West Connections)
- Bus Riders “2nd Class Citizens”
treatment
- Kiss & Ride (West) “a disaster”
- Limited Taxi Service / Locations
- Limited Parking
- Limited Access from Redland
- Metro & 370 Access Conflicts
- “Secret 370 Entrance”

Shady Grove Metro Station Area

442.5 Acres by Existing Land Use



Shady Grove Metro Station Area

Existing Land Use

• Office	13,900 Sq. Ft.
• Industrial / Services	764,500 Sq. Ft.
• Government	331,600 Sq. Ft.
• Retail	103,400 Sq. Ft.

TOTAL

1,213,400 SQ. FT.

• Residential Units:	206
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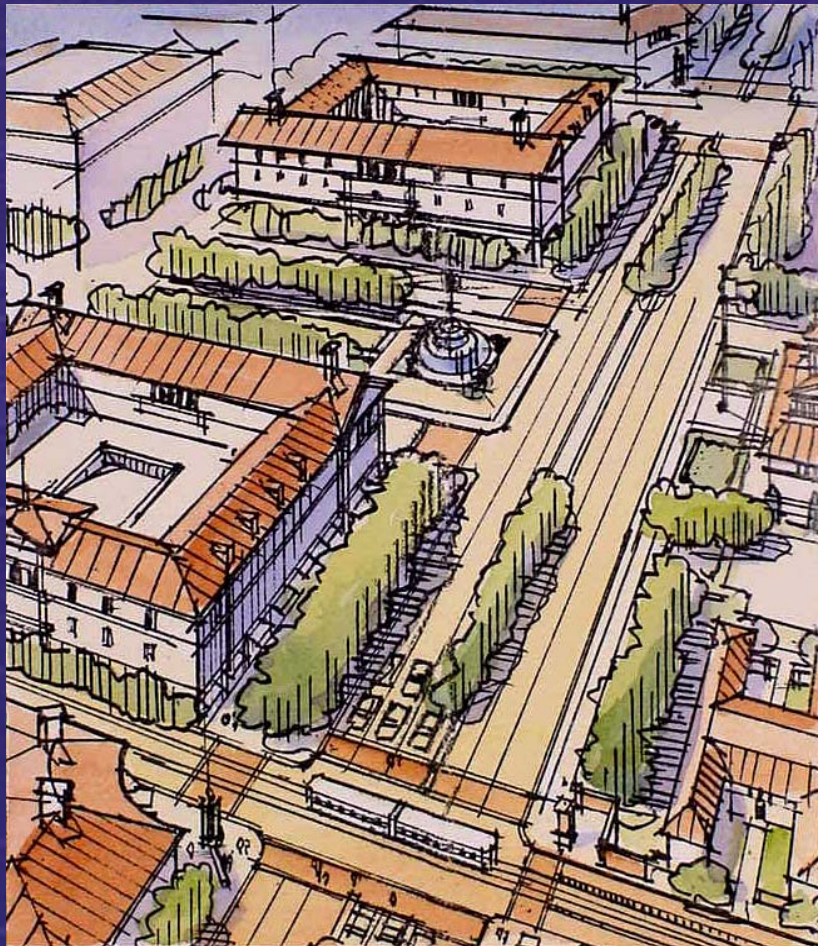
Prepared by: Randall Gross / Development Economics

The Concept Plan: Balancing Land Use, Transit, Transportation & Community

- Need for a Long-Range View
 - Develop a Mixed Use Transit Oriented Center
 - Create A Unique Open Space System
 - Increase Mobility by Establishing a New Multimodal Center
 - Establish Pedestrian Connections and Streetscape Improvements
 - Establish a New Sense of Community



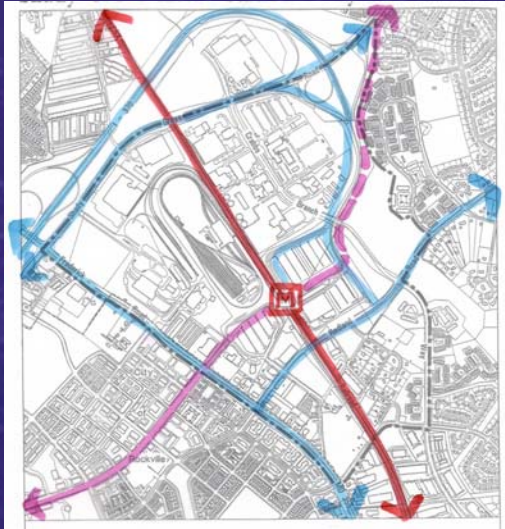
Traffic Improvements Strategy



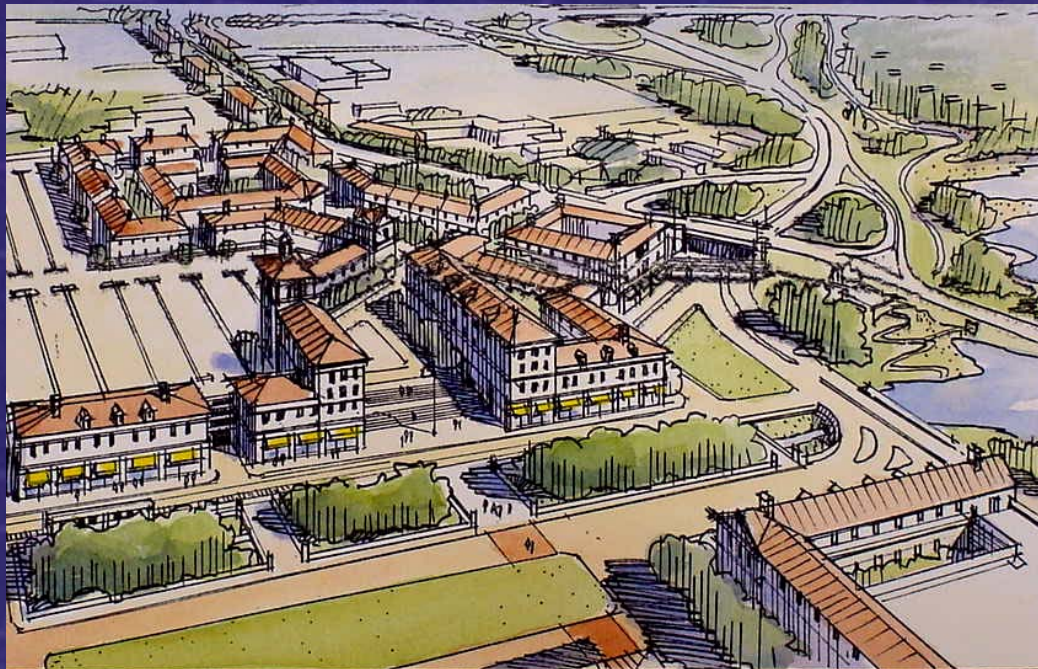
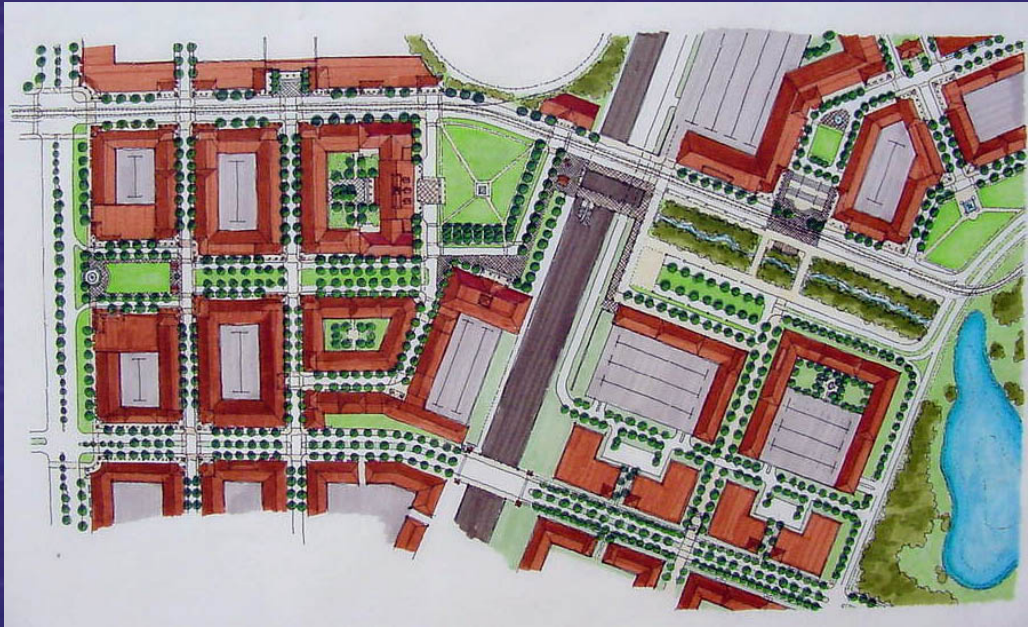
- Corridor Cities Transitway
- I-370 Under-Utilized
- I-370 / Crabbs Branch Interchange
 - Relief for Shady Grove & Redlands
 - Safety at Metro - “Secret Ramp”
- Redlands / 355 Fully-functional Intersection Improvements
- New Signalized King Farm Blvd & 355 Intersection
- Commercial Vehicle, Commuter Parking & Cut-Through Traffic Restrictions (Derwood)
- TND Network of Streets for Internal Trips
- Parking Shared for Other Uses

MD-355 Rockville Pike/Frederick Road

- Streetscape Improvements
- Planting Strip & Tree Buffer
- Pedestrian Crosswalk Design
- Town Center Square
- Building Lined Street
- Shady Grove Rd / 355 Gateway Image
- 355 Redevelopment Incentives
- Improve Visibility to Area Off 355



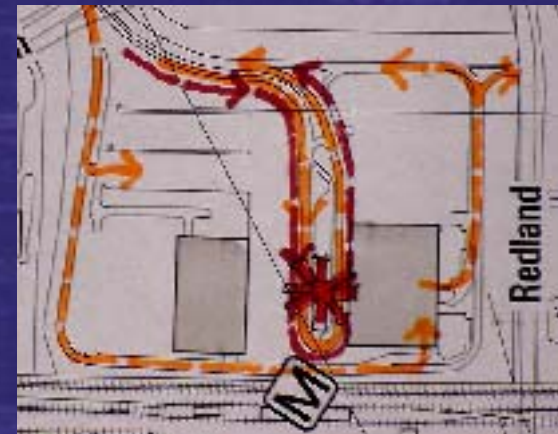
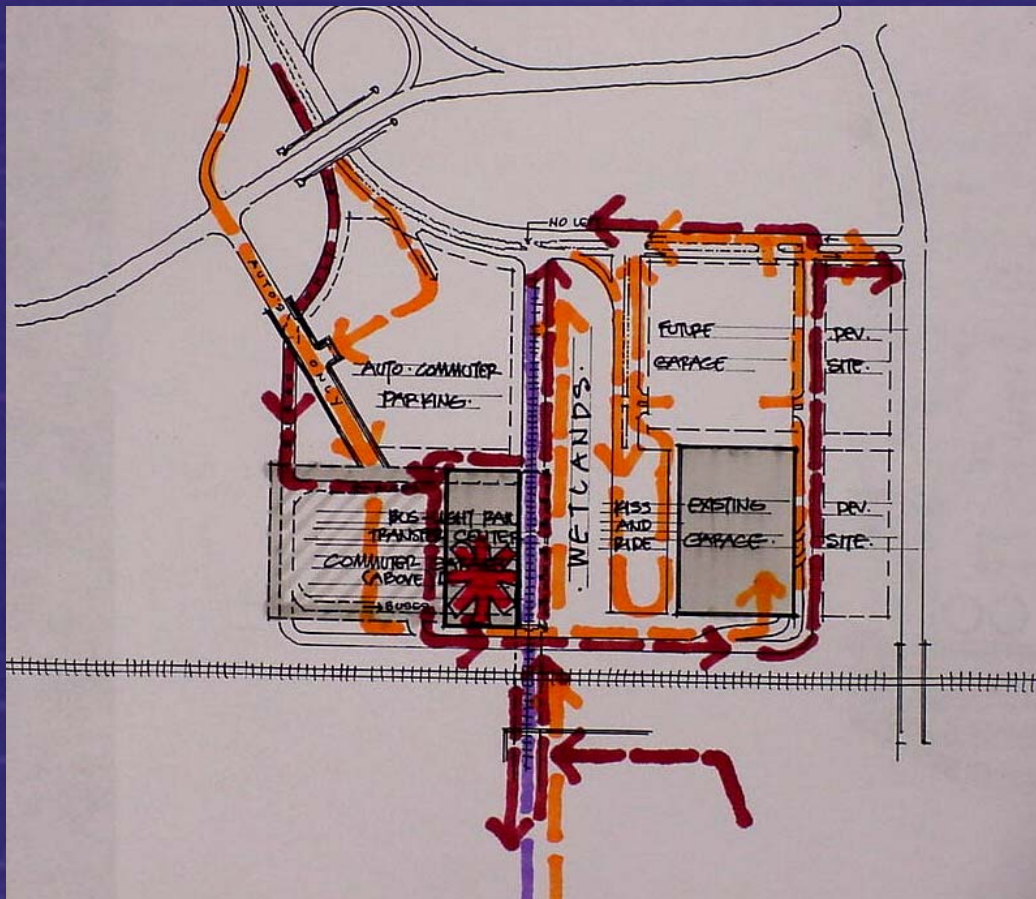
Transit Improvements Strategy



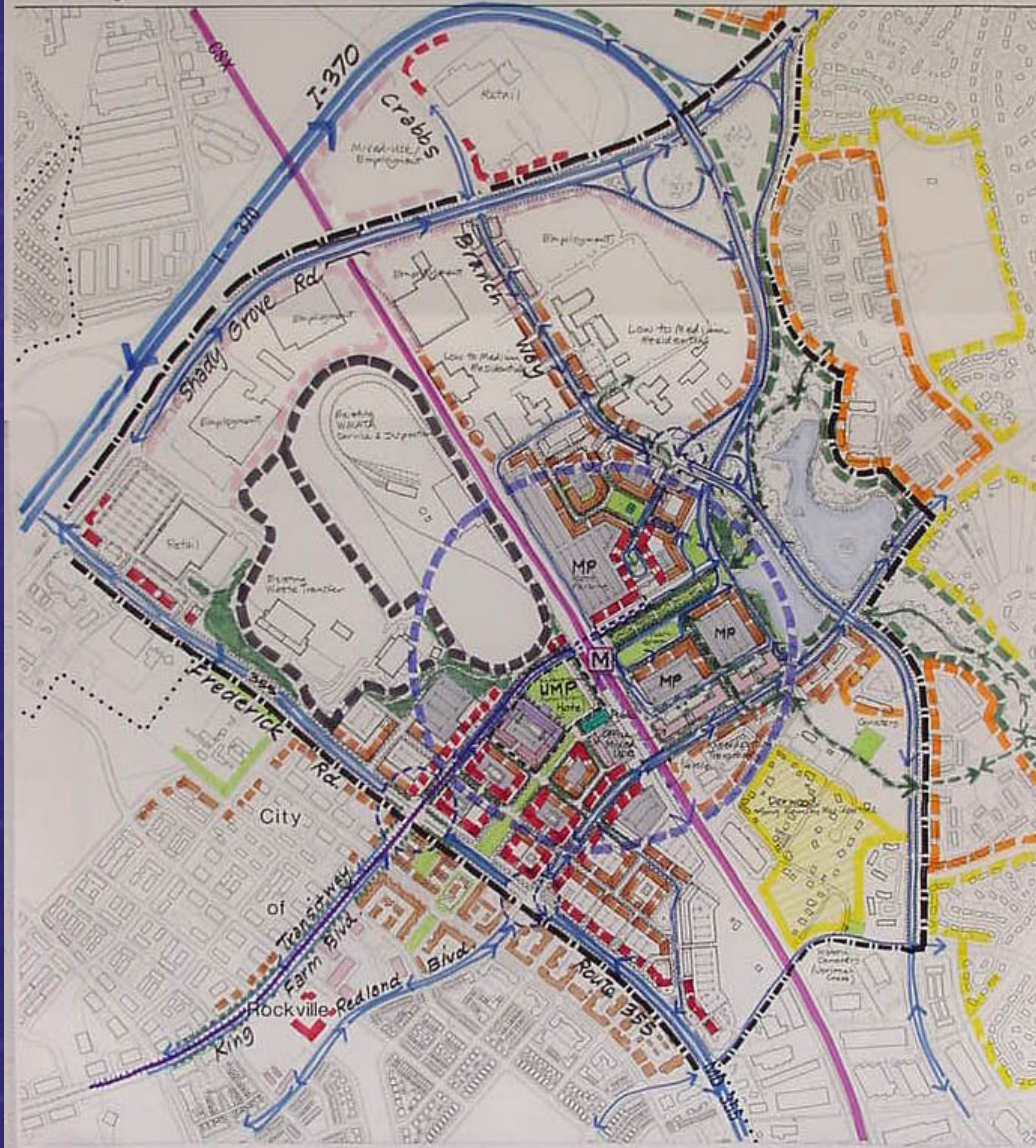
- Intermodal Transit Center
- Transitway Through Station to Enable Future East Connections
 - Improved Bus Circulation, Storage & Drop Off
 - Weather Protection for Ridership
 - New Connector Road for Through Bus Connections / Routes
 - Intermodal, Bus, Transitway Connections at Station
- Bicycle Access, Storage & Trails
- Pedestrian Trails & Safety
- Commuter Experience Amenities
- Travelers Information Signage (Clocks, Next Bus Timing)
- Accommodate Metro 7200 Spaces

Shady Grove Transit Center

- Corridor Cities Transitway
- WMATA & Ride-On Bus Center
- Shuttle & Feeder Bus Service
- Bike Center
- Kiss & Ride, Park & Ride
- Improved Parking Circulation
 - East & West Parking Lots
 - Connect West Parking Lots



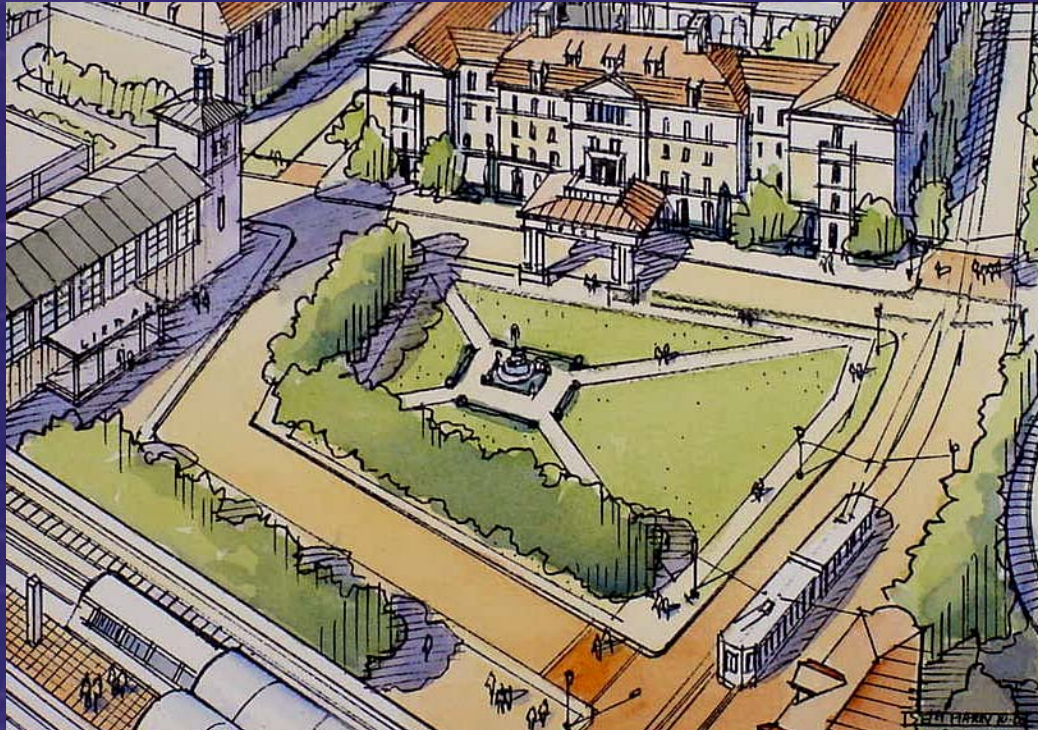
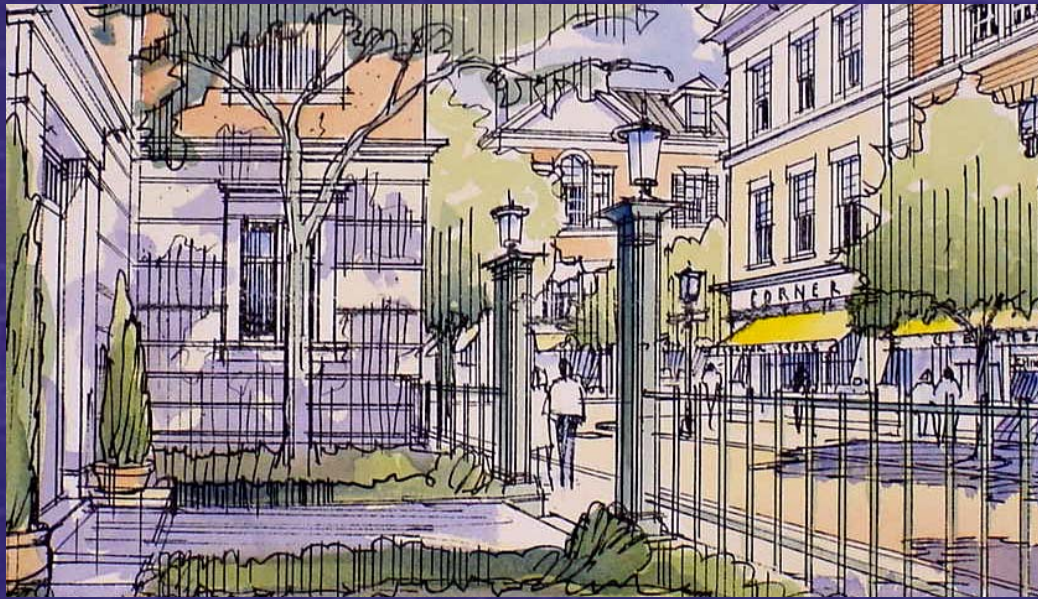
Diagrammatic Land Use Plan Shady Grove Metro Station Area



Shady Grove Metro Station Charrette
M-NCPPC
October 25-28, 2000
Design Collective, Inc.

Station Area Proposed Land Use

- Current Surface Parking Lots
- Mix of Uses Recommended
- Retail & Community Services
- Change I-1 Zoning
- Higher Density Located / Concentrated at Station Area
- Transition to Neighborhoods (Lower Density)
- Protect Existing Neighborhoods
- Encourage Pedestrian Scale Development
- Potential for Connection or Establishment of a BioTech Center
- Maximize Reuse of County Land



Station Area Town Plan

- “Create a Center”
 - Office / Retail related to Commuter Traffic (East)
 - Retail / Compact Residential (West)
- Diversity of Housing Types
- Accommodate All Uses for Parking
 - Live Work
 - Structured Lots Retail Lined
- Integrate Affordable Units

Shady Grove Metro Station Area

Market Considerations

- Residential

- King Farm 3,400 Units (High Absorption)
- Average Existing Residential Value \$158,500 (Derwood)
- Annual Market Area Population Growth 1.7% (300 units per year)
- Low Rental Vacancies
- Open Space Amenities Marketing Asset

- Retail

- Strip Retail + Home Supply Planned
- 25,000 SF Toyota Dealership Under Construction
- \$100 Million in Expenditure Potential
- King Farm Retail Under Development
- Potential for Specialty Shoppers Goods & Convenience

- Office

- Limited Competition
- Shady Grove Market 4% Vacancy
- Access & Parking Critical
- Proximity & Access to Life Sciences Center (Marketing Asset)

Sources: Various Brokers, Property Owners; and Randall Gross / Development Economics.

Shady Grove Metro Station Area

Potential Additional (Net New) - Initial Phase

Build Out to Be Further Determined

- Office 200,000 - 250,000 Sq. Ft.
 - Industrial / Services 0 Sq. Ft.
 - Retail _____ 100,000 Sq. Ft.
 - Tech Space 200,000 - 300,000 Sq. Ft.
-
- Residential Units: 1,200

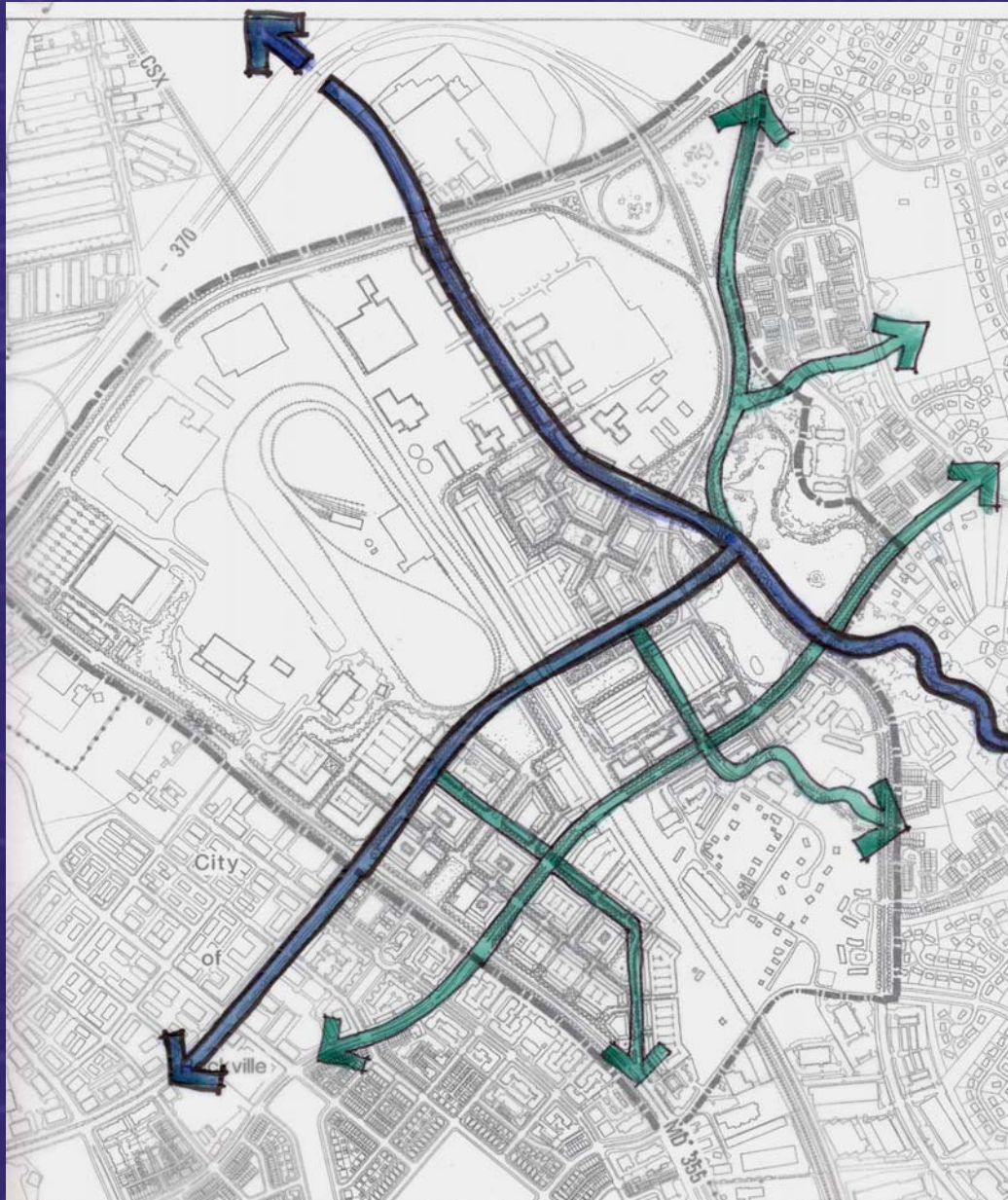
Prepared by: Randall Gross / Development Economics

Recreation & Open Space Network

- SWM Pond Currently Not Usable
- Desire More Open Space (Derwood)
- Jogging, Biking & Recreational Trails
- Integrate to Town Center & Transit Center
- Connect / Extend Rock Creek Trails to Lake Needwood
- Historic Jeremiah Crabbe



Pedestrian & Bicycle Access Improvements



- Improved Lighting, Sidewalks & Crosswalks
- Protected Crossings Across 355, Redlands, 370 Access Road, Crabbs Branch to Station
- New Connection for Derwood, Park Overlook, King Farm
- Reduce Station Area Barriers
- Bicycle Lockers for Both Sides
- New Connector Road at Station Entrance
- Improved Station Area Paths & Trail Connections to SWM Pond
- Trail Connections to Rock Creek & Fairgrounds

Plan Implementation Strategy

- Initiate Shady Grove Sector Plan
- Rezone Area Consistent with Plan
 - Change R200 & I-1 as appropriate:
 - TSM (Transit Station Mixed)
 - TSR (Transit Station Residential)
 - Jobs & Housing Balance
 - 4 to 5 Million SF of Development (of which 50% residential uses)
 - Designate Shady Grove as a TDR Receiving Area
- Establish a New Road Pattern & Right-of-ways
- Evaluate & Plan for All New Transportation Projects Required
 - County Capital Improvements Plan
 - State Consolidated Transport'n Plan
- Modify Road Code to Allow for Pedestrian-Friendly Design
- Work with Transportation Management District on TDM Measures
- Transportation Demand Management Strategies
 - Reduced Parking Requirements for Metro Station Area Development
 - More Internal Trips for Mixed Use & Higher Density Development
 - Increased Transit Trips
 - Improve Non-Auto Access Options for Station Area Communities

Plan Implementation Strategy

- Transportation Project List
 - I 370 / Crabbs Branch Interchange
 - Road / Intersection Improvements
 - 355 / King Farm Blvd (signal funded)
 - 355 / Redland
 - Redland / Crabbs Branch
 - Shady Grove / Crabbs Branch
 - King Farm Blvd Pedestrian Crossing
 - Streetscape & Lighting Plan for 355 (state, county & developer funding)
 - Grade Separation Study for Transitway / 355
- Modify Road Code to Allow for Pedestrian-Friendly Design
- Work with Transportation Management District on TDM Measures
- Metro Area Improvements (WMATA, County, State)
 - New Signage Plan to & within the Metro Station Area
 - Intermodal Transit Center
 - Bus / Kiss & Ride Reconfiguration
 - Bike Lockers
 - Local Shuttle Buses
 - King Farm Shuttle (Short Term)

Plan Implementation Strategy

- Parks and Planning
 - Extend Rock Creek Trail from Lake Needwood to County Fairgrounds
 - SWM Pond Trails & Linear Parks
- AGP Strategy
 - Raise Capacity Ceiling based upon Plan Capacity Enhancements
 - Adjust Trip Rates to Match Bethesda & Silver Spring
 - Extend 1800 LOS Standards to 2100
 - Apply Urban Trip Reduction Factors
- Site Plan Review Requirements Strategy
 - Landscape Strip / Buffers along 355
 - Transit-Oriented Design
 - Streetscape Improvements
 - Sidewalk-Oriented Buildings
- **Work with State to Relocate Vehicle Emissions Inspection Facility (VEIP)**

Shady Grove Metro Station Area

Financing Incentive Strategies

- **Metro Joint Development Opportunities**
 - Parking Garages Incentive (County Parking District - Silver Spring & Bethesda)
 - Lease Back of Developer Built Garages
- **Tax Increment Financing District (TIF)**
 - Helps Finance Transportation Infrastructure (Up-Front)
 - Project Specific (Targeted Investment)
 - Self-Financing & Repayment
 - Reduces Debt Load for Private Investment (Incentive)
- **Public Land Write-Down (Long Range Potential)**
 - Residential Development Incentive
 - Possible Cost Reduction, if or when public facilities are relocated
 - Maximizes Benefits of Public Land Assembly

Sources: Various Brokers, Property Owners; and Randall Gross / Development Economics.

