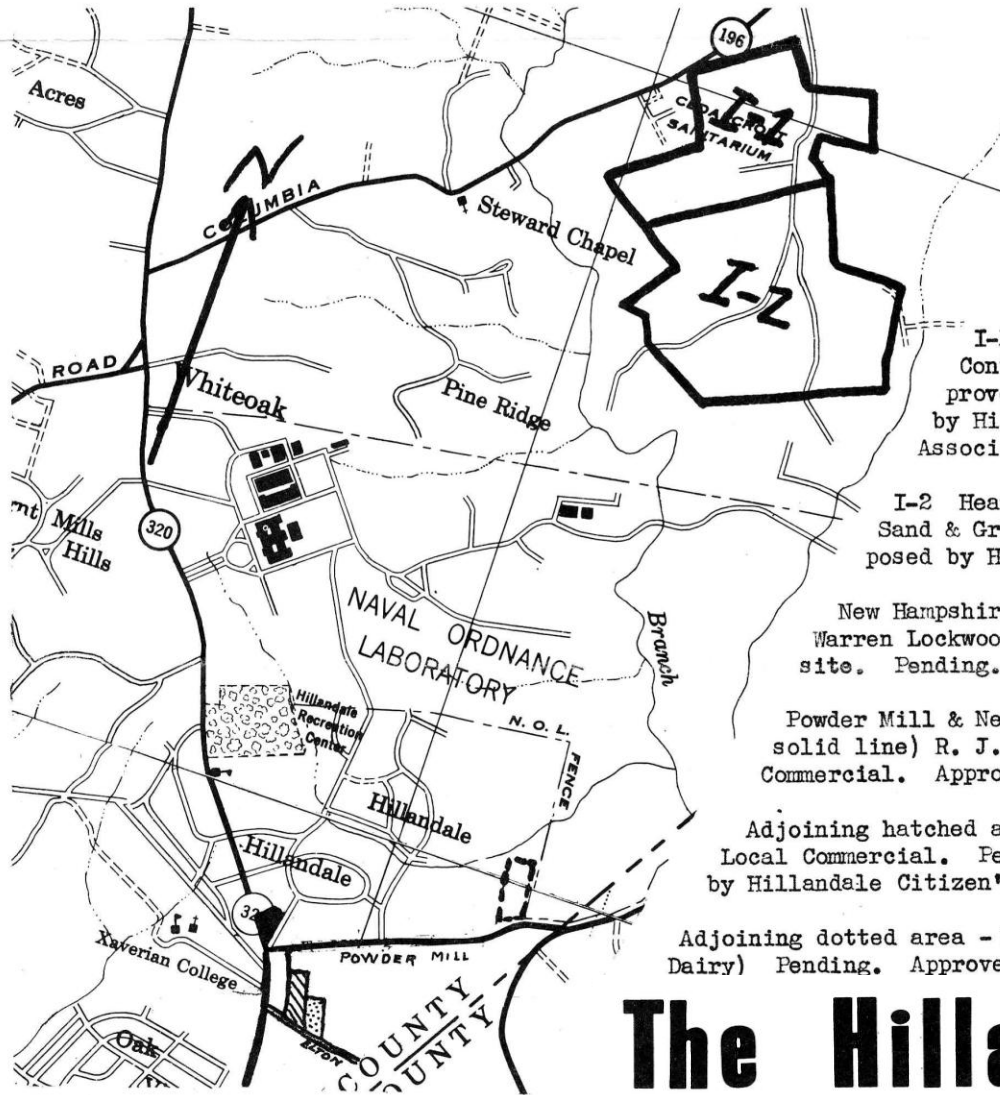




Hilldale
“Snap Shot”
Master Plan CAC
July 19, 2011

ZONING CHANGES OF INTEREST TO HILLANDALE



LEGEND

I-1 Light Industrial. Contee Sand & Gravel. Approved by County. Opposed by Hillandale Citizen's Association.

I-2 Heavy Industrial. Contee Sand & Gravel. Approved. Opposed by H.C.A.

New Hampshire & Greenacres - Warren Lockwood. Office building site. Pending. Approved by H.C.A.

Powder Mill & New Hampshire (white, solid line) R. J. Duffie. Local Commercial. Approved.

Adjoining hatched area - R. J. Duffie. Local Commercial. Pending. Approved by Hillandale Citizen's Association.

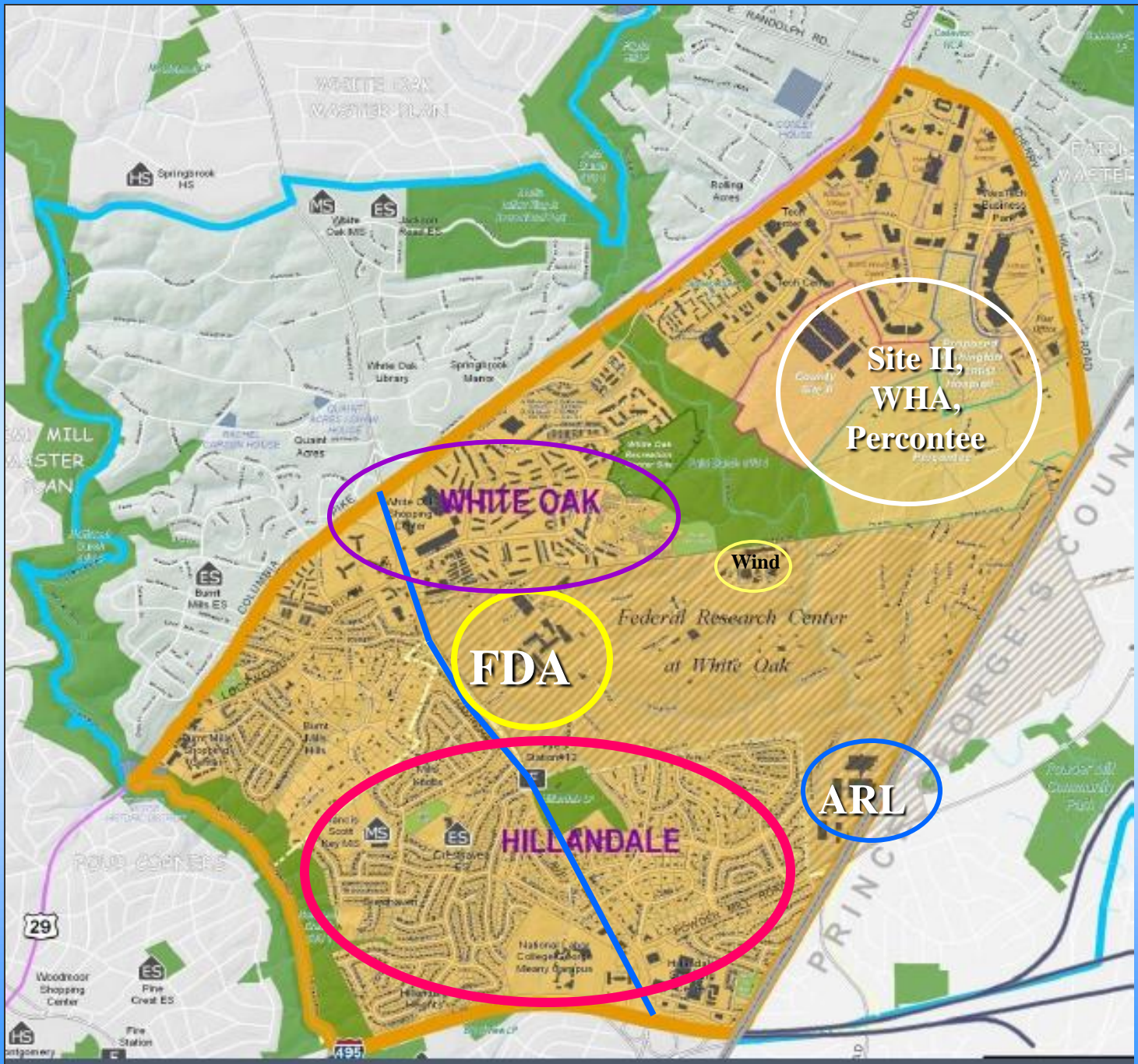
Adjoining dotted area - Mays (Golden Rule Dairy) Pending. Approved by H.C.A.

SCALE
2 5/8 inches - 1 mile

1957 Zoning Changes

The Hillandaler





Site II,
WHA,
Percontee

WHITE OAK

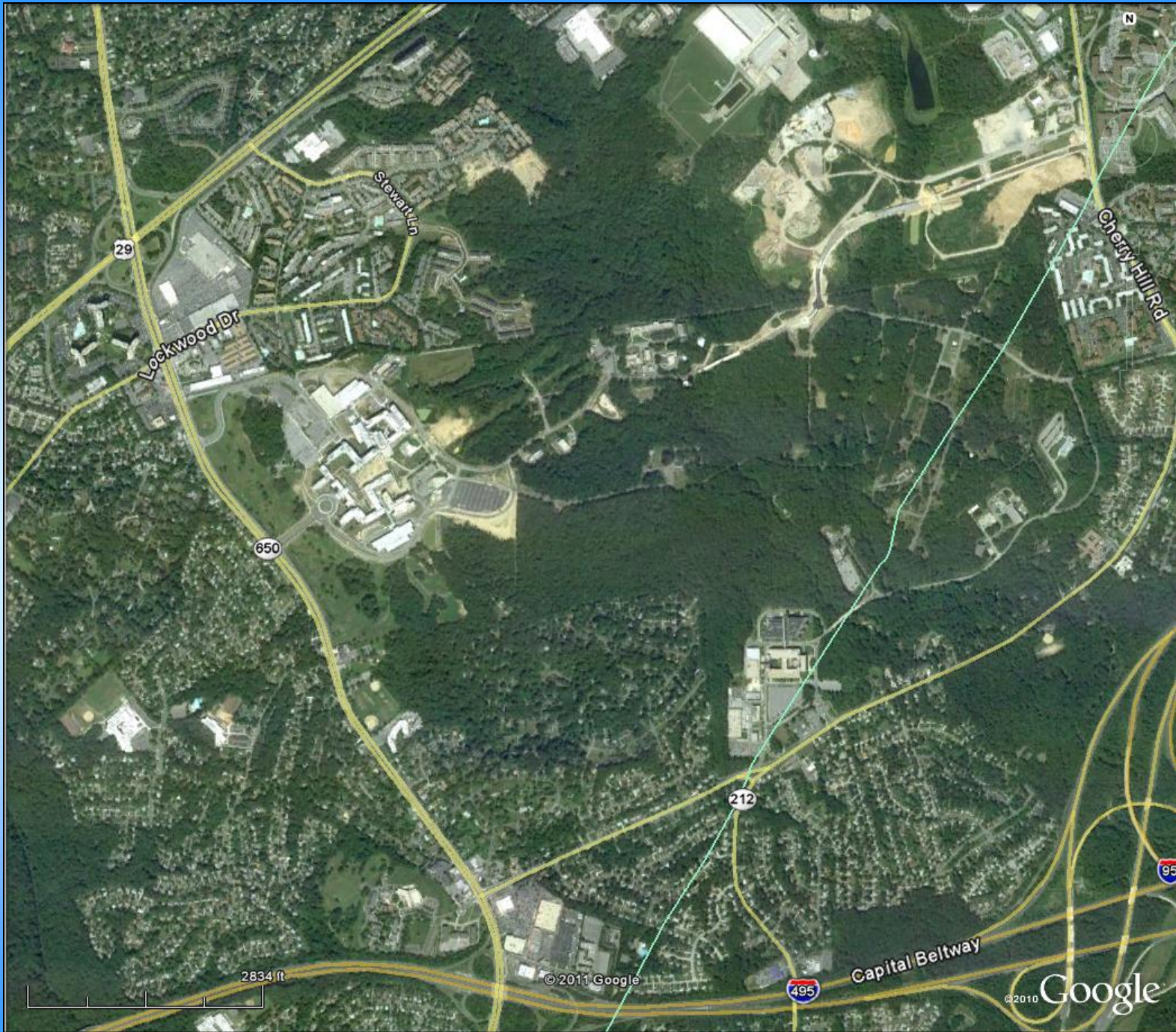
FDA

HILLANDALE

ARL

Wind

Federal Research Center
at White Oak



29

Lockwood Dr

Stewart Ln

Cherry Hill Rd

650

212

95

495

Capital Beltway

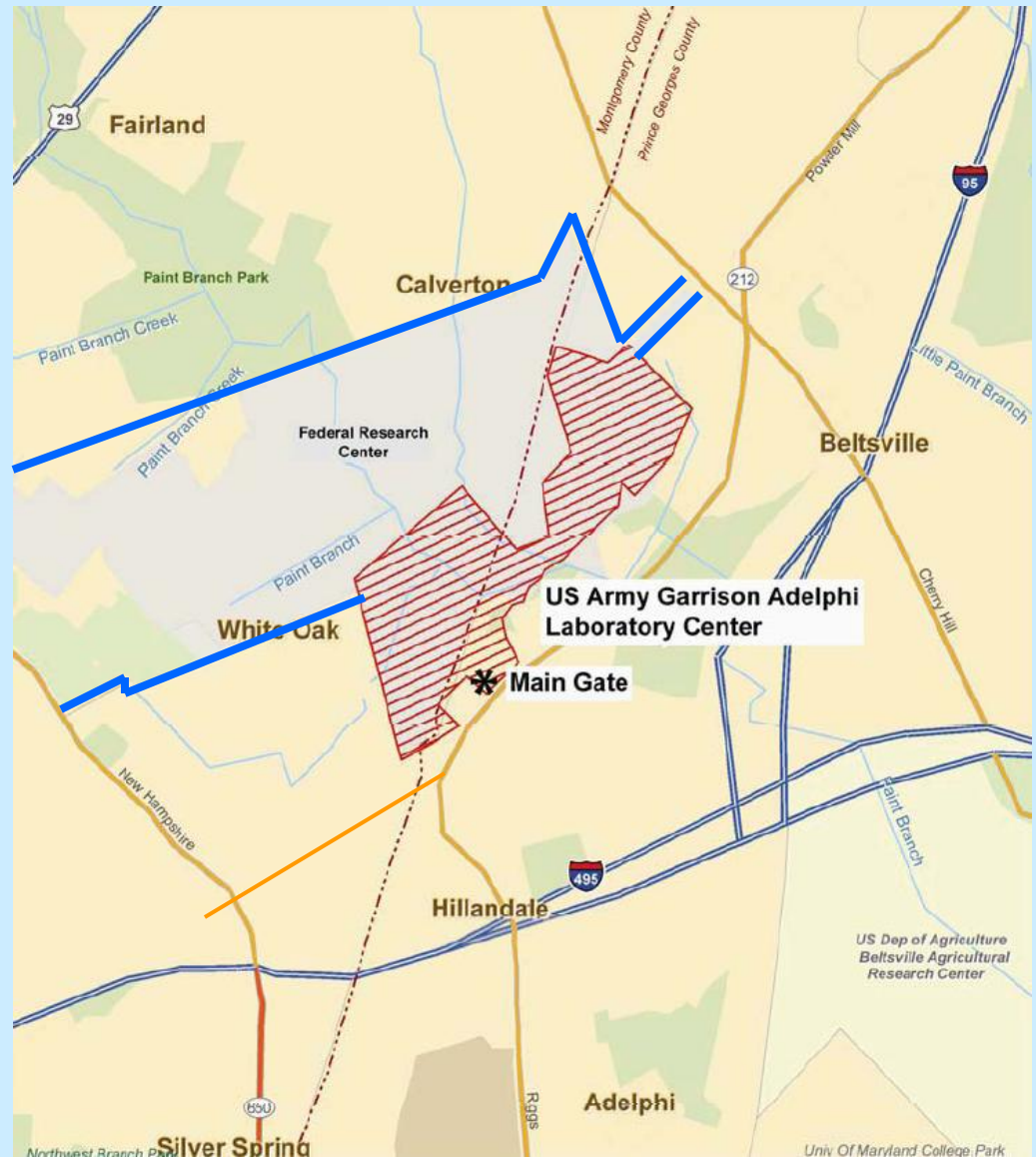


© 2011 Google

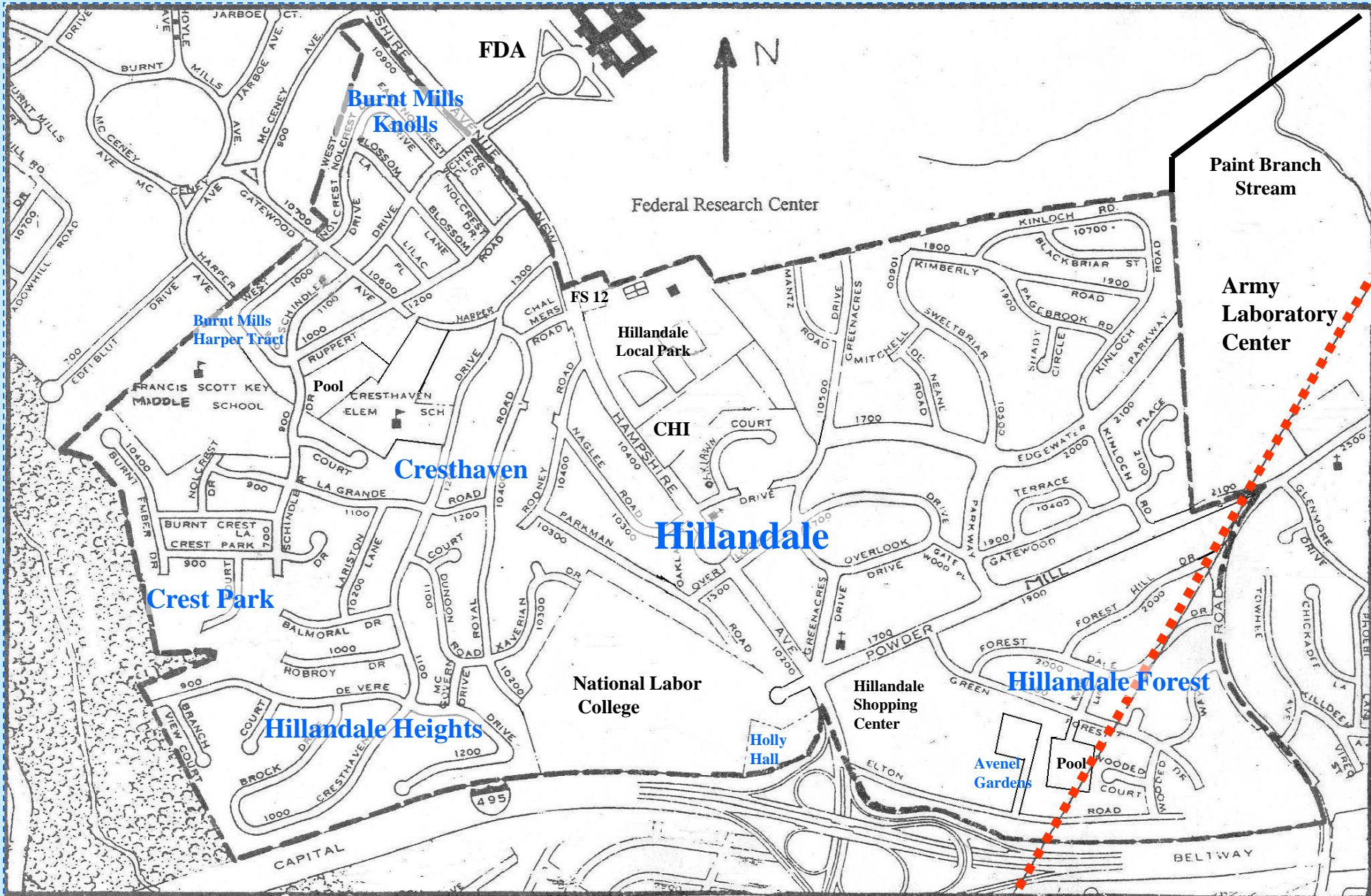
© 2010 Google

Army Research Laboratory

- 1200-1500 employees
- Most development/offices in Montgomery County
- Use of old Cherry Hill gate relieves some PM traffic issues
- New Garrison Master Plan pending
- ARL not part of GSA's Federal Research Center land holdings



HCA'S Boundaries and Subdivisions



MCPS Schools

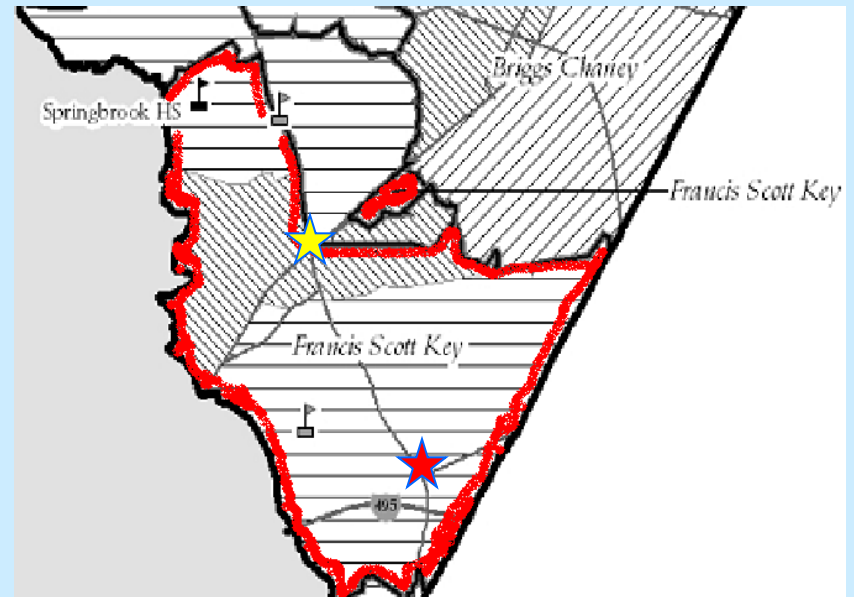
Elementary: Nix & Cresthaven

Capacity	480	511
Enrollment	494	394
FARMS Rate	69.4%	67.3%



Middle: Francis Scott Key

Capacity	944	Enrollment	869
FARMS rate over time: 71.5%			



High: Northeast Consortium Springbrook IB Programme

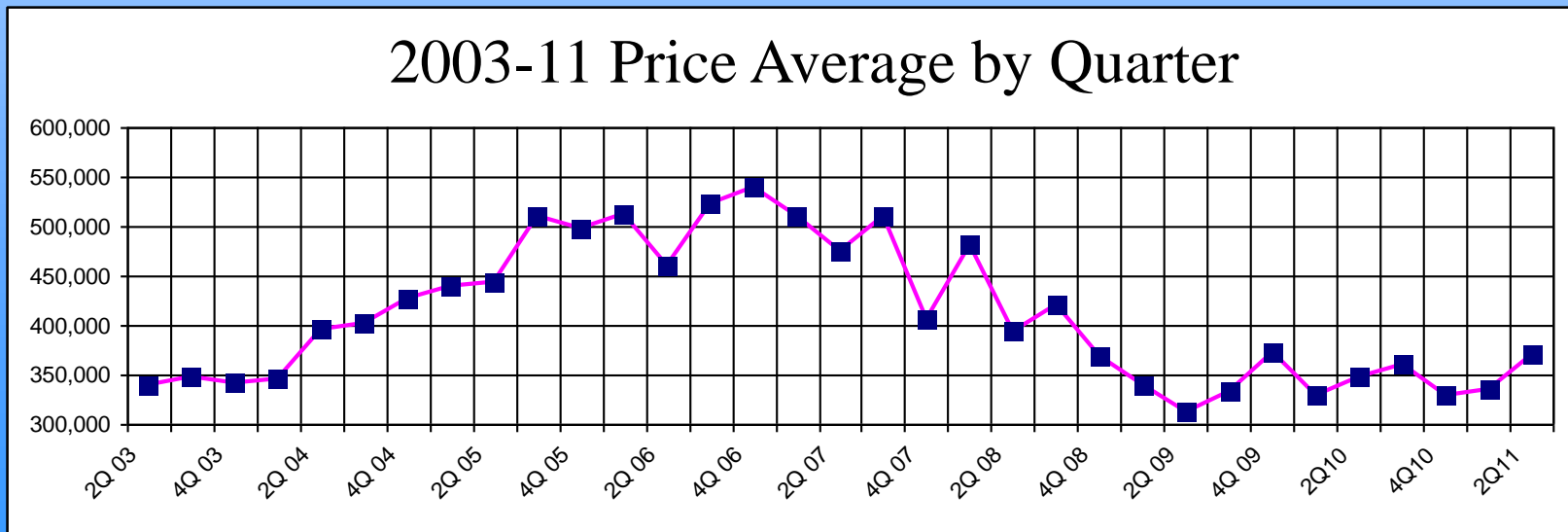
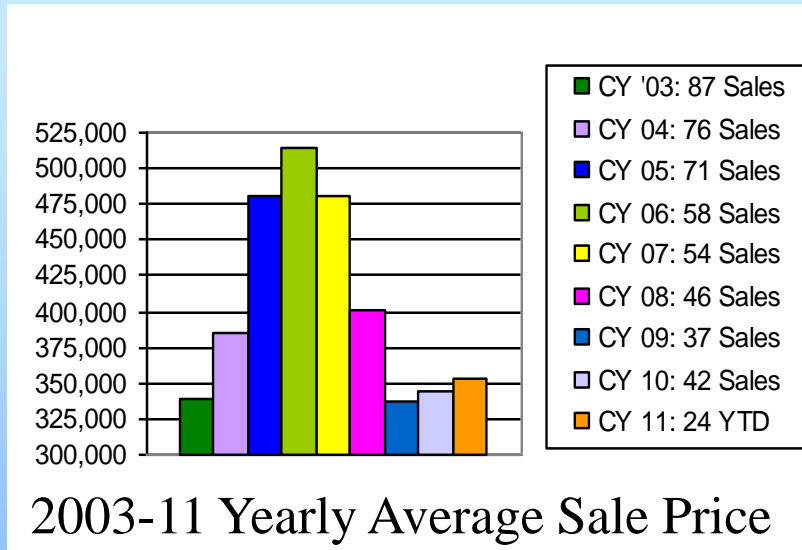
Capacity:	2,073	Enrollment:	1,739
FARMS rate over time: 61.6%			

Hillandale Home Price History

Median Price Comparison

MoCo vs. Hillandale

2003:	383	vs.	340
2004:	450	vs.	385
2005:	530	vs.	468
2006:	552	vs.	505
2007:	560	vs.	475
2008:	?	vs.	398
2009:	460	vs.	320
2010:	483	vs.	332
2011:	?	vs.	342 (Q 1 & 2)



Hillandale Residential View Point

- Strong, safe community with distinct neighborhoods
- Consider FDA a high-value re-use of NSWC property
- Anxiously waiting for long-promised area revitalization
- Stagnant commercial areas; underserved consumers
- New Hampshire Ave.: both spine & divide; congested; speed
- Easy access to Beltway & 95; public transportation not good
- Modest office space; limited employment opportunities
- Residents eager & willing to engage in transit, improved local amenities and growth discussions

Hillandale Activity Node

C-1 Commercial

C-T, OM, CO Office

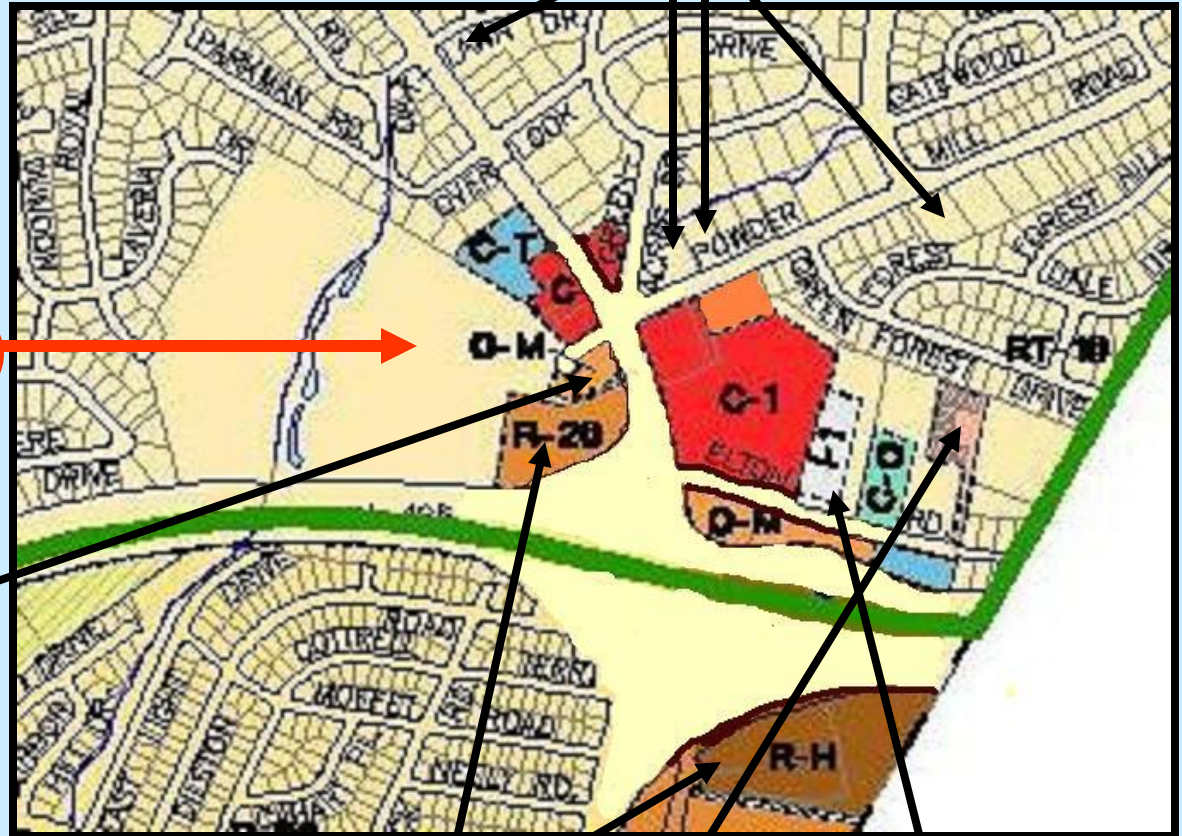
**NLC: could “kick start”
area and spur reinvestment**

Open Site

Religious Institutions

Multi-family Housing

Bottling Plant





10140 NEW HAMPSHIRE AVE

Silver Spring, Maryland

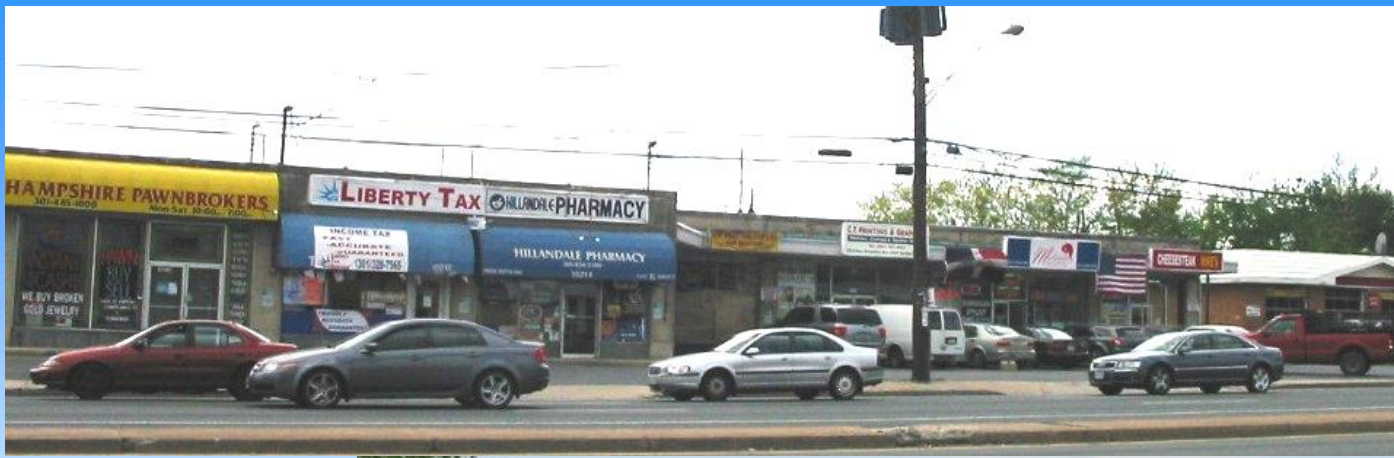
www.cbre.com/CapitalOneRetail

ZONING: OM - Montgomery County

DEMOGRAPHICS	1 mile	3 miles	5 miles
DAYTIME POPULATION	3,153	43,784	181,895
AVERAGE HOUSEHOLD INCOME	\$79,630	\$82,045	\$85,286
POPULATION	17,156	158,472	396,206
TRAFFIC COUNTS	New Hampshire Avenue:		75,775 VPD
	I-495:		217,150 VPD



CBRE
CB RICHARD ELLIS
Retail 24/7.



White Oak Activity Node

Government Facilities
Library MCPD 3D Transit Rec Center Park Land

Multi-family Residential

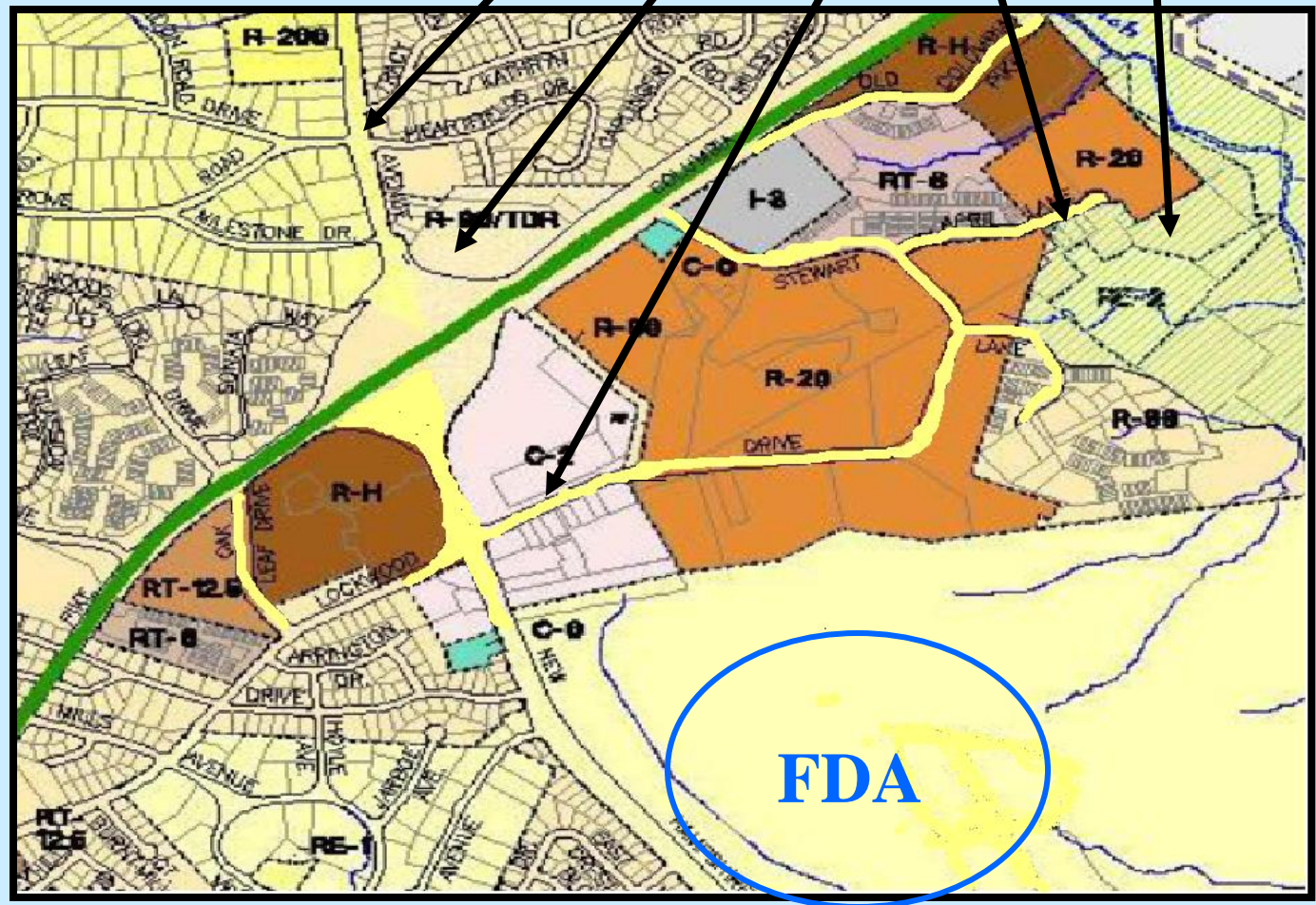
- High Rise (brown)
- Garden Style (rust)
- Townhouse

Commercial

C-2 (pink)

Office C-O (blue)

Religious Use





In-fill Transit Hubs

- **Proper placement**
- **Not the cheapest place!**
- **Long-term quality, safety and maintenance**

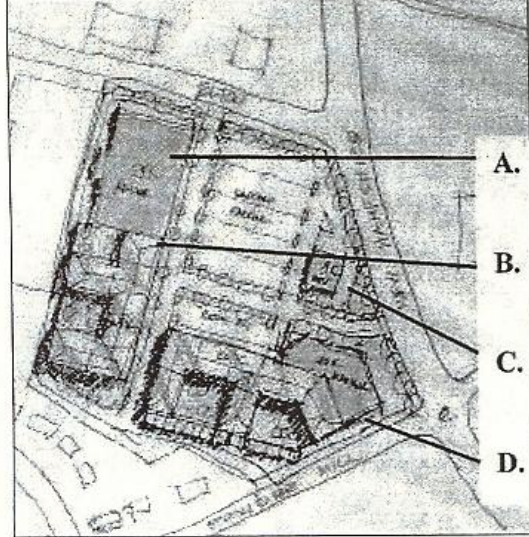


EXAMPLES OF ULI'S REDEVELOPMENT VISION*

* not prepared with the acknowledgment or approval of the property owner or management

Medium Size Commercial Center: Hillandale used as the prototype example

Hillandale Complete Redevelopment Scheme, ULI Report, page 26



- A. Construct a new 55,000 square-foot grocery store
- B. Construct new retail with four-story residential above and below-grade parking
- C. Provide a pad restaurant site at main artery entry point
- D. Construct a second anchor with in-line retail with four-story residential above

This illustrates a completely redeveloped medium-sizes property with 151,000 square feet of retail, 340 residential units and 1,263 parking spots for close to 500,000 square feet of development.

Note: ULI believes that other schemes could net additional housing.

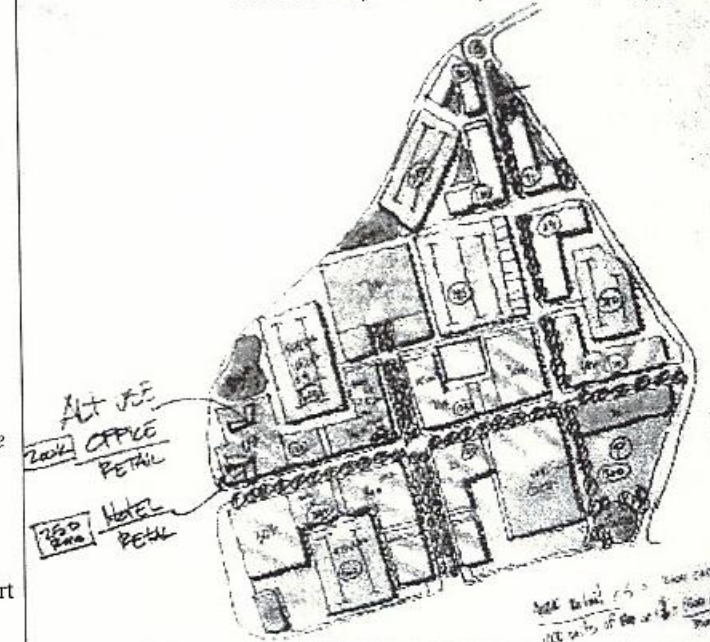
Large Size Commercial Center:
White Oak as the prototype

This complete redevelopment example has 400,000 square feet of retail (half in anchor stores, half in smaller retail shops), 1,000 units of residential and 3,600 parking spaces. To achieve the higher density, a portion of the parking would be structured and primarily used by the residents of the apartment or condominium units.

"The revitalized community retail center will greatly enhance the ambiance of the surrounding community and will create a stronger sense of place and focal point for community activity and resident interaction."

~From the ULI report

White Oak Complete Redevelopment, ULI Report, page 27



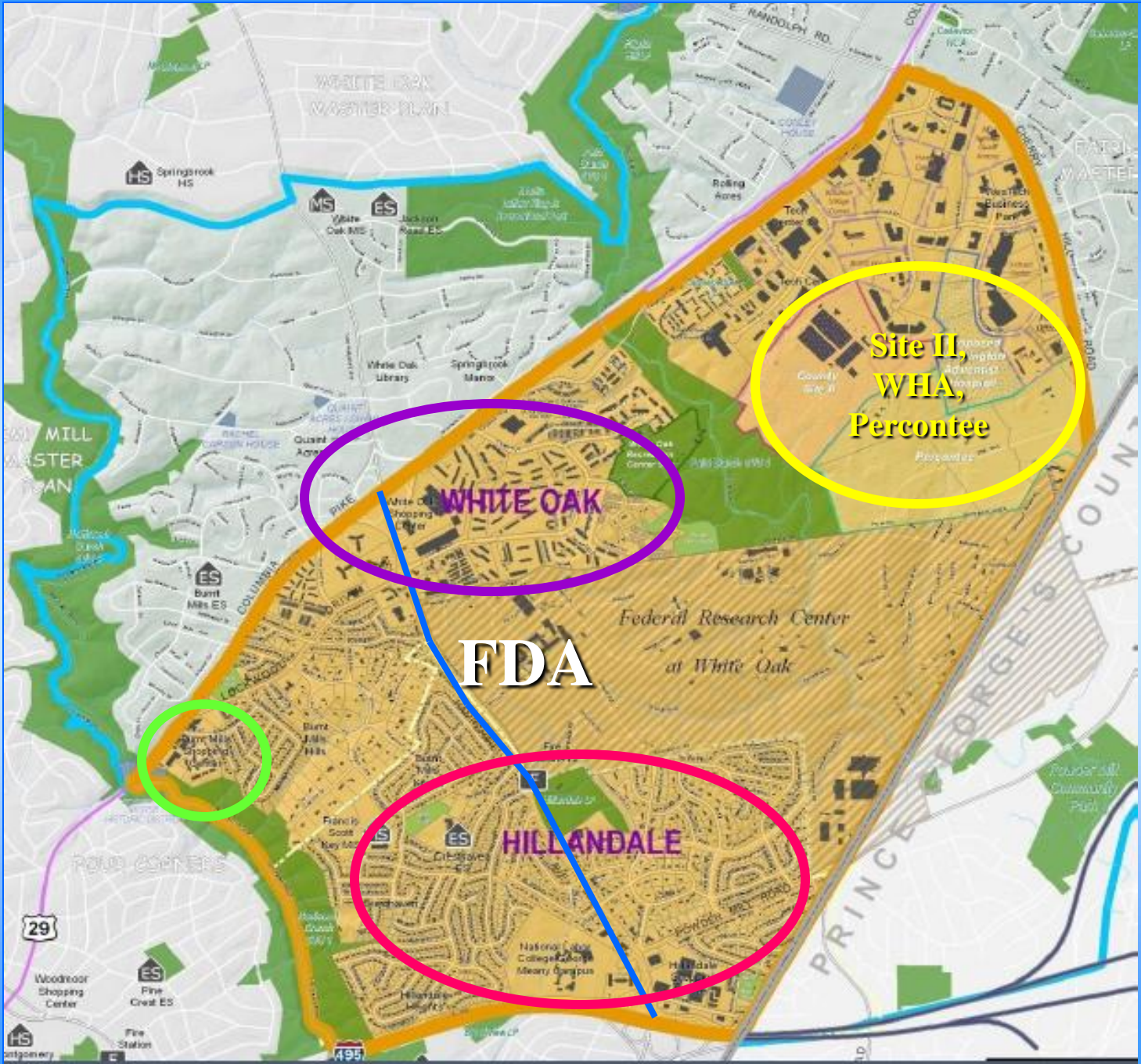
MIXED-USE ZONES

- Commercial/Residential C/R
- CR Town/CR Neighborhood
- Life Sciences Center LSC

2005 Park and Planning/ULI
"Boulevards and Corridors"

Master Plan “To Do List”

- Encourage integration of FDA activity throughout area
- Understand Master Plan vs. Project Plan
- Conceptualize future development in area
- Consider new zones, densities and public benefits
- Define transportation/transit improvements needed to support vibrant activity nodes
- Consider existing infrastructure, additional public infrastructure costs, funding and staging criteria
- Evaluate alternatives to achieve healthy communities across plan area



Site II,
WHA,
Percontee

FDA

WHITE OAK

HILLANDALE