

East County Science Center Master Plan

Route 29/New Hampshire Avenue Node
White Oak Shopping Center

Citizens Advisory Committee

July 19, 2011



Route 29/New Hampshire Avenue Intersection (looking southeast)

Approved and Adopted

WHITE OAK MASTER PLAN

An Amendment to the Master Plan for Eastern Montgomery County Planning Area: Cloverly, Fairland, White Oak, 1981, as amended; the Master Plan for Kemp Mill-Four Corners and Vicinity, 1967; the Master Plan for the Communities of Kensington-Wheaton, 1989, as amended; the Master Plan of Bikeways, 1978, as amended; the Master Plan for Historic Preservation, 1979, as amended; The General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District in Montgomery and Prince George's Counties, 1964, as amended; and the Master Plan of Highways within Montgomery County, as amended.

Prepared by

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Montgomery County Department of Park and Planning
8787 Georgia Avenue
Silver Spring, Maryland 20910
July 1996

Approved by

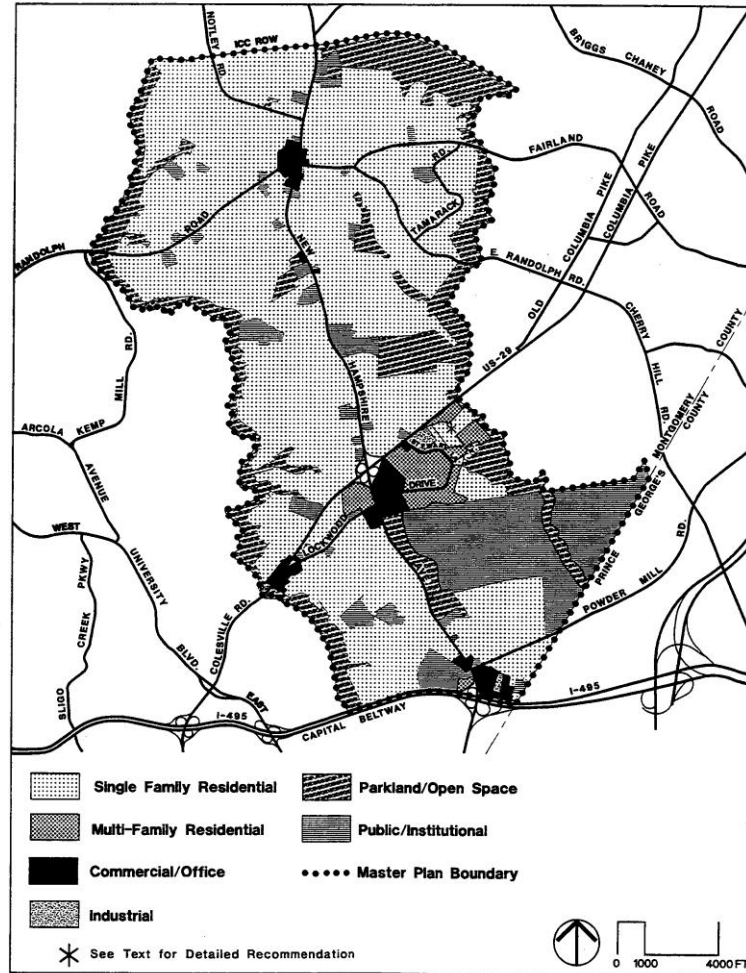
THE MONTGOMERY COUNTY COUNCIL
January 1997

Adopted by

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
March 1997

LAND USE PLAN

FIGURE 14



COMMERCIAL CENTERS

The commercial centers provide a range of goods and services to meet the needs of the community. They function as places where neighbors can meet and enjoy a greater sense of community. They also contribute to the community's sense of place and identity in that they are highly visible centers, located along major roadways, and provide a focus for commercial activity.

OBJECTIVE:

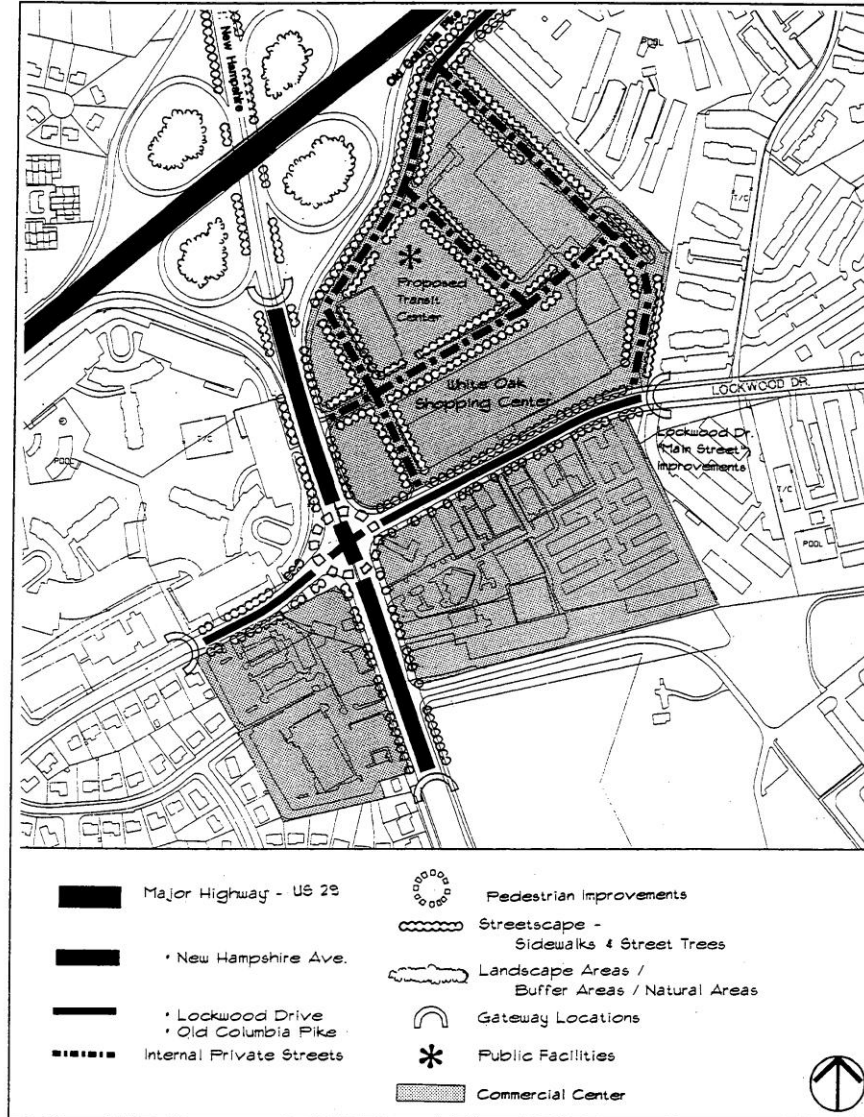
Provide guidance for future improvements and development within the commercial centers to strengthen community identity, enhance one's sense of place at the pedestrian scale, and best serve the needs of the community.

RECOMMENDATIONS:

- Promote retail and pedestrian activity along streets within commercial centers.
- Encourage civic spaces such as plazas, park areas, or seating areas within shopping areas to promote social interaction and improve a sense of community. These spaces should be well furnished with benches, lighting, and other appropriate special features to encourage public use.
- Provide landscape screening within the setbacks required by the Zoning Ordinance for commercial properties that abut residential properties when redevelopment or new development occurs. Landscape screening should be used in conjunction with fences or walls and low, non-glare lighting fixtures to ensure compatibility with abutting residential areas.
- Provide landscaping as required by the Zoning Ordinance within the parking areas of commercial areas when redevelopment or new development occurs. Such landscaping should be primarily tall shade trees to increase the amount of greenery and shade while not obstructing storefronts and low level signage.
- Review signage, at the time of development review, to reduce visual clutter and to improve pedestrian and vehicular sight distance.
- Require adequate sidewalks with landscaping and amenities within commercial areas to improve pedestrian connections to off-site destinations when development or redevelopment occurs.
- Provide bus stops with bus shelters and trash receptacles within the commercial centers to provide for pedestrian comfort and to encourage ridership.
- Provide street trees and adequate sidewalks on all public streets within commercial centers when street improvements, development, or redevelopment occurs.

WHITE OAK COMMERCIAL CENTER

FIGURE 15



- | | |
|---|---|
|  Major Highway - US 29 |  Pedestrian Improvements |
|  New Hampshire Ave. |  Streetscape - Sidewalks & Street Trees |
|  Lockwood Drive
Old Columbia Pike |  Landscape Areas / Buffer Areas / Natural Areas |
|  Internal Private Streets |  Gateway Locations |
| |  Public Facilities |
| |  Commercial Center |

WHITE OAK COMMERCIAL CENTER

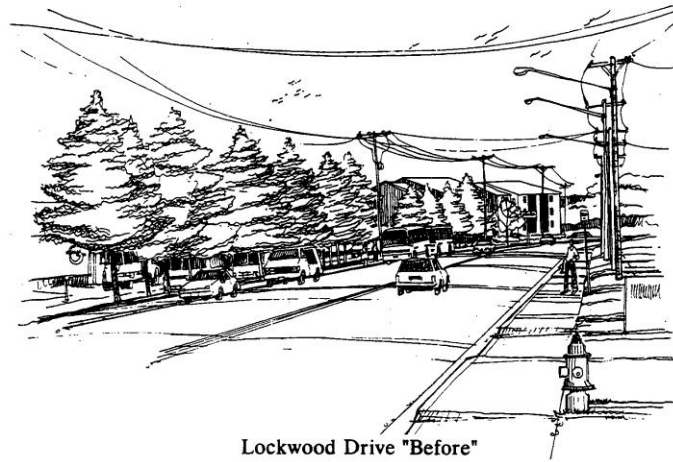
The White Oak Commercial Center is the largest center in the White Oak Master Plan area with approximately 48.4 acres and 954,917 square feet of development. (See Figure 15, page 27.) The center contains a mix of uses, including medical and professional offices, a health club, a Sears, Roebuck and Co. Department Store and Automotive Center, a variety of local retail stores, restaurants, and a grocery store.

RECOMMENDATIONS:

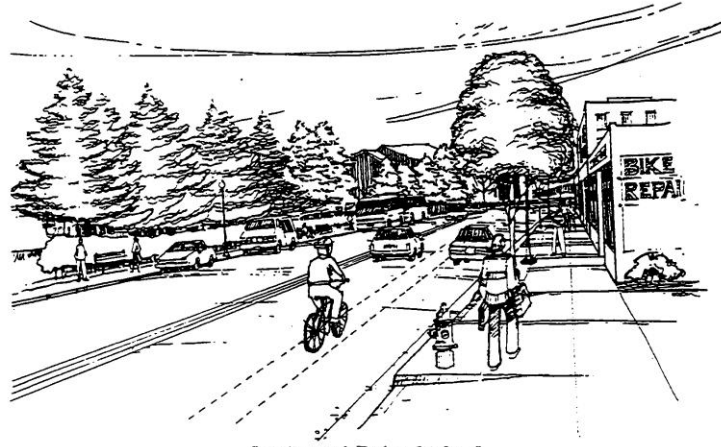
- Maintain the current boundary of commercial zoning.
- Encourage a "Main Street" form of development along the south side of Lockwood Drive across from the White Oak Shopping Center when redevelopment occurs. (See page 51.) A "Main Street" form of development is characterized by a mix of uses located in low-rise buildings oriented to the public sidewalk that creates a storefront shopping experience. Off-street parking is located in the rear or on the side of the property. (See Figure 16, page 29.)
- Recommend the consolidation of driveway access and encourage inter-connected parking lot facilities along the south side of Lockwood Drive when redevelopment occurs.
- Create a network of internal streets with sidewalks and defined parking areas within the White Oak Shopping Center when redevelopment or new development occurs to improve traffic circulation and pedestrian safety. (See Figure 15, page 27.)
- Investigate the feasibility of a transit center within the White Oak Shopping Center to increase transit service to this major commercial center and the surrounding residential neighborhoods. (See Transportation Chapter, page 40.)
- Study opportunities to expand existing medians to accommodate street trees and to increase pedestrian refuge areas.

LOCKWOOD DRIVE PERSPECTIVE

FIGURE 16



Lockwood Drive "Before"

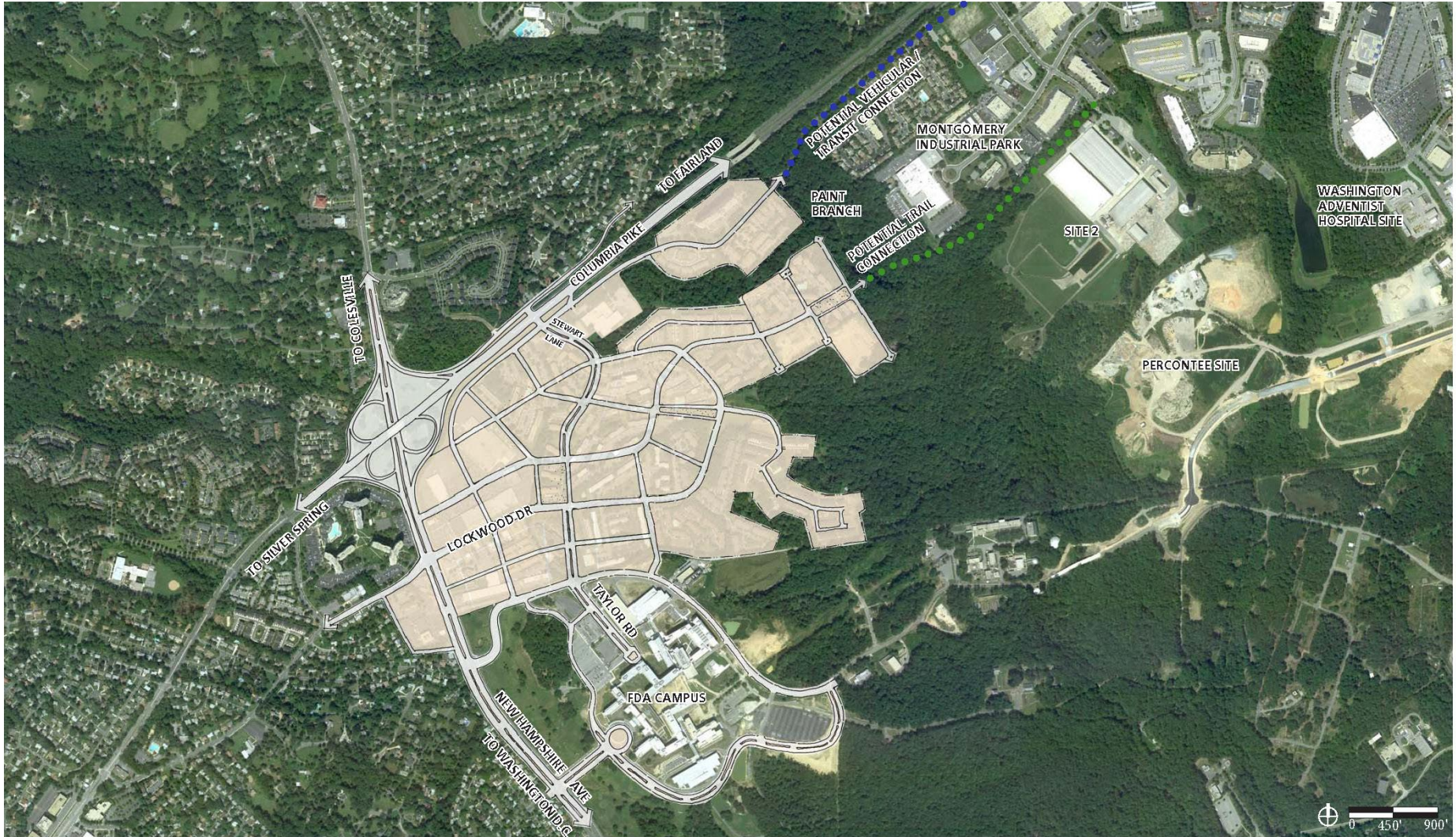


Lockwood Drive "After"



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Site Conditions: Aerial



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 TORTI GALLAS AND PARTNERS

DRAFT

Conceptual Framework Diagram
 EAST COUNTY SCIENCE CENTER MASTER PLAN
 RT. 29/NEW HAMPSHIRE AVENUE NODE CONCEPT PLAN