

Seneca Meadows

Seneca Meadows has an industrial park in its southern end and a mixed-use employment area planned for the north end. The district benefits from extensive I-270 visibility, stream valley open space, and a future transit station.

Block 1

Locate signature office, technology, and medical development adjacent to I-270 and design two front facades to take advantage of I-270 views. Garages should not front Seneca Meadows Parkway and should be screened from I-270. Preserve existing open spaces and stream valley areas.

Block 2

Locate any proposed residential development between Seneca Meadows Parkway and Observation Drive. Locate mixed-use commercial and hotel uses along Seneca Meadows Parkway and near the transitway. Locate parking in middle of block.

Block 3

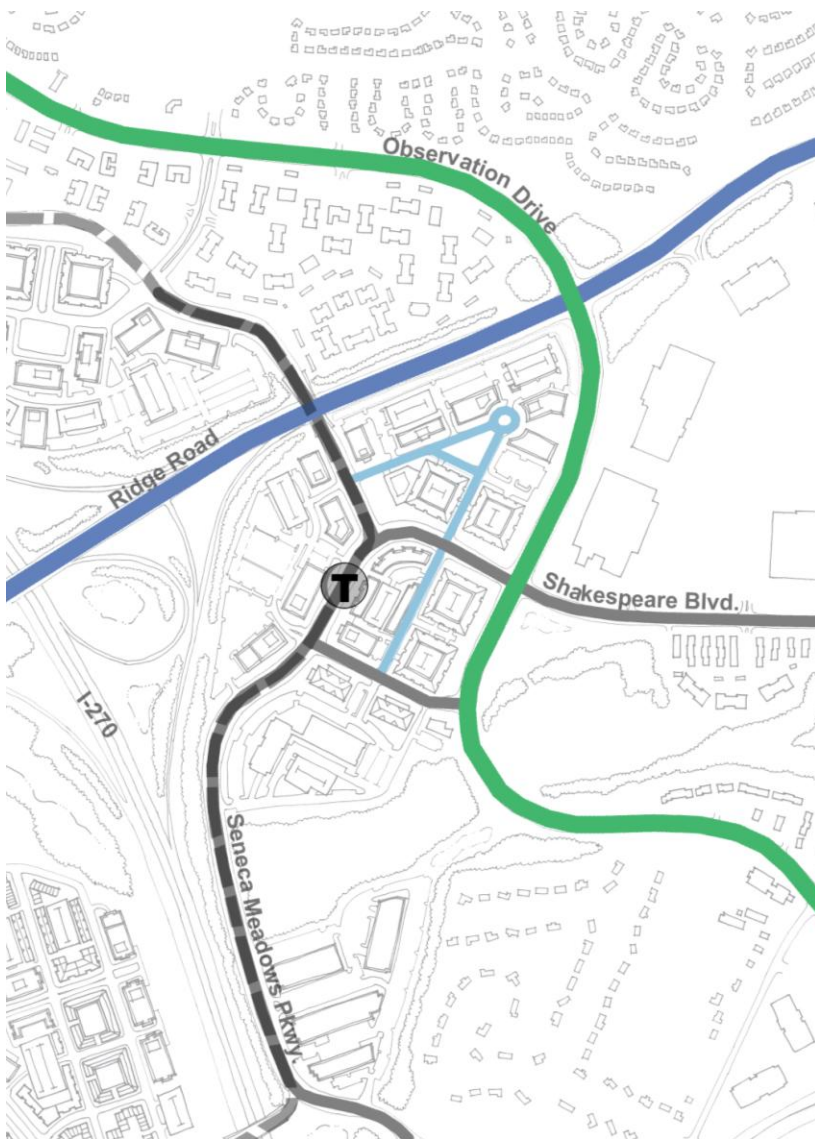
Locate office, technology, and medical development adjacent to Father Hurley Boulevard. Residential development, if proposed, should be oriented toward Seneca Meadows Parkway. Screen views of garage structures from Father Hurley Boulevard. If a recreation center is developed, locate near residential uses. If a large, single-use retail project is proposed; it must achieve a street-oriented pattern and be integrated into a mixed-use development.

Block 4

Locate office, technology, and medical development adjacent to I-270. Screen views of garage structures from I-270.



Seneca Meadows should have an urban character created by interconnected streets and open spaces.



Streets

Seneca Meadows Parkway is the district's main street connecting to Observation Road. New development should be oriented toward Seneca Meadows Parkway and a network of new local streets must be provided to ensure good circulation within the district.

The transitway will cross over I-270 into the median of Seneca Meadows Parkway with a station near the intersection of B-25, a new street bridging Ridge Road. Safe and convenient pedestrian access to the transit station must be achieved with the alignment of the new local street network.

Streets

- Boulevards
Father Hurley Boulevard
- Main Streets
Seneca Meadows Parkway
- Local Streets
New Streets in District
- Greenways
Observation Drive

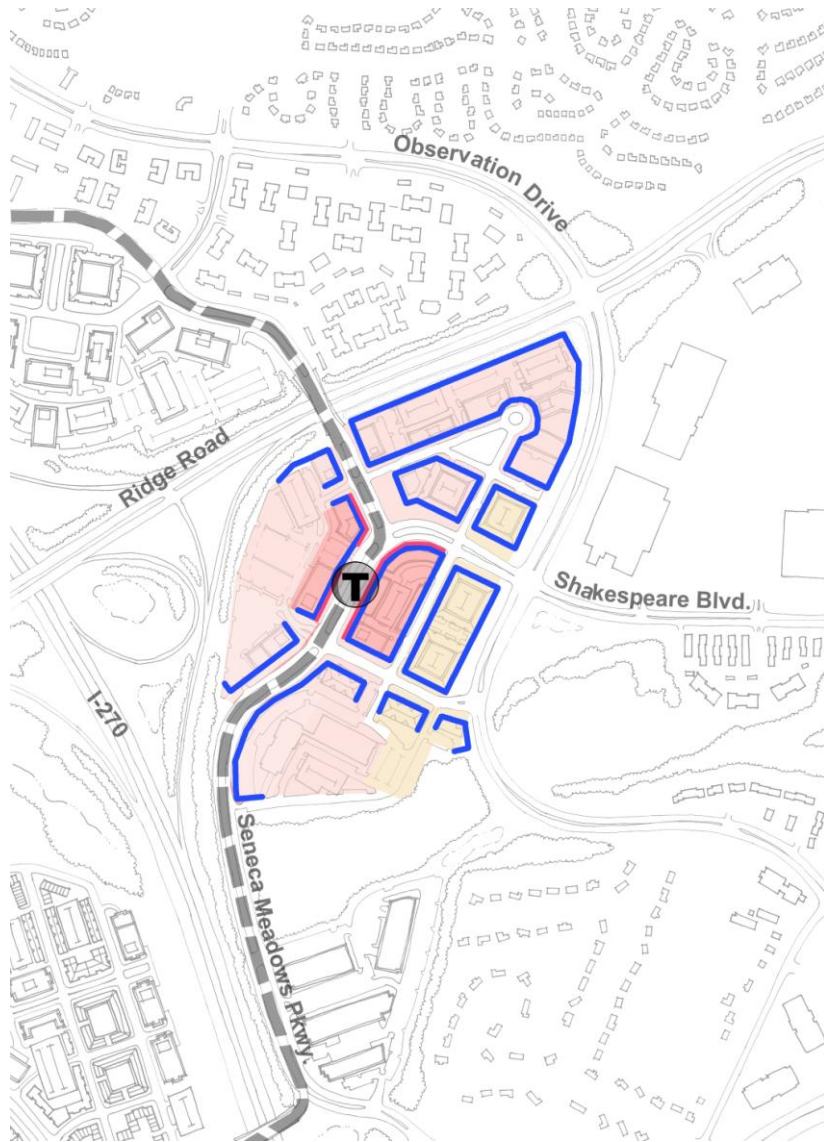
Open Spaces

The Sector Plan calls for urban open spaces, a half-acre neighborhood green, and pedestrian access to the extensive open spaces of the stream valley park. The I-270 frontage and the stream valley open spaces define the buildable areas within the district.

- Provide I-270 landscape treatment along the highway and screen parking structures.
- Improve the existing, private stream valley open spaces with natural, informal landscape using native species. Provide trails, seating areas, and environmental interpretation in the stream valley.
- Locate public use spaces, such as an urban plaza adjacent to the transit station and development along Seneca Meadows Parkway.
- Provide a privately developed half-acre neighborhood green within the most densely developed area.
- Provide a public civic green (approximately 2 acres) if a community recreation center is located in the district.
- Provide a transit plaza adjacent to the transit station.

Major Places	Neighborhood Places
 Transit Plaza	 Neighborhood Commons/ Open Spaces
Major Open Spaces	 Urban Plazas
 I-270 Landscape Open Space	Connections
 Stream Valley Open Space	 Greenway
 Existing Woodland	 Bicycle Beltway
	 Transit Sidewalk Loop





Building Lines

Buildings should front Seneca Meadows Parkway and all streets. Along I-270, design buildings with two front facades to take advantage of the significant I-270 views. Setback buildings 200 feet from I-270's existing right-of-way. Maintain existing building along I-270 if the right-of-way widens. Along other streets, buildings should be a minimum of 20 to 25 feet from curb.

Heights

The Sector Plan allows up to 143 feet (12 stories) at the transit station and up to 125 feet (10 stories) along I-270 to be determined by project plan approval. Building heights along Observation Drive should be four to five stories to ensure that the tallest buildings are located at the transit station creating a focus.

Retail

If developed with primarily office uses, allow a limited amount of retail uses to support commercial and any residential areas. Locate retail along Seneca Meadows Parkway adjacent to the transit station.

A major retail use may be allowed if the building is integrated with mixed uses achieving street orientation with mid-block parking and activating the street frontage with smaller retail shops.

Building Lines

 Building lines along streets

Building Heights

 143 FT (9 - 12 stories)

 100 FT (6 - 8 stories)

 60 FT (4 - 5 stories)

 40 FT (1 - 3 stories)

Retail

 Retail Locations

Montgomery College

The district is composed of Montgomery College, office and technology uses along I-270, and residential properties along MD 355. It should be redeveloped with an urban campus, signature development along I-270, and mixed-use development or medical uses in the southern end of the site accessed from Middlebrook Road. The district is distinguished by high-quality woodland located south of the campus and visibility from I-270.

Area 1

Development should take advantage of I-270 views providing signature office or technology buildings with parking structures screened from views. Existing woodland should be preserved.

Area 2

The Montgomery College campus should develop into an urban campus with a loop road and a main street created by new street-oriented buildings. The core campus on the hilltop should remain the campus' main open space. Surface parking may be provided but should be redeveloped into structures over time and placed in mid-block locations. Development should preserve as much as possible the existing 50-acre woodland.

Area 3

The southern end of the college property should be developed with mixed-use technology, office, housing, or medical uses such as a hospital. Develop the extension of Observation Drive as a main street with street-oriented development on both sides.

Area 4

Properties fronting MD 355 should continue the existing building line, orient toward MD 355 with service streets, and connect to the existing local street system. Streetscape improvements along MD 355 are required.

Area 5

Expansion of existing technology office buildings along I-270 should take advantage of I-270 views, develop signature buildings and provide parking in structures screened from views.



Urban Design Concept

- Mixed Use Commercial
- Primarily Office Commercial
- Hotel Uses
- Multi Family Residential
- Single Family Attached Residential
- Parking Structures
- Existing Structures



Streets

Goldenrod Lane and Observation Drive Extended are the district’s main public streets. A network of new private streets will be needed to serve the campus. New public, local streets are required to serve private development within the Technology Park.

Observation Drive Extended will connect to Goldenrod Lane and continue south of the campus to Middlebrook Road with an alignment that preserves an extensive amount of the existing forest. The 80-foot right-of-way and an eight-foot pathway connect the college to residential and major shopping centers to the north. The alignment should minimize grading of the woodland area.

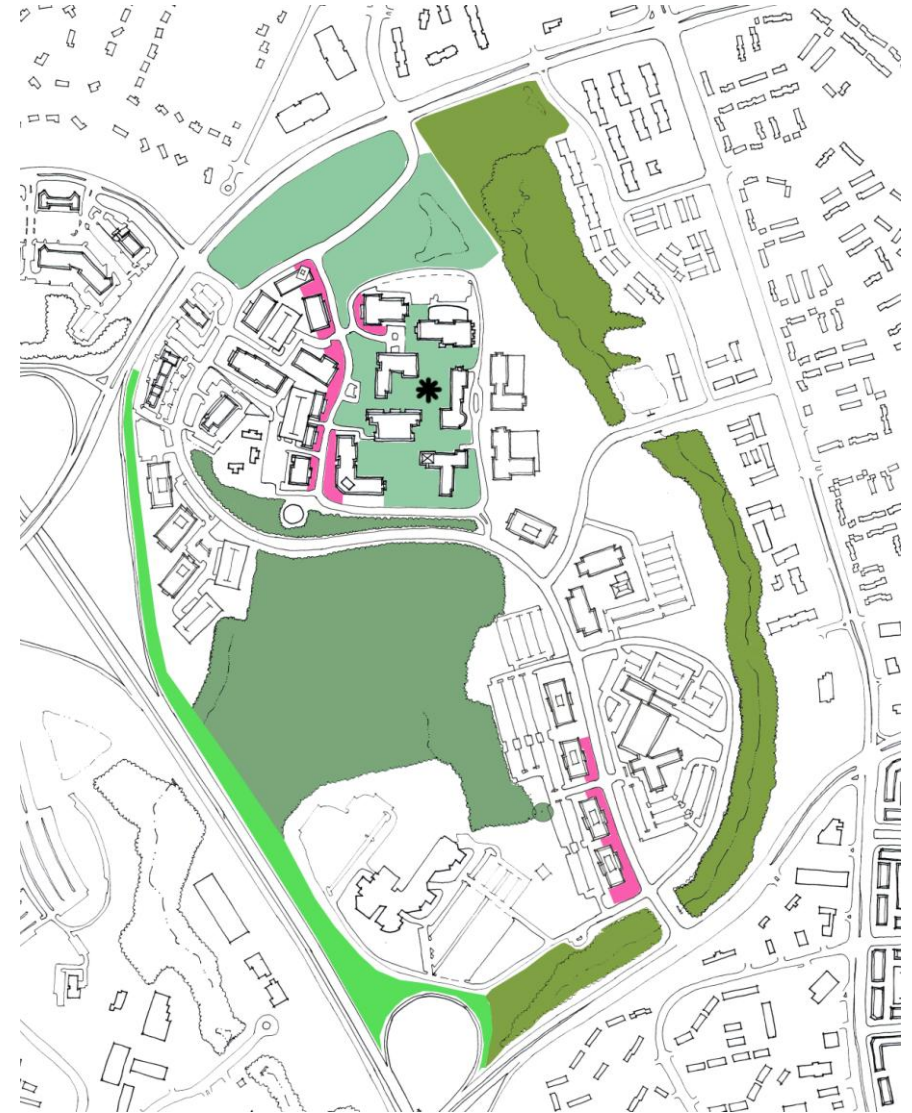
Streets

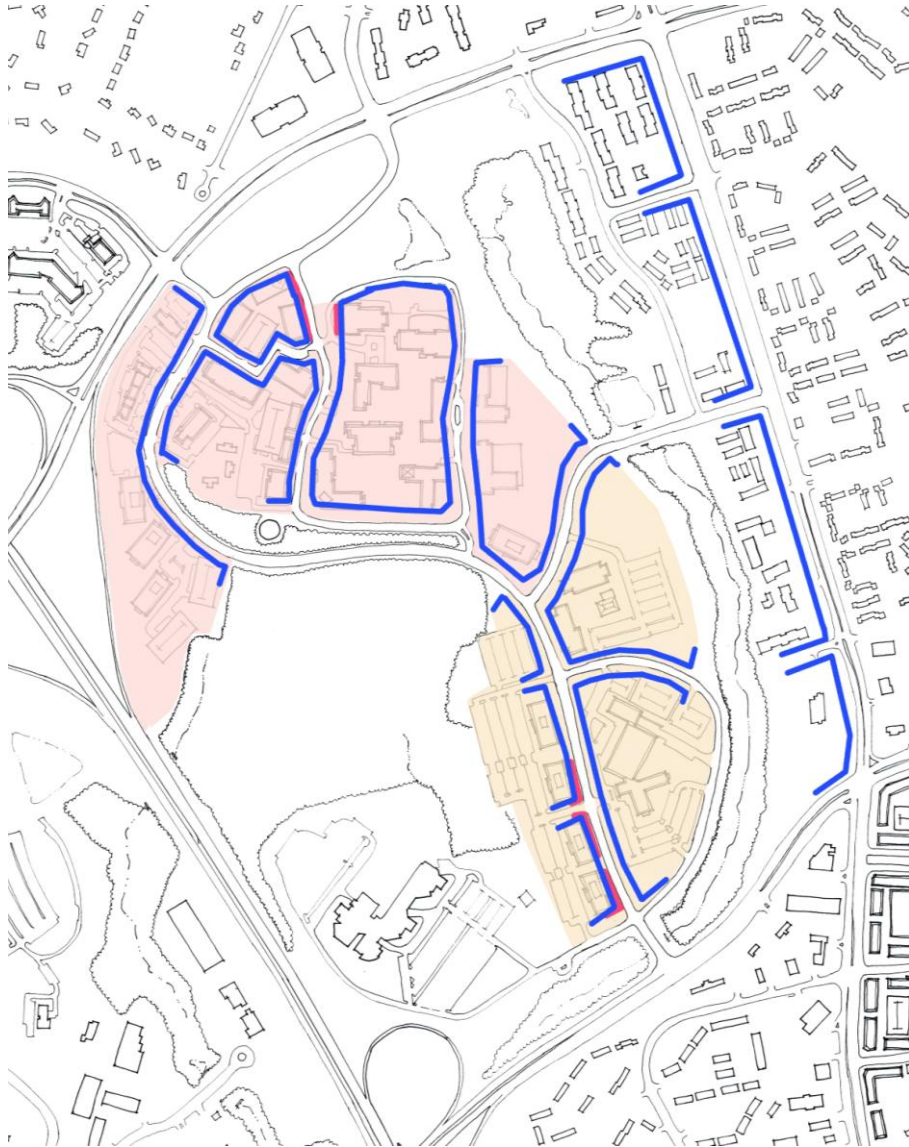
- Boulevards**
 Germantown Road MD 118
 Frederick Road MD 355
- Main Streets**
 Goldenrod Lane
- Local Streets**
 New Streets and Campus Loop
- Greenways**
 Observation Drive

Open Spaces

The students and technology workers will enjoy a variety of natural, preserved woodland areas and urban open space within the campus. The open space system will help distinguish the college and give students a communal setting for social life. The Sector Plan requires preservation of existing I-270 open space frontage, the central woodland and the stream valley open spaces.

- Provide the I-270 landscape treatment along the highway and screen parking structures.
- Improve the existing, Gunner's Branch Stream Valley open spaces with natural, informal landscape using native species.
- Locate public spaces within the college along the main street and the Student Service Center and near major buildings within private development area.
- Provide a privately developed neighborhood green for public use within the residential area.
- Preserve the existing woodland on public land and develop trails, seating areas, and interpretive areas for educational benefit.





Building Lines

Buildings should front all streets to create a walkable, pedestrian environment. Within the campus, buildings also should be oriented toward streets. Parking should be located behind buildings and, over time, developed into garages. Along I-270, design buildings with two front facades to take advantage of I-270 views. Set buildings back 200 feet from I-270's existing right-of-way and 100 feet from ramps. Maintain the existing required building setbacks if I-270's right-of-way widens.

Heights

Building heights along I-270 should be 100 feet (eight stories). Within the college, multi-story buildings should create a compact campus. Private office, technology, or medical buildings should be a minimum of three stories, where feasible. Building heights adjacent to the existing residential community should transition down in height to match existing residential buildings.

Retail

- Allow a limited amount of retail uses to support commercial and potential residential areas. Locate near housing and mixed-use development.
- Retail within the campus should be clustered near the Student Service Center.

Building Lines

■ Building lines along streets

Building Heights

■ 100 FT (6 - 8 stories)

■ 60 FT (4 - 5 stories)

Retail

■ Retail Locations

Fox Chapel

The Sector Plan calls for the district's existing commercial center to be redeveloped into a mixed-used, retail center that includes housing. Properties on the east side of MD 355 are encouraged to assemble to achieve an integrated pattern of mixed-use commercial, and housing development. Commercial properties on west side of MD 355 are not expected to redevelop due to fragmented property ownership. The street network is subject to change if a future study, called for in the Sector Plan, produces an urban street network for the intersection of MD 355 and Middlebrook Road.

Area 1

Existing commercial development, if redeveloped, should achieve street oriented development following the guidance in the Area Wide Design Guidelines.

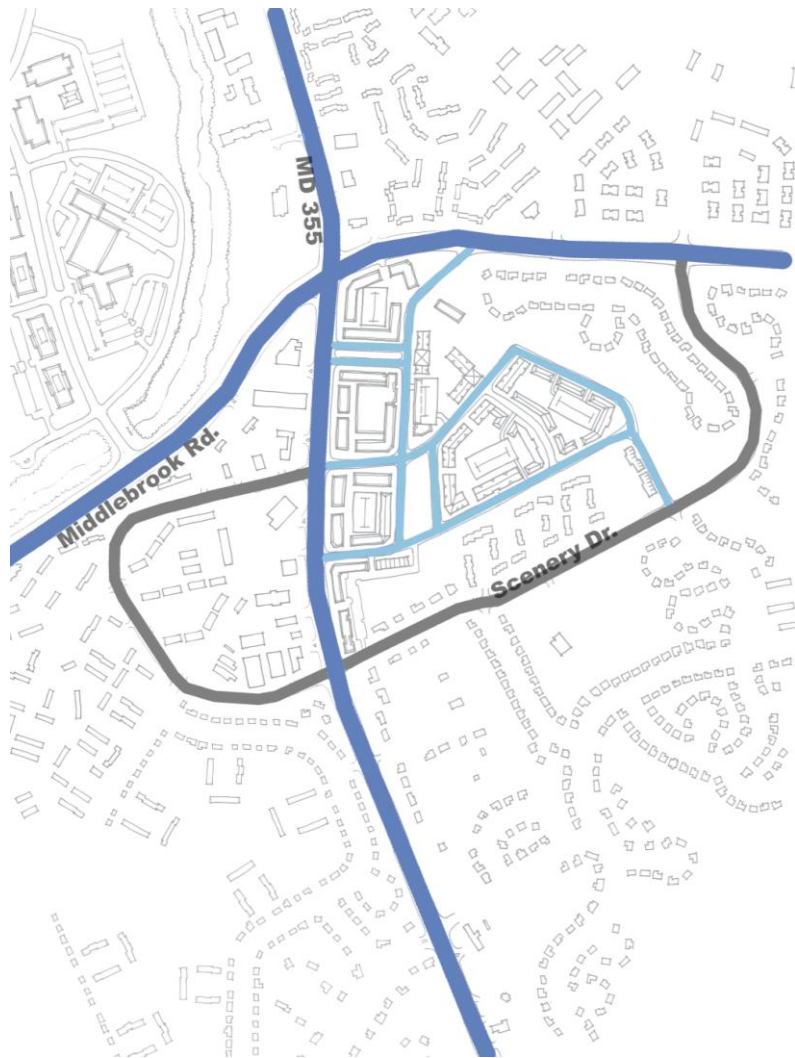
Area 2

East side properties should be encouraged to assemble and create a mixed-use center with retail, office, and housing, a set of interconnected streets creating development blocks and open spaces. If assemblage does not occur, individual properties should redevelop with street-oriented buildings along MD 355 following the guidance in the Area Wide Urban Design Guidelines.

Area 3

If redeveloped, the existing commercial and residential uses along MD 355 should be street-oriented with parking behind buildings.





Streets

The Sector Plan calls for MD 355 to be developed as a boulevard with median trees and a double row of street trees . Scenery Drive should develop a Main Street character and all other streets should be treated as Local Streets with permanent parking, street trees and sidewalks.

If east side properties are assembled, a local street paralleling MD 355 should be provided. If no assemblage occurs, an interconnected street and driveway system should be encouraged. Blunt Road is recommended as a Local Street in either scenario.

Streets

- Boulevards**
 Frederick Road MD 355
 Middlebrook Road
- Main Streets**
 Scenery Drive
- Local Streets**
 New Streets on Eastside

Open Spaces

The Sector Plan requires a variety of urban open spaces and a neighborhood green to serve the mixed-use and new residential development. The following guidelines apply to all development.

- Provide a neighborhood green on the east side defined by streets or buildings within new residential development.
- Locate public use spaces designed as urban plazas and a neighborhood green within mixed-use commercial and housing development.
- Provide seating areas and shelters for all bus stops to encourage transit use.
- Achieve adequate sidewalk connections to all destinations and transit stops within the district.
- For the mobile home property, preserve a minimum of 50 feet of woodland edge along the eastern property line with the existing R-200 zoned neighborhood.

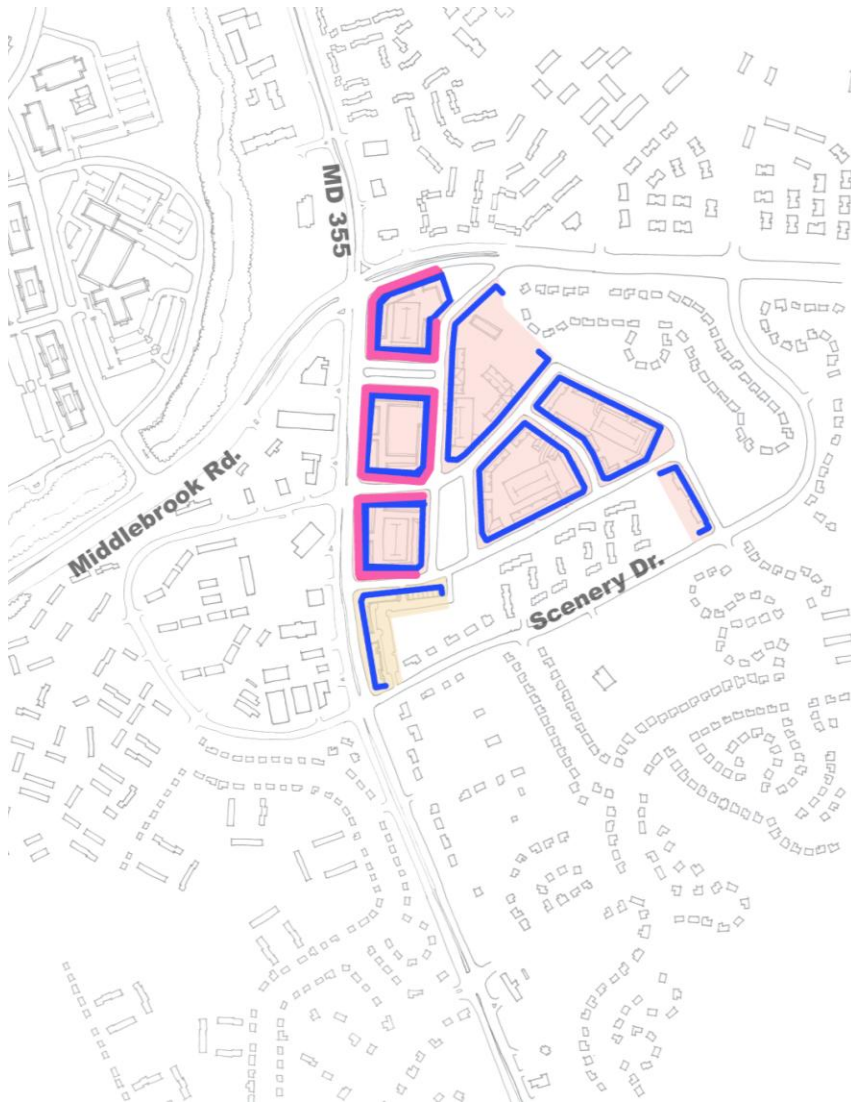
Major Open Spaces

- Stream Valley Open Space
- Existing Woodland

Neighborhood Places

- Neighborhood Commons/ Open Spaces
- Urban Plazas





Building Lines

Buildings should front all streets to create a pedestrian environment. Along MD 355, buildings should include activating uses.

Heights

Building heights should be predominately 40 to 60 feet (three to five stories). Taller buildings, up to six floors to achieve residential density, will be allowed. Building heights adjacent to the existing residential community should be 50 to 60 feet (four - five stories) or less to transition down adjacent to residential buildings.

Retail

Retail development should achieve an urban form with parking in the rear or side of buildings. Encourage mixed-use commercial buildings with retail on the ground floor. Integrate retail in the ground floor of parking structures if parking structures are proposed along the street.

Building Lines

■ Building lines along streets

Building Heights

■ 60 FT (4- 5 stories)

■ 50 FT (4 stories)

Retail

■ Retail Locations

I-270 Landscape Concept

The character of the I-270 landscape creates a setting for signature office and technology development. A unified, attractive character supports economic development, provides an attractive view for motorists, will give identity and regional character to the corridor. The landscape concept applies to the I-270 right-of-way and adjacent, privately owned open space along the highway.

The landscape character should be pastoral and natural with native woodland and meadows. A unified treatment will give identity and regional character to the corridor. Planting designs should:

- Create or maintain views of signature office or technology buildings along the corridor.
- Preserve existing woodland and increase woodland along the edges and within the interchanges.
- Create meadows using natural grasses and flowers.
- Use native species or compatible plant material.
- Eliminate invasive species.
- Develop stormwater management facilities as part of the pastoral landscape with native plantings and natural (non-engineered) grading.

The I-270 landscape will be improved over time by adjacent development and by the State of Maryland's capital improvement projects.



Draft Resolution

As called for by the *Germantown Employment Area Sector Plan* and by the standards in mixed-use zones, the Montgomery County Planning Board of the National-Capital Park and Planning Commission has reviewed, made recommendations, and formally adopts the *Germantown Design Guidelines* as a guide for future development and capital improvement projects.

The Design Guidelines are intended to create in Germantown an urban form of compact development that promotes walking, transit use, and social interaction.

The Design Guidelines provide street design guidance to promote safety, pedestrian and bicycle use, and distinctive streetscape character. A detailed Streetscape Plan will be developed and adopted as a part of the *Germantown Design Guidelines*.

The Design Guidelines provide open space guidelines to achieve safe, accessible, public-oriented, and attractive open space accommodating a range of users.

The Design Guidelines provide urban form and building guidelines to achieve street-oriented development, compact centers, and compatible transitions with adjacent residential communities.

The Design Guidelines apply to all properties within the *Germantown Employment Area Sector Plan*.

The Design Guidelines are a flexible guide to developers and property owners implementing the *Germantown Employment Area Sector Plan*, and to community groups, the Montgomery County Planning Board, and staff reviewing development proposals.

The Design Guidelines will be updated every six years to ensure that design guidance is current and reflects innovations and new technologies.

NOW, THEREFORE, BE IT RESOLVED, that the Montgomery County Planning Board does hereby adopt said *Germantown Urban Design Guidelines*.