**LSC LOOP TRAIL**

**IMPLEMENTATION STRATEGY OUTLINE**

**1. MANAGEMENT, MAINTENANCE, OPERATIONS AND FUNDING**

* *How and by whom will the Loop Trail design, construction and operations be managed?*
* *What is the strategy for funding the Loop Trail? What is the range of funding opportunities?*
* *How, and by whom, will the trail be maintained and operated? Where will maintenance funds come from?*

**A. Management Entity Options:** What are the advantages and limitations of each?

* Non-profit (i.e., Indianapolis Cultural Trail, Atlanta BeltLine)
* Business Improvement District / Benefit Assessment District / Special Assessment District
* County agency (i.e., Department of Parks, MCDOT)
* Public-private partnership

**B. Funding Opportunities:** What are the potential strengths of each; can all or a combination be used?

* County CIP
* Developer contributions
* Owner contributions
* Grant funding

**2. TASKS REMAINING**

* *What additional studies and design tasks are needed to implement the trail?*
* *How should the trail design and construction be coordinated with future development / capital projects and with the surrounding communities?*
* *How will additional land be made available as needed?*

**A. Additional Studies and Design**

* Facility Planning
  + Additional study required:
    - * Easements (public utilities, transit, open space, stormwater management)
      * Utilities (underground and above-ground)
      * Stormwater management
      * Belward-to-Decoverly connection
* Final design and construction documents
* Future trail spurs and connections

**B. Coordination**

* CCT / MTA
* Department of General Services: PSTA property
* MCDOT / SHA
* Property owners along trail route
* Surrounding community:
  + Residents of Montgomery County, Rockville and Gaithersburg
  + Universities at Shady Grove
* Bicycle Plan update

**C. Land Acquisition**

* Trail
* Amenity areas on private property
* Retaining walls / grading
* Stormwater management

**3. DESIGN AND BRANDING**

* *How should the design elements and options be coordinated to ensure a distinctive design character and overall design consistency?*
* *What is the image and brand identity of the trail, and how does it relate to the LSC-wide image and branding?*
* *How can the collective identity of the Loop Trail and the LSC be coordinated with the needs/design expression of individual property owners?*

**A. Design Coordination and Consistency**

* Design materials
* Lighting / furnishings
* Signage
* Public art

**B. Brand, Image and Sponsorship**

* Branding strategy and brand identity (LSC-wide and trail-specific)
* Marketing: collective and individual properties
* Sponsorship opportunities (i.e., signage, art)

**4. PHASING AND PRIORITIZATION**

* *Should a pilot/demonstration project be constructed before the rest of the trail is implemented? If so, where?*
* *Should the Loop Trail be built all at once, or in segments or phases?*
* *What criteria should guide the phasing of the trail?*
* *Which segments of the trail should be prioritized?*

**A. Potential Pilot / Demonstration Project**

* Medical Center Drive / National Cancer Institute: potential candidate segment

**B. Phasing Criteria**

* Timing of new development and construction (CCT, PSTA, other new development)
* Importance of segment as a connector
* Visibility of segment
* Infrastructure requirements (Belward-Decoverly roadway connection, stormwater management and culvert upgrades, utilities, etc.)