

GSSC IAC Meeting, Dec. 8, 2015



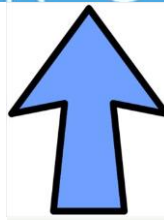
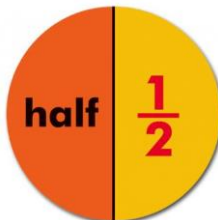
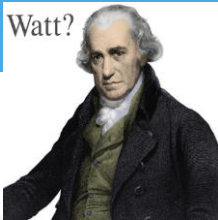
MONTGOMERY COUNTY LIFE SCIENCES CENTER

LOOP TRAIL

DESIGN GUIDELINES

DRAFT 07/10/15

Watt?



Outreach and Coordination Meetings

- Oct. 14: MCDOT Master Plan Review Committee
- Oct. 26: City of Gaithersburg
- Nov. 2 : Presentation to County Executive Staff
- Nov. 16: Presentation to MC Office of Management and Budget
- Dec. 8 : GSSC IAC update
- Dec. 15: Joint Community Meeting, LSC Bicycle Master Plan and LSC Loop
- Jan. 2016 (date TBD): Presentation to Upcounty Citizens Advisory Board
- Jan. 28: Montgomery County Planning Board Hearing



Communications Plan (M-NCPPC)

Life Sciences Center Loop Trail – DRAFT Communication Plan 11.5.15

Project Title: Life Sciences Center Loop Trail

Lead Planner: Steve Findley

Communications Team: Bridget Schwiesow, Deborah Dietsch, Chris Peifer

Background:

The 2010 Great Seneca Science Corridor Master Plan includes staging restrictions that require specific goals to be met before development of the plan can advance to the second phase. Projects that increase multi-modal transportation options are critical to moving forward.

The Life Sciences Center (LSC) Loop Trail is recommended in the GSSC Master Plan as one of the steps for achieving the plan goals. This 3.5-mile cycling and walking path will knit together five districts within the Life Sciences Center area near Gaithersburg and will connect to the County's proposed bus rapid transit network (known as the Corridor Cities Transitway). The Trail Loop will help achieve the 18 percent non-auto drive share required of the plan.

A \$60,000 grant from the Metropolitan Washington Council of Governments enabled the Planning Department to hire a consultant, Alexandria, Virginia-based Rhodeside and Harwell, to develop design guidelines for the LSC Loop Trail. Inspiration came from the Indianapolis Cultural Trail with its creative mix of landscaping, signage and public art, and private funding of construction.

Next steps in the LSC Loop Trail project include presentations of the recently completed trail design guidelines to the Planning Board, Upcounty Services Center and community groups. Clear, well crafted messaging is needed to convey the scope, goal and benefits of the trail to win public support and potential funding from the County, developers and private sources.

Messages:

- The LSC Loop Trail is unique to the County and region in its size, quality design, suburban location, shared uses and connections to public transit.

- The trail is a placemaking feature of the LSC and has the potential to spur investment and attract new businesses and residents to this part of the County.
- The LSC Loop Trail will advance the vision and recommendations of the Great Seneca Science Corridor Master Plan.
- The trail will incorporate amenities, including benches, landscaping and public art, and separate paths for cyclists and pedestrians.
- The LSC Loop Trail is a timely project that coincides with the launch of the Countywide Bicycle Master Plan and Corridor Cities Transitway design, which is nearly 30 percent complete.

Communication Plan Purpose:

The goal of this communication plan is to provide a roadmap for Planning Department staff and the public to understand the need for the Life Sciences Center Loop Trail and the potential of its design to become an exciting place within Montgomery County.

Life Sciences Center Loop Trail - General Schedule:

- Meeting #1: November 2015 – Kick-off Meeting
 - Objectives of Communication Plan Discussed
 - Deliverables Discussed
- Meeting #2: November 2015 – Discuss and Present One-sheeter, other communication products
- December 2015 – Writing, Graphic Design and Publicity
- December 2015 – Drafts for Director and staff review
- December 2015 – Approval by Director and staff

Communication Plan Process Timeline:

Webpage launch – December 2015

Social media launch – December 2015

Video - MONTH

Press releases, postcards, posters – December 2015



Press Release

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Planning spotlight

Subdivision Staging Policy

Get up to speed on the update to the Subdivision Staging Policy (formerly the Growth Policy). [Get involved](#) and give your feedback on the future of growth and infrastructure in the County!

Celebrate Design: Presenting the 2015 Design Excellence Award Winners



Learn more about the [First Annual Design Excellence Award and Citation Winners](#) and the [DesignX Awards](#).

Office Market Assessment

The Planning Department recently released an in-depth analysis of our changing office market. [Learn more](#) about the Office Market Assessment Study.

Rental Housing Study

The Planning Department's Research and Spatial

Latest news

- [Planning Board Will Hold Work Session for the Bethesda Downtown Sector Plan on Tuesday, December 15](#) 12/7/2015
- [ULI Washington Panel Recommends Strategies to Revitalize Rock Spring and White Flint 2 Office Parks at December 2 Workshop](#) 12/3/2015
- [Planning Board Supports White Flint Separated Bike Lane Network and Department Reopens Cycling Concerns Feedback Map for Public Comments](#) 12/3/2015
- [December 14 Community Meeting on Rock Spring Master Plan Will Focus on Future Development in the Area](#) 12/1/2015
- [December 9 Community Meeting for White Flint 2 Sector Plan Will Focus on Parks and Open Spaces in Area](#) 12/1/2015
- [Community Invited to Attend the December 15 Meeting Focused on Bicycle and Pedestrian Planning Projects in the Life Sciences Center Area](#) 12/1/2015



Press Release

← → ↺ montgomeryplanningboard.org/blog-news/2015/12/01/community-invited-to-attend-the-december-15-meeting-focused-on-bicycle-and-pedestrian-planning-projects-in-the-life-sciences-center-area/

TAGS

bicycle master plan, bike plan, David Anspacher, december 15, Johns Hopkins Montgomery County Campus, Life Sciences Center Bicycle Network Proposal, LSC Loop Trail, MCBikePlan, Steve Findley

Community Invited to Attend the December 15 Meeting Focused on Bicycle and Pedestrian Planning Projects in the Life Sciences Center Area

by Bridget Schwiesow on December 1st, 2015



Planners will trace the progress of the Bicycle Master Plan in the Life Sciences Center and the draft design guidelines for the Life Sciences Center Loop Trail

SILVER SPRING, MD – The Montgomery County Planning Department, part of [The Maryland-National Capital Park and Planning Commission](#), is hosting a community meeting on Tuesday, December 15, 2015 from 7 to 9 p.m. at the Academic and Research Building (9601 Medical Center Drive, Rockville, MD, Room 106-110) on the [Johns Hopkins Montgomery County Campus](#) to update the community on bicycle and pedestrian planning activities in the Life Sciences Center area.

This community event will focus on efforts to create new transportation and recreational networks for people who walk and bike. The Draft Life Sciences Center Bicycle Network Proposal aims to create separated bike lanes and provide long-term bicycle parking stations in the Life Sciences Center District of the Greater Seneca Science Corridor. Separated bike lanes (or cycle tracks) create a low-stress environment for cyclists that can make bicycling a mainstream transportation option because they provide physical separation from both traffic and pedestrians.

A complementary project, called the [Life Sciences Center Loop Trail](#), will provide an off-road shared use path for walking and bicycling to connect destinations within the Life Sciences Center area. At the meeting, the design guidelines for the Loop Trail will be introduced. These guidelines will assist developers who are required to implement the trail along the frontage of their buildings. RSVPs to attend the session are encouraged, but not required.

RSVP for the December 15 Community Meeting.

Review the [Draft Life Sciences Center Bicycle Network Proposal](#).

Review the [Draft Life Sciences Center Loop Trail Design Guidelines](#).

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Life Sciences Center (LSC) Loop Trail

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View the [LSC Loop Trail Design Guidelines draft pop](#).

Staff Contact

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- The Bicycle Master Plan
- Area 2 Planning Home
- Community Based Planning Home

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