Agenda

Welcome and Introductions

Presentations

i. Planning Staff | Clarifying Q & A
ii. WMATA | Clarifying Q & A
iii. WMATA Site Developer – Five Square | Clarifying Q & A
iv. The Music Center at Strathmore Presentation | Clarifying Q & A

Planning Staff - Next Steps

Comments Period
Comprehensive Master Plans

• Large-scale, community wide (1992 North Bethesda Garrett Park Master Plan)
• 2 – 4 year process for plan completion

Minor Master Plans

• May be initiated by the County Council, Planning Department, property owners, or community groups through an application process to the Planning Department
• Smaller, consolidated areas in need of a shorter-term reassessment due to changing conditions or opportunities
• Process between 1-1.5 years for amendment completion
Case for Minor Master Plan

- WMATA generated a joint development agreement for a surface parking lot located south of the existing Metro parking garage at the Grosvenor-Strathmore Metro Station.
- It has been more than two decades since the North Bethesda/Garrett Master plan was approved.
- Montgomery County is experiencing significant change with the region’s population choosing growth in areas offering various modes of transportation, more walkable and bikeable communities, and a greater sense of place embracing The Music Center at Strathmore as the cultural center.
### Timeline

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History of Planning and Development

1951

Garrett Park Elementary

I-270
History of Planning and Development

1970

I-270

Parkside

Academy of the Holy Cross

Stoneybrook

Avalon Grosvenor Tower

Grosvenor Place

Residential Community

Grosvenor House

1988
History of Planning and Development

The Music Center at Strathmore

Strathmore Park at Grosvenor
History of Planning and Development

- I-270
- Avalon Grosvenor
- Parking Structure
History of Planning and Development
Minor Master Plan Area

1992 Master Plan
& 1993 General Plan
The Urban Ring Tomorrow:
• Accommodating selective additional development and redevelopment in a sensitive manner
• Emphasizing development, including housing, in appropriate transit station areas;
• Expanding transportation options, while accommodating pedestrian needs;
• Preserving existing neighborhoods;
• Maintaining and enhancing public facilities;
• Enhancing park and recreation linkages; and
• Protecting environmentally sensitive areas.

Since growth will include both infill and redevelopment, the Refinement stresses the special need for compatibility with existing communities.

The Refinement emphasizes the continued desirability of development and redevelopment in the Metrorail station areas and generally encourages mixed uses in these areas.

Transportation issues are particularly important in the densely developed Urban Ring. Pedestrian-scale development is encouraged, with emphasis on urban design features and traffic management to create an inviting, safe, and pleasing atmosphere.

(Pages 24-25)
Recommendations

Two-fold: to provide additional housing in the Planning Area and to expand potential Metro ridership.

Area 1 | 45 acres

WMATA/Grosvenor: Retaining the existing R-60 zoning as a base zone with PD-25 as a floating zone. The total number of residential units to be developed under the PD-25 Zone should be limited to a maximum of 1,403 units including MPDU’s.

Measures should be taken to protect all residential communities in this area, both existing, and new, from commuter parking overflow.

The maximum number of trees and understory should be preserved,…

A transitway connection is recommended from the Metro station to Montgomery Mall via Rock Spring Park.

The plan supports WMATA’s vote for a day care facility at the station.
Recommendations

Area 2 | 30 acres

Strathmore Hall, former Corby Mansion, and American Speech: The Plan recommends that the existing base zone of R-60 be confirmed for the entire area.

The Strathmore Hall property, and any portion of the American Speech, Language and Hearing Association acquired by Strathmore Hall, be appropriate for the Planned Cultural Zone (PCC).
Recommendations

Area 9 | 69 acres

Parkside Condominium Apartments:
No zoning or land use changes are proposed for this area.
Recommendations

Area 8 | 16 acres

Stoneybrook: No zoning or land use changes are proposed for this area.
Recommendations

Page 132

Description:
- The existing residential towers will continue to function as landmarks and, together with the proposed high-rise residences east of the Pike, will form a gateway to North Bethesda.

Paths:
- Introduce the Grosvenor Transitway, connecting Metro to Rock Spring Park and Montgomery Mall.
- If possible, develop a single station for both Metro and the transitway.
- Improve pedestrian and bicycle connections between Metro and the nearby communities.

Nodes:
- Develop Grosvenor as an air-rights, joint development housing site south and east of Metro.
- Include convenience retail and services in the shared Metro-Transitway station, to serve existing and new resident and commuters.
- Provide open space within the new development, preserved existing tree stands to the maximum possible extent.
Recommendations

Page 132-135

Districts:
- Continue the residential character of the Grosvenor district.
- Preserve the open space at Strathmore Hall and Georgetown Prep School.

Edges:
- Step development intensity down at the east and south edges of the future housing site for compatibility with existing neighborhoods.
- Design pedestrian routes from the existing tunnel under the Pike, through the new development to the Metro stop, to overcome the barrier to pedestrians caused by Pike traffic.

Landmarks:
- Protect and enhance the distinctive greenspace character of Georgetown Prep and Strathmore Hall... by providing for a cultural center at Strathmore Hall that would retain the green space along the Pike.
- Reinforce the gateway and landmark functions of the towers flanking the Pike.
1992 Master Plan Area
Minor Master Plan Area

Today
Minor Mater Plan | Land Use
Minor Mater Plan | Zoning
Minor Master Plan Framework
Existing Conditions
Existing Conditions
Existing Conditions
Existing Conditions
Existing Conditions
Existing Conditions
Existing Conditions
Existing Conditions
Existing Conditions
Minor Master Plan Focus

In addition to the existing conditions, we are also revisiting certain aspects of North Bethesda Garrett Park Sector plan while reflecting the goals and objectives of the General Plan with regards to the changing circumstances and issues of today and tomorrow:

Those aspects include:

- **Placemaking** (Community Identity/Character)
  Pedestrian-scaled, Performing Arts Identity, Education (indoor/outdoor), and Environment
- **Land Uses**
- **Transportation** (Connectivity) – Analyze carrying capacity on surrounding roads and traffic signals
  Alternative transportation tailored to embrace the return of a more pedestrian-oriented experience
- **Environment** - Explore connectivity to and from surrounding resources
- **Schools** – Work with MCPS to address capacity concerns
Transportation Analysis

- Intersections
- Traffic Signals
- Road Capacity
- Speeds

BRT is planned to connect the Grosvenor-Strathmore Metro Station to the Montgomery Mall and Rock Spring Park. A Local shuttle will begin operation on July 25th from the Grosvenor Metro Station to Rock Spring and Montgomery Mall.

A Bus link is being considered from Grosvenor-Strathmore Metro Station to Montgomery Mall and Rock Spring Park.

Bicycle and Pedestrian Priority Areas (BiPPA)

Ride On Transit #6 (Parkside – Westfield Montgomery Mall)

Grosvenor Lane connection to Beach Street
Existing/Proposed Bikeway Improvements
Environmental Analysis

• Existing Native Trees and Forest Conditions
• Watersheds, drainage, stream conditions, and impervious surfaces
• Recreation loops
• Linkages to Rock Creek Park and other surrounding resources and recreation amenities.
Next Steps

Outreach

• Community Meetings (3+)
• Charrette-type meeting with the community and the developer
• Focused meetings

Scope of Work

• Our first staff report, which includes:
  - Boundaries
  - Planning effort
  - Outreach strategies
  - Issues to be addressed
  - Overall schedule
Montgomery County Planning

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MCPS Director, 240-314-4700
Joel_A_Gallihue@mcpsmd.org

http://www.montgomeryplanning.org/community/grosvenor-strathmore/
Appendix
# Area Demographics

## DEMOGRAPHIC SNAPSHOT

**Grosvenor Minor Master Plan Amendment**

*Source: Montgomery County Planning Department analysis of 2014 5-year American Community Survey estimates, U.S. Census*

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<td>2,003</td>
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<td>Management, business, science, arts</td>
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<td>Renter-occupied</td>
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**2011 Median Household Income**

- Grosvenor MMPA: $112,917
- Montgomery County: $98,704

*Block Group 1, Census Tract 7012.4*
Montgomery County Public Schools Contact

Joel Gallihue, AICP
Director, 240-314-4700

Joel_A_Gallihue@mcpsmd.org

http://www.montgomeryplanning.org/community/grosvenor-strathmore/
Existing Conditions
Existing Conditions
Existing Conditions
Existing Conditions

6 Parkside – Grosvenor Metro Station – Montgomery Mall Transit Center

Legend:
- Bus route
- Carpool stops
- Express service
- Bus stop
- Metro station
- Metro line
- Rail line and station
- MARC station
- Subject to change

- Hospital
- Point of interest
- School
- Library
- Interstate highway
- Federal highway
- State highway

PARKSIDE

Westfield
Shoppingtown
Montgomery

(240) 777-RIDE
www.rideon.net

Grosvenor
Strathmore

Renewable
Natural
Resources
Foundation

M-NCPPC
## Enrollment Projections | High School & Middle Schools

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