Rock Spring Master Plan
Community Plan Meeting
December 14, 2015
Agenda

7:00 pm  Opening Remarks
7:10 pm  Review of ULI TAP on Office Vacancy
7:20 pm  Creating a Main Boulevard
7:45 pm  Break Out Sessions
8:30 pm  Wrap up and Review
Prior Meetings

September 1: Rock Spring Kick Off Meeting

September 17: Walter Johnson Schools Meeting

October 28: Future Developments
Changing Character

M A S T E R  P L A N
Future Development

Ourisman Ford Approved Plan

- Approved in 2009, located at the former Ourisman Car Dealership site
- Mixed-use development with 340 dwelling units (43 MPDUs, 12.5 percent)
- 54,000 square feet of retail and restaurant space
- The original developer is seeking to sell the site and it’s approved development to new developers.
On the Horizon

Since our last meeting the Planning Department has met with several property owners to discuss their plans for possible future development. These possible plans include:

**Westfield Montgomery Mall**
- Possible expansion of an anchor tenant and expansion of a parking garage

**Aubinoe Wildwood Medical Site**
- Received special exception approval in 2012 to construct a 5 story residential building
- Recently applied to amend approval to increase height and modify other binding elements

**Federal Reality - Wildwood Shopping Center**
- Proposing a minor addition at the end of the shopping center building
Staff Summary

Planning Department is updating the Countywide:
- **Subdivision Staging Policy** - SSP reviewed every four years; will be approved by the County Council in 2016.

Montgomery County Public Schools
- Interim Superintendent’s Recommended CIP for 2017-2022 now available
- Interim Superintendent Recommends formation of the *Walter Johnson Roundtable Discussion Group* to address near-term and long term facility issues (January 2016)
Montgomery County Government is forming:
- **Office Market Working Group** will explore options to help reduce office vacancies
- **Economic Development Corporation** is a new public-private entity focusing on strategic priorities to enhance the County’s economic growth and vitality

**Planning Department** is sponsoring efforts focused on office vacancies:
- Consultant Study to Explore Adaptive Reuse of Office Buildings (January – March 2016)
The Montgomery County Planning Department contacted the Urban Land Institute to conduct a Technical Assistance Panel (TAP) to help us reimagine the future of the Rock Spring and White Flint 2/Executive Boulevard office parks.

The Technical Assistance Panel was made up of 10 panelists who’s backgrounds ranged from developers, planners, public officials, financiers from the Washington D.C. area.
The ULI TAP workshop included:

- Site Visits, Roundtable discussions with property owner representatives, Presentations from staff

The ULI Panel focused on the following for their final presentation:

- Identity
- Connectivity
- Amenities
- Land Use
ULI TAP Presentation

Rock Spring - Identity

- Live Well
  - Build upon existing medical tenants and open space/park like environment
  - Create an anchor for wellness/central community uses
  - Lifestyle environment will be key to attracting tenants and residents
  - Mixed-use environment is favored by corporate tenants and residents alike
  - Enhance pedestrian-oriented environment
ULI TAP Presentation

Rock Spring - Identity

- Improve entry points: create gateway theme through artwork, signage, etc.
Rock Spring - Connectivity

- Transit technology tools to enhance rider knowledge
- Direct shuttle to the Metro with appropriate headways
- Mall/bridge connection (civic plaza – 11th Street Bridge, Wilson Bridge)
- Bikeshare stations
Rock Spring - Connectivity

- Pedestrian connectivity – break up superblock with mid-block crossings
- Pedestrian experience along the routes
Rock Spring - Amenity

- Infuse communal amenities into a central location on the site for activity (village center, community center, library,) instead of individual building amenities.

- Create mixed use ”Village Center” centrally located and walkable within the campus; include relocated library, arts facilities, etc.
Rock Spring – Land Use

- Flexibility of uses – change zoning to eliminate constraints and make it market responsive
- Explore creative approach to address school issue to include adding another school on Walter Johnson site, adaptive re-use of existing office building or building new school on site within Rock Spring Park
Major Points

The major points of the comments that we heard could be summarized into three major subject areas.

Transportation:
- Better connections and accessibility both inside and outside the boundary
- Walkability, Problems crossing Democracy Boulevard
- Access to transit

Recreation and Parks:
- Need for more parks and open space
- Walking trails and bicycle paths

Community Facilities:
- Community center/senior center
- More Schools
Issues Map

- Lack of walkability
- Lack of access to White Flint or Grosvenor Metro Stations
- Safety concerns crossing Old Georgetown Road
- Too much congestion at intersections
- Improve Access to the mall
- More schools
- Larger Library
- Safety issues crossing Democracy & Fernwood
- Better trails and walking paths
- More open space and recreation

Legend:
- Masterplan: Rock Spring Plan
- Water Areas
Creating a Spine
Placemaking

Streetscape Precedents | Rock Spring Drive & WJ High
Streetscape Precedents | Fernwood Road by Marriott
Placemaking

3 - Fernwood Rd. Bridge

Existing Streetscape | Fernwood Road @ Bridge
Placemaking

Pedestrian between the landscape and roadway

Pedestrian buffered by the landscape

Streetscape Conditions
Placemaking

Pedestrian crossing an auto-oriented intersection

Pedestrian crossing in a balanced intersection

Streetscape Conditions
Placemaking

1. Woodmont Avenue | 80-90’ width | 30 MPH

2. Bethesda Avenue | 70’+- width

3. Wisconsin Avenue | South of Bethesda | 90’ width | 35 MPH

4. Redland Boulevard | 70-80’ width | 30 MPH
Placemaking

Streetscape Comparison | Rock Spring Drive
Placemaking

Streetscape Comparison | Rock Spring Drive

Rock Spring Drive

Redland Boulevard
Placemaking

Gateway Precedents

Building Gateway

Interactive Art

Gateway Lighting

Gateway Art

Gateway Art

Gateway Art
Placemaking

Gateway Precedents | Parking Structures
Placemaking

Gateway Precedents | Bridge Ideas
Base Plan | Existing 5 & 10 minute walking distance
Break-Out Sessions

For the next 30 minutes the Rock Spring Team would like to hear from you!

There four break out tables with panel displays and maps with a facilitator from my department that will help guide the discussion and take notes. Each table will discuss:

• **Parks, Trails & Open Spaces** – What kind of open spaces would you to see in Rock Spring and where?

• **Transportation** – Where are transit features lacking? What transit features would you like to see?

• **Streetscapes and Placemaking** – How can we better activate spaces in Rock Spring?
Parks, Trails and Open Spaces

What kinds of things do you like to do outside?

Where do you currently spend time outside in the Rock Spring area?

What types of outdoor spaces do you think Rock Spring needs?
Welcome

Sign In

Streetscapes and Placemaking

What type of streets will invite more people and less cars?

What temporary programs can help activate the spaces after work?

What are Rock Spring’s destinations? Can Re-Imagined Rock Spring offer alternative means of transit to get to those destinations?
Break Out Sessions Reports
Next Steps

All of the comments, questions and concerns will be recorded on the project website (www.montgomeryplanning.org/rockspring) and summarized at our next community plan meeting.

Staff will use the comments that were made here tonight to build our future recommendations.

Our Next Meeting will be held on:

Rock Spring Master Plan Meeting
January 28, 2016 at 7 pm
Walter Johnson High School
Timeline

July 1, 2015  
Plan Officially Starts

September 1, 2015  
Kick Off Meeting

September 17, 2015  
WFII & RS MasterPlan Joint School Meeting

September 2015 – June 2016  
Staff Work: Outreach, Plan Development

July 2016 - January 2017  
Planning Board Review

February – April 2017  
County Executive/County Council Review

April 2017  
Council Public Hearing

November 2017 – February 2018  
SMA (Apply Zoning Recommendations)
Outreach

- Website (www.montgomeryplanning.org/rockspring)
- Comment cards (registration table)
- Social Media (Twitter, Facebook #ReImagineRockspring)
- Contact Planner

Andrea Gilles, Lead Planner  
8787 Georgia Avenue  
Silver Spring, MD 20910  
301.495.4541  
Andrea.Gilles@montgomeryplannning.org

Michael Bello, Lead Urban Designer  
8787 Georgia Avenue  
Silver Spring, MD 20910  
301.495.4597  
Michael.Bello@montgomeryplanning.org