



ULI Washington Technical Assistance Panel

**What's Next for the Rock Spring Office Park
and the
Executive Boulevard area in White Flint?**

December 1-2, 2015



ULI – the Urban Land Institute

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI Washington

A District Council of the Urban Land Institute

ULI at the local level: 1,900+ Members: developers, architects, planners, public officials, financiers, students...

Emphasis on sharing best practices and providing outreach to communities

- Technical Assistance Panels
- Regional Land Use Leadership Institute
- UrbanPlan Program
- Washington Real Estate Trends Conference
- Case Studies
- Regionalism and Housing Initiative Councils

**ULI-Washington
Technical Assistance Panels
TAP Project Locations 2003-2014**

The map displays the Washington, D.C. metropolitan area, highlighting the locations of TAP (Technical Assistance Panel) projects from 2003 to 2014. The projects are marked with green dots across several jurisdictions, including Loudoun County, Fairfax County, Arlington, Prince William County, and Prince George's County. The map also shows major highways, the Potomac River, and surrounding states (Virginia, Maryland, West Virginia, and Pennsylvania). A scale bar indicates distances up to 20 miles, and a north arrow is provided for orientation.



TAP Panelists

- **Bob Eisenberg**, CHAIR, Clark Enterprises
- **Robert Atkinson**, Davis Carter Scott
- **Dean Bellas**, Urban Analytics
- **Brigg Bunker**, Foulger Pratt Development
- **Barbara Byron**, Fairfax County Office of Community Revitalization
- **Matt Klein**, Akridge
- **Alex Rixey**, Fehr & Peers,
- **Rebecca Snyder**, Insight Property Group
- **Stan Wall**, HR&A Advisors



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Office Space Trends (WDC metro area)

- Tenant Relocation Rate at Lease Expiration*
 - 2000 – 2008: 40% (from existing space)
 - 2009 – 2014: 60% (tenants moving where?)
- Absorption from 2008 – 2014*
 - Class A: 18.6 million square feet
 - Class B/C: -13.6 million square feet
- Lease Activity**
 - 86% occurs within ½ mile of Metro

*NGKF

**JLL

Office Space Vacancy in Montgomery County

- Montgomery County currently has nearly 11 million square feet of office space vacant in 2015*
- Office Vacancy**
 - Rock Spring 21.2%
 - Executive Boulevard Area 29.2%
 - Montgomery County 14.8%
 - Bethesda/Chevy Chase 9.4%

*PES (Partners for Economic Solutions) **CoStar

Flight to Quality in Office Market

- What does this movement mean?
 - Good news: Not unique to Montgomery County; happening all over the country
 - Bad news: What exists in the Study Area is not the office product that is currently in demand
- Functional versus Locational Obsolescence*
 - 16% of the regional office space is obsolete
 - Some office space is curable, some is not

*NGKF

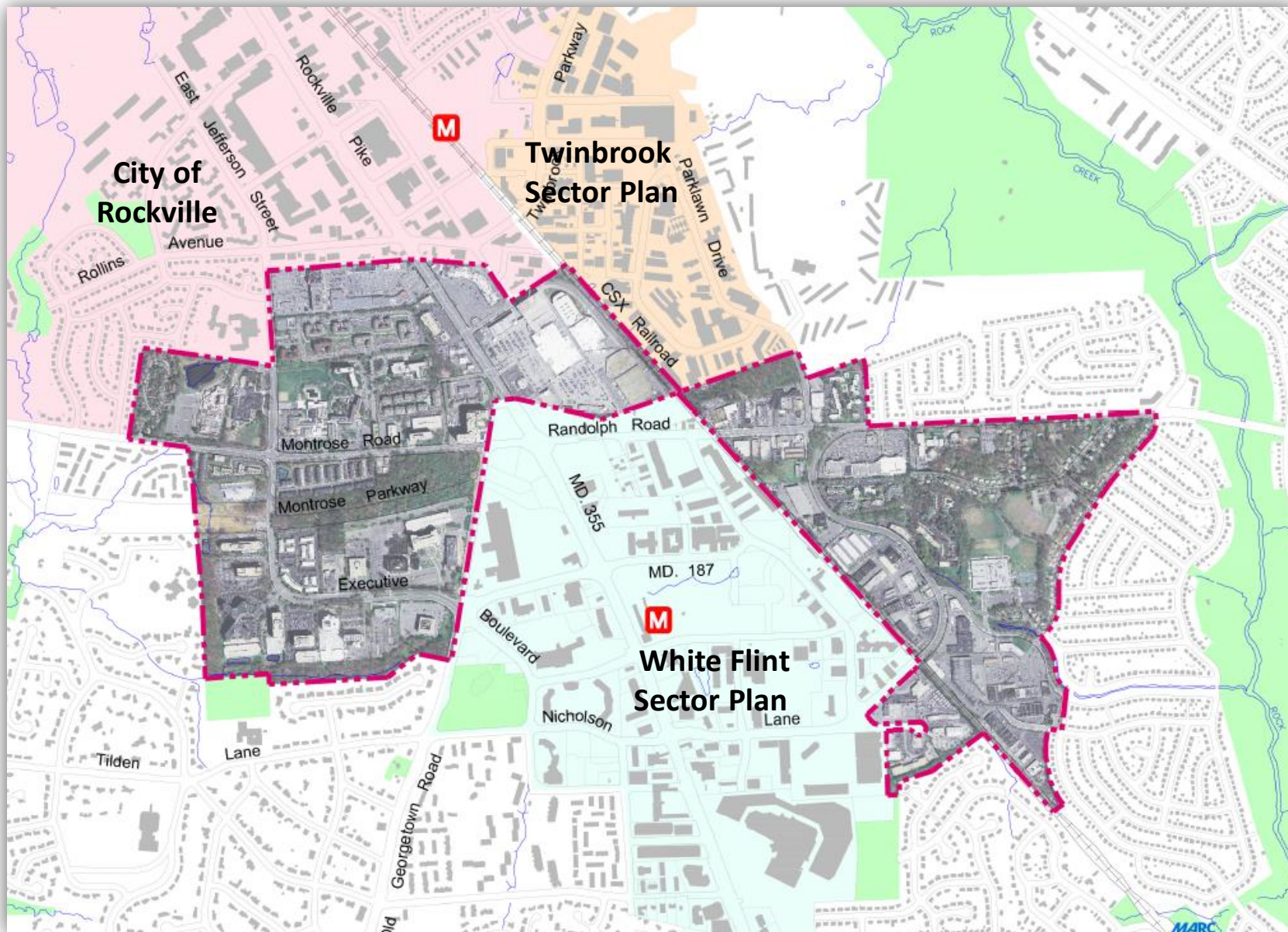
Economic Development – Hope is not a Strategy

- Corporate HQ Migration (Past 6 Years)*
 - Fairfax County 8 (in) 1 (out)
 - Montgomery County 0 (in) 0 (out)

*Based on data provided to the ULI TAP panel members

Is the Study Area office market competitive?

- The ULI panel is here today to discuss how to change the status quo of the Study Area
 - Identity
 - Connectivity
 - Amenities
 - Land Use
 - Implementation of recommendations



Executive Blvd Existing Conditions



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Executive Boulevard



Discussion Framework

1. Connectivity
2. Amenities
3. Identity
4. Land Use

Challenges

1. **Connectivity:** Access to offsite amenities is automobile oriented and pedestrian challenged.
2. **Amenities:** The experience locally is unpleasant due to the lack of amenities
3. **Identity:** No 'There There'
4. **Land Use:** All existing uses are office

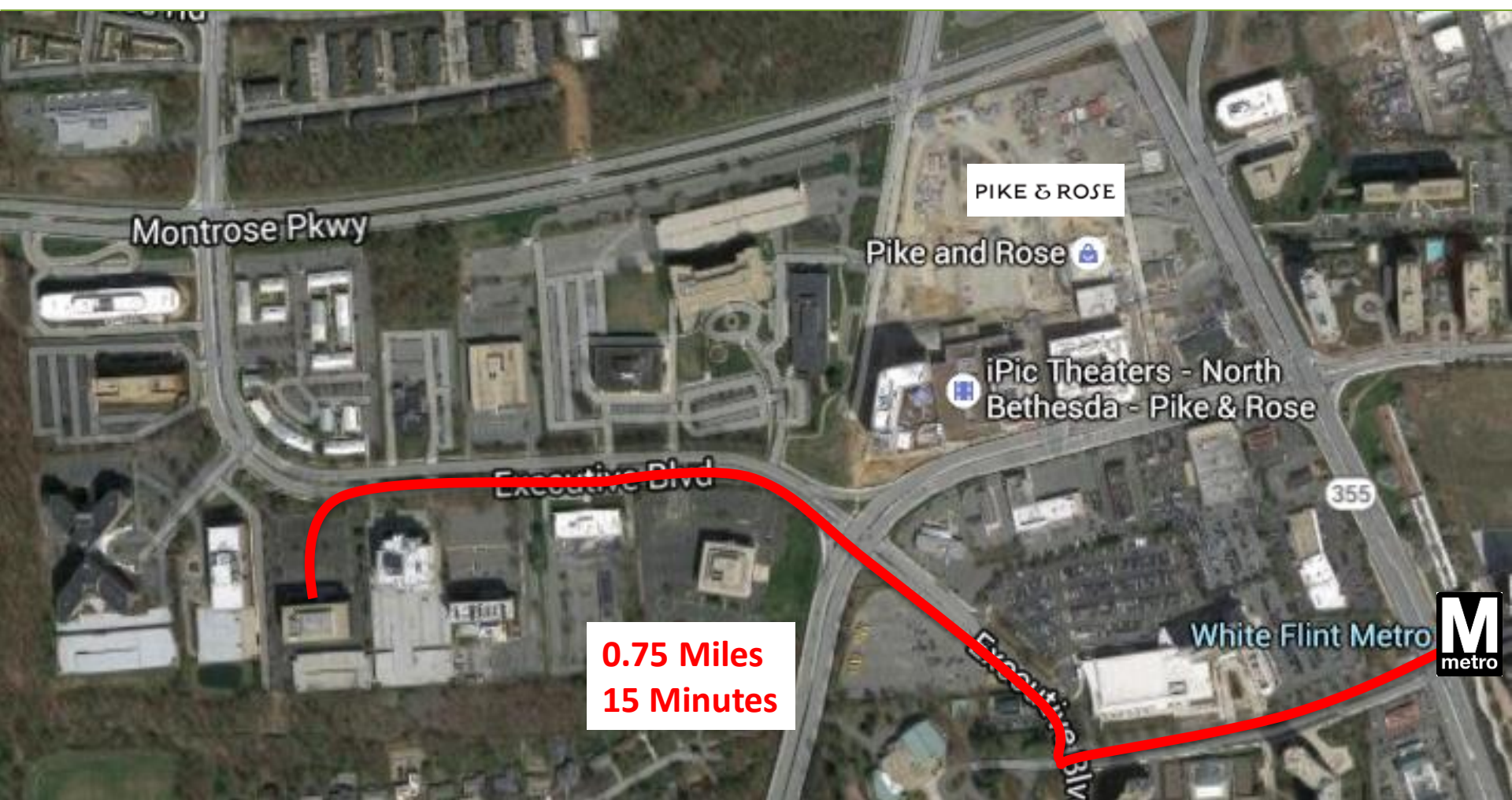


CONNECTIVITY

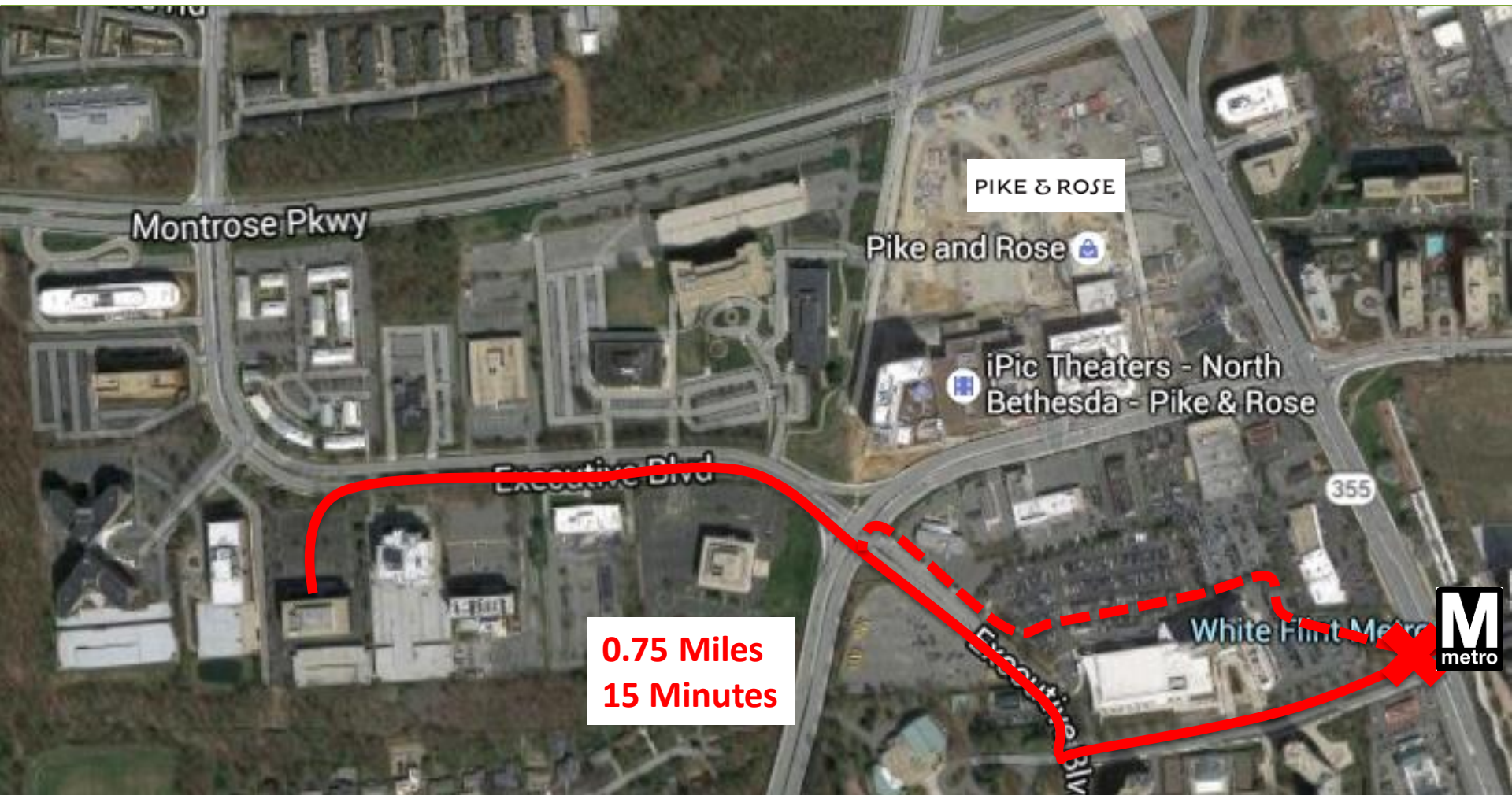
Proposed Public Use Space
Recreation Loop Extensions
Recreation Loop
Civic Green
Wall Park
Market Street Promenade
Proposed Parkland
Rockville Pike Promenade
White Flint Park
Buffer Zone
Pedestrian Link

White Flint Sector Plan Amenity Diagram

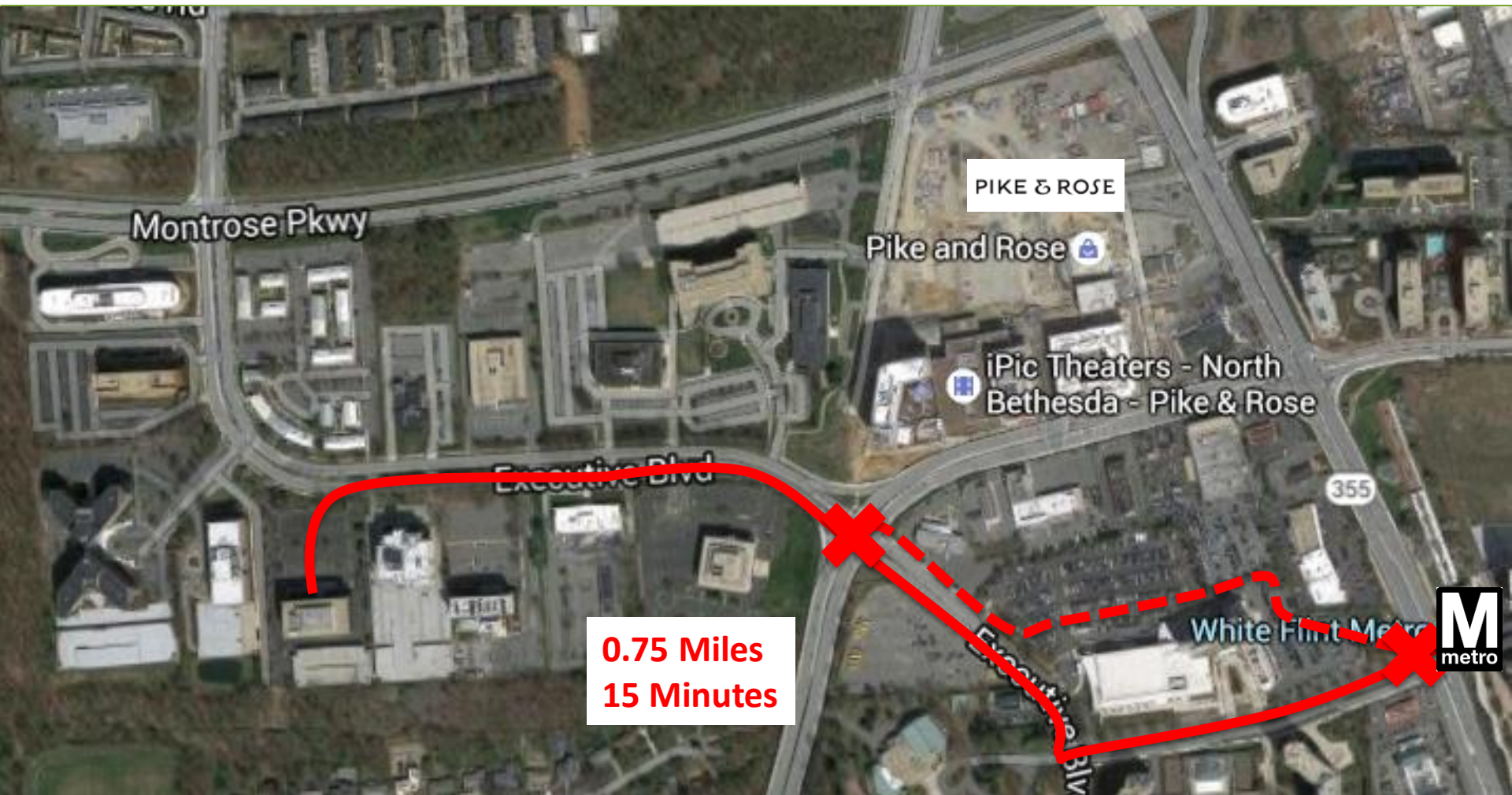
Confusing Pedestrian Site Access from Metro



“Goat Trail” Through Parking Lot



Auto-Oriented Crossing at Old Georgetown Road



Auto-Oriented Crossing at Old Georgetown Road



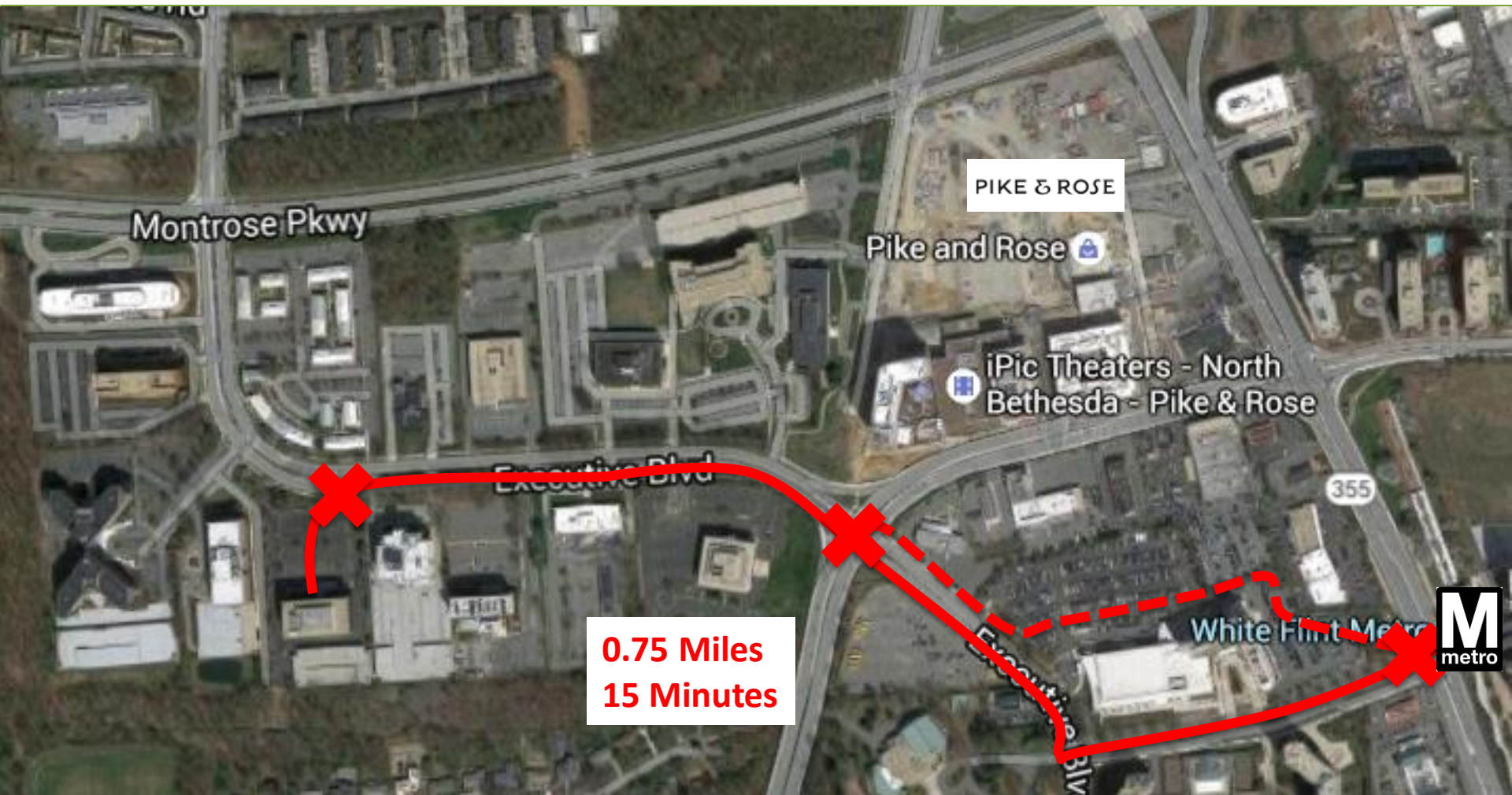
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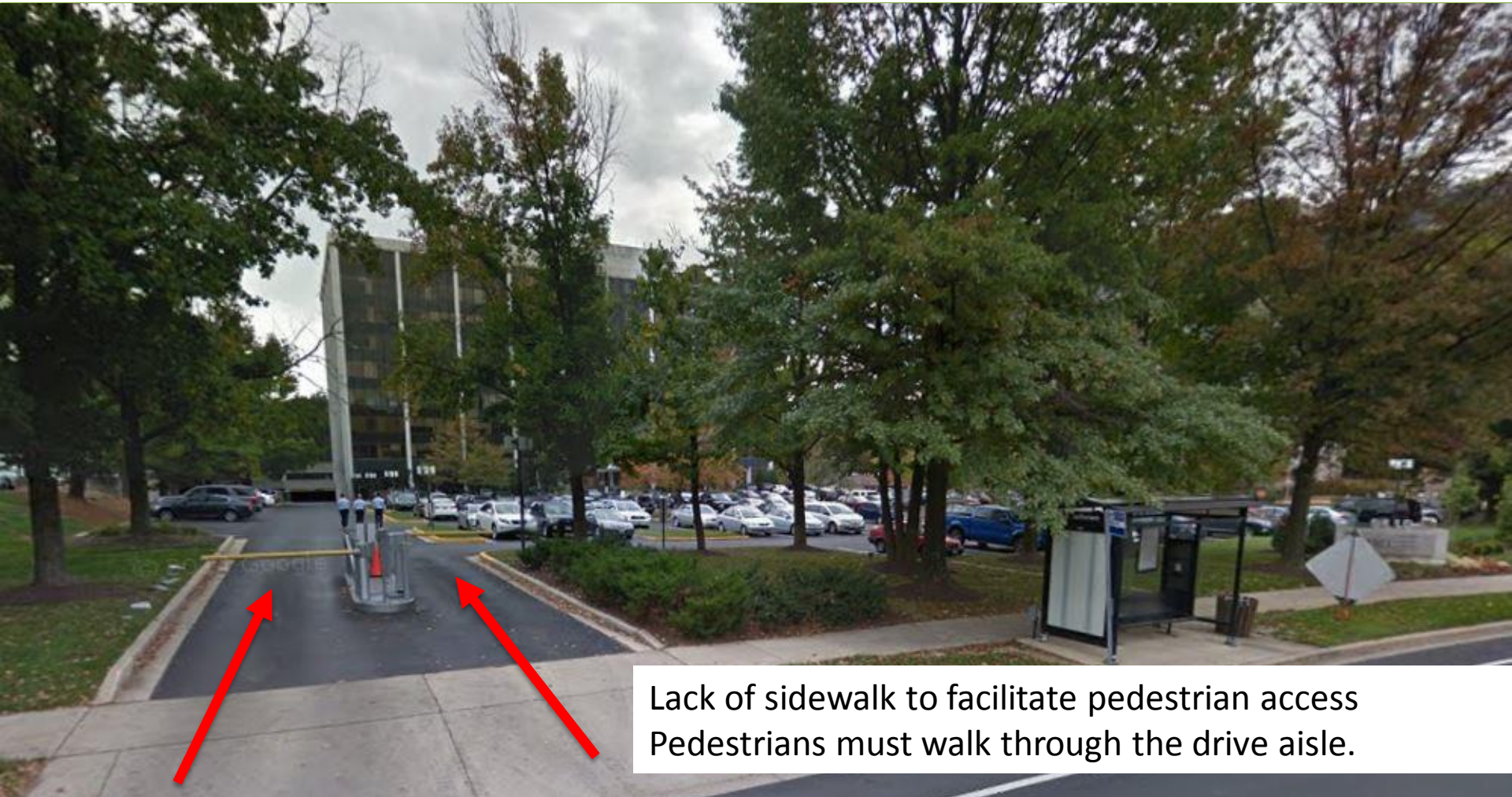
Auto-Oriented Crossing at Old Georgetown Road



Poor Local Pedestrian Site Access

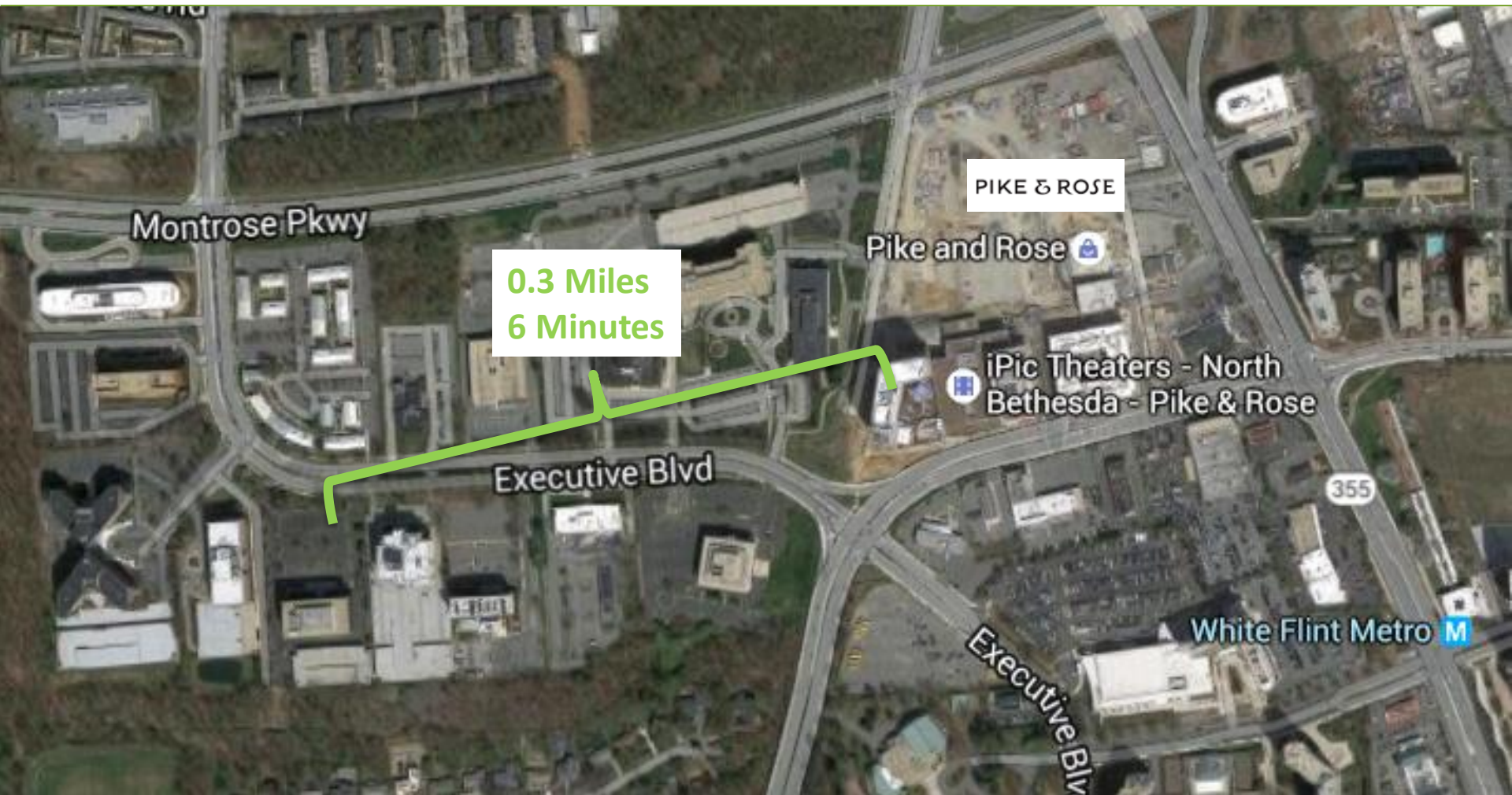


Lack of Local Pedestrian Site Access



Lack of sidewalk to facilitate pedestrian access
Pedestrians must walk through the drive aisle.

6 Minutes to Pike & Rose! (But it Feels Longer)



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AMENITIES




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1. All existing uses are office
2. Lack of amenities within study area (lunch, coffee, gym, drugstore)
3. Access to amenities via walking feels prohibitive due to unpleasant pedestrian conditions

Currently an Amenity Desert



Find tacos, cheap dinner, Max's


Near rockville, md

Q


Sign Up

Log In


Home About Me Write a Review Find Friends Messages Talk Events




1. &pizza
★★★★☆ 46 reviews
\$\$ · Pizza, Vegan, Vegetarian



2. City Perch
★★★★☆ 204 reviews
\$\$ · American (New), Cocktail Bars



3. iPic Theaters
★★★★☆ 359 reviews
\$\$ · Bars, American (New), Cinema



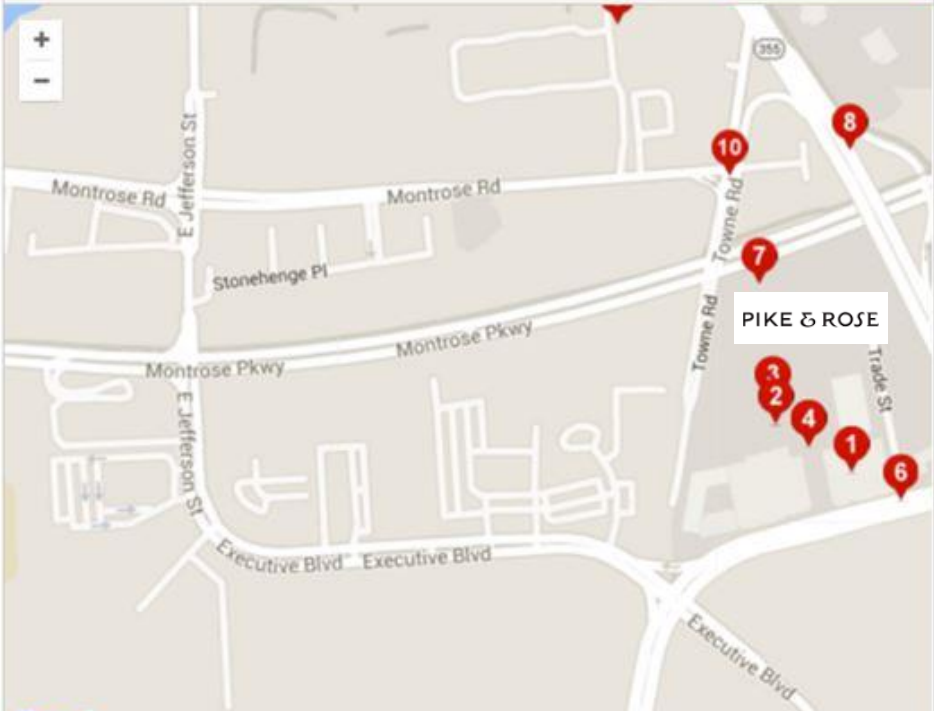
4. Summer House Santa Monica
★★★★☆ 237 reviews
\$\$ · American (New)

This restaurant accepts pickup orders

Start Order

Less Map

Redo Search in Map



Google

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IDENTITY

- Placeless
- Single Use (Office Only)
- Disconnected from Amenities



Recommendations

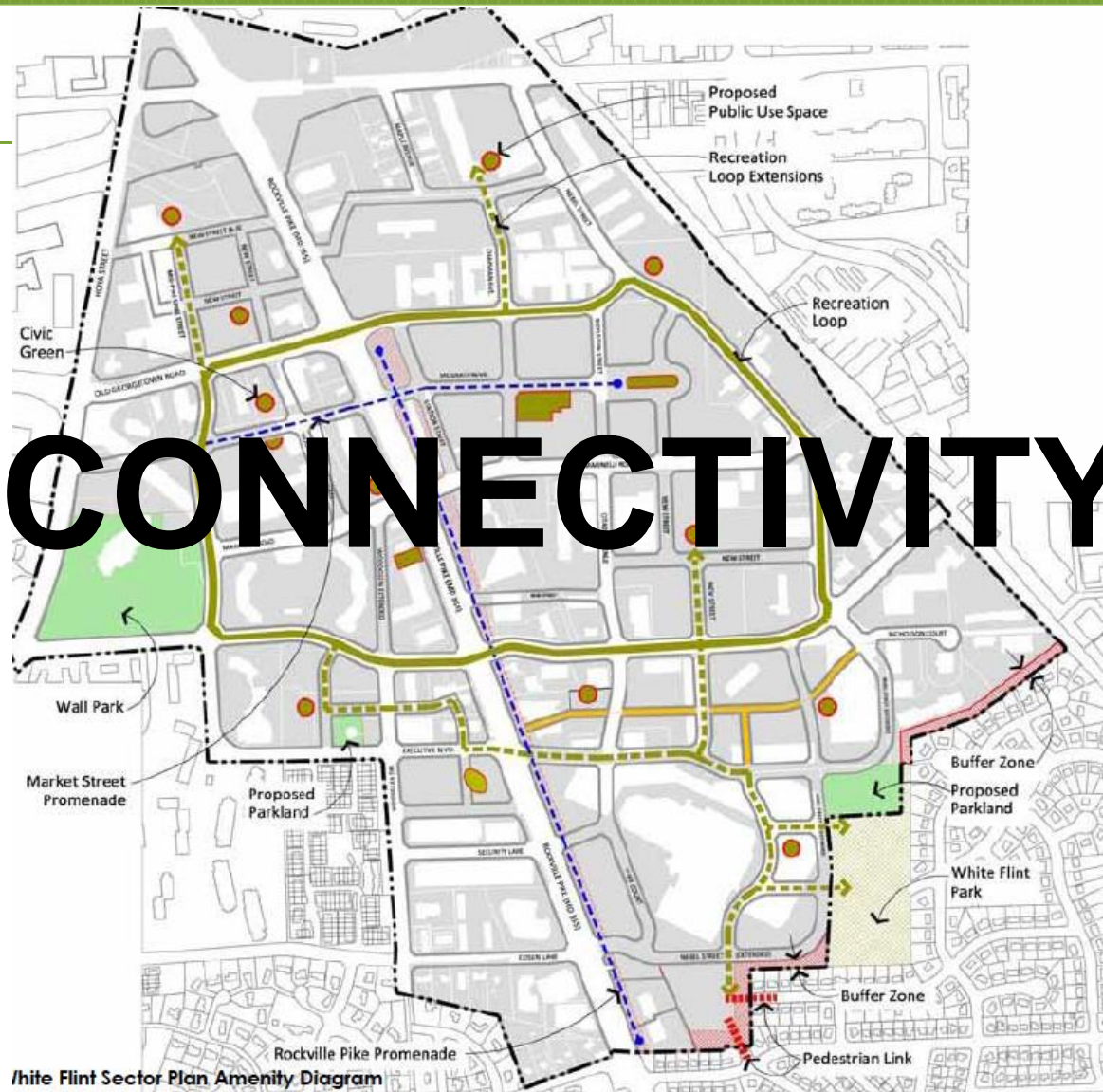
1. **Connectivity:** Prioritize Infrastructure Improvements to Catalyze Redevelopment.
2. **Amenities:** Improve Local Experience and Provide Diverse Amenity/Use Mix
3. **Identity:** Leverage Pike & Rose and White Flint
4. **Land Use:** Diversify



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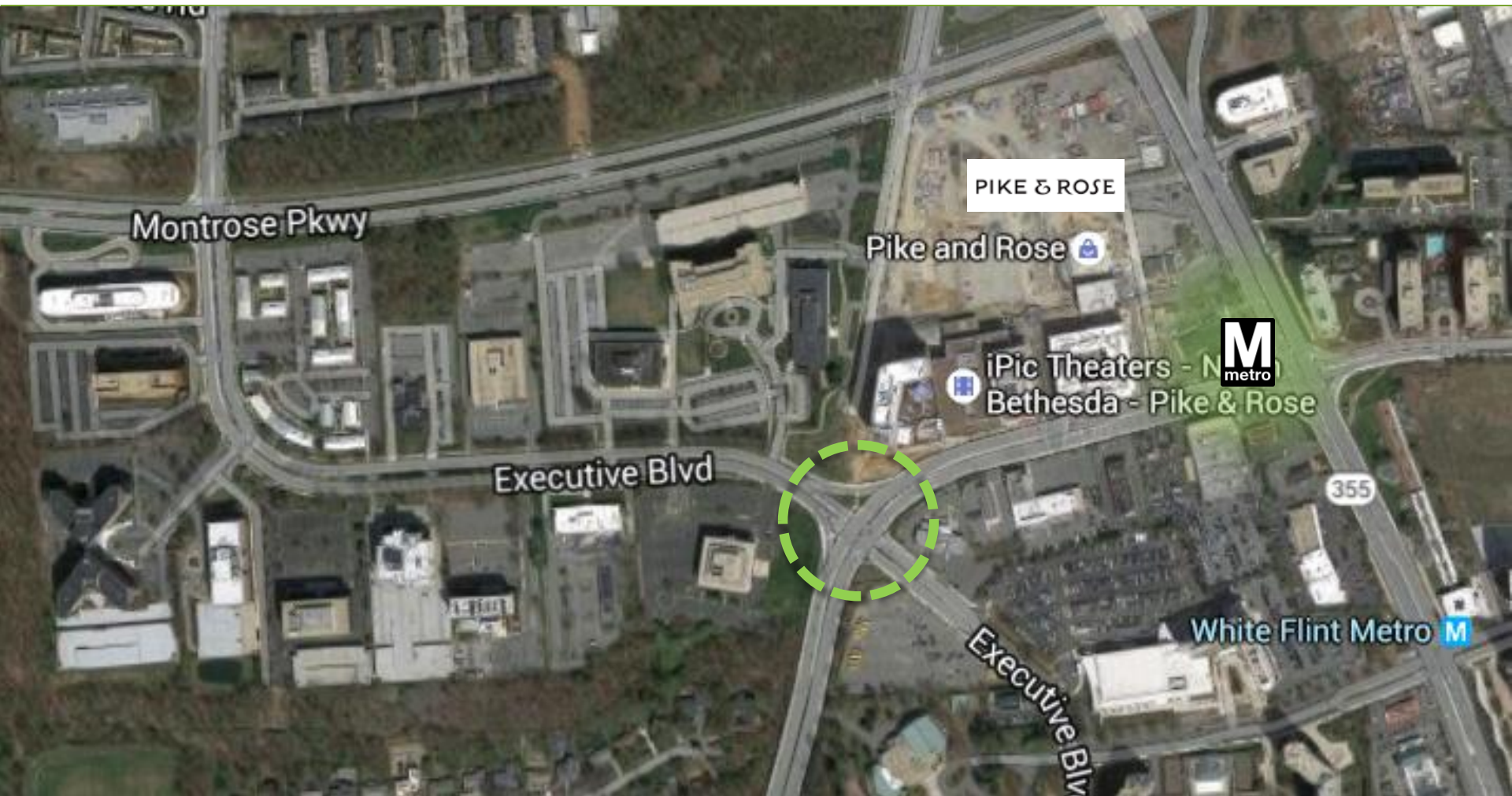
CONNECTIVITY



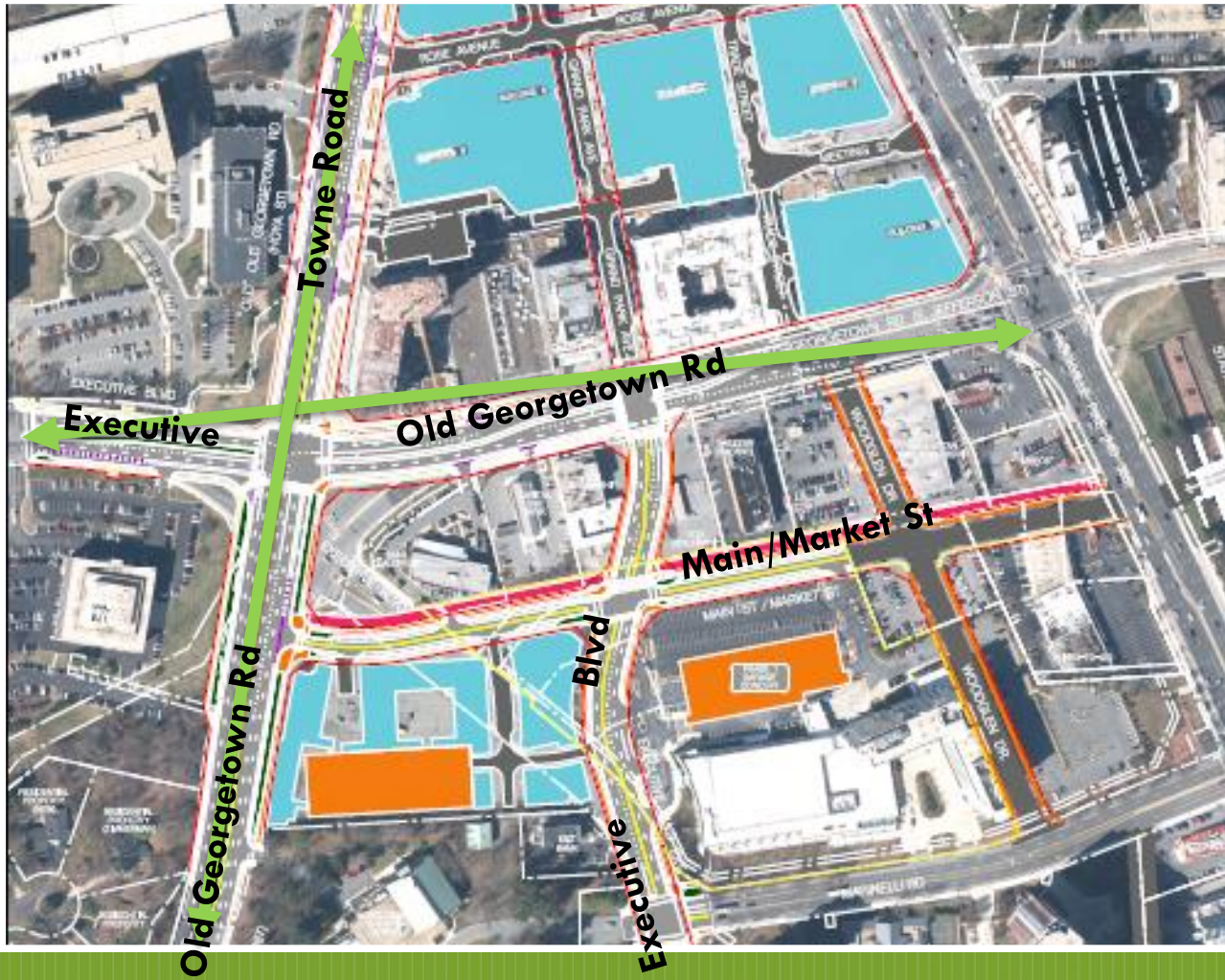
Recommendations

1. Accelerate Implementation of North/West (Pike & Rose) Metro Entrance
2. Implement planned Old Georgetown Road and Executive Boulevard Realignment (Western Workaround).
3. Improve Pedestrian Connection to Nearby Amenities (Pike & Rose & Metro)

New Metro Entrance & Western Workaround



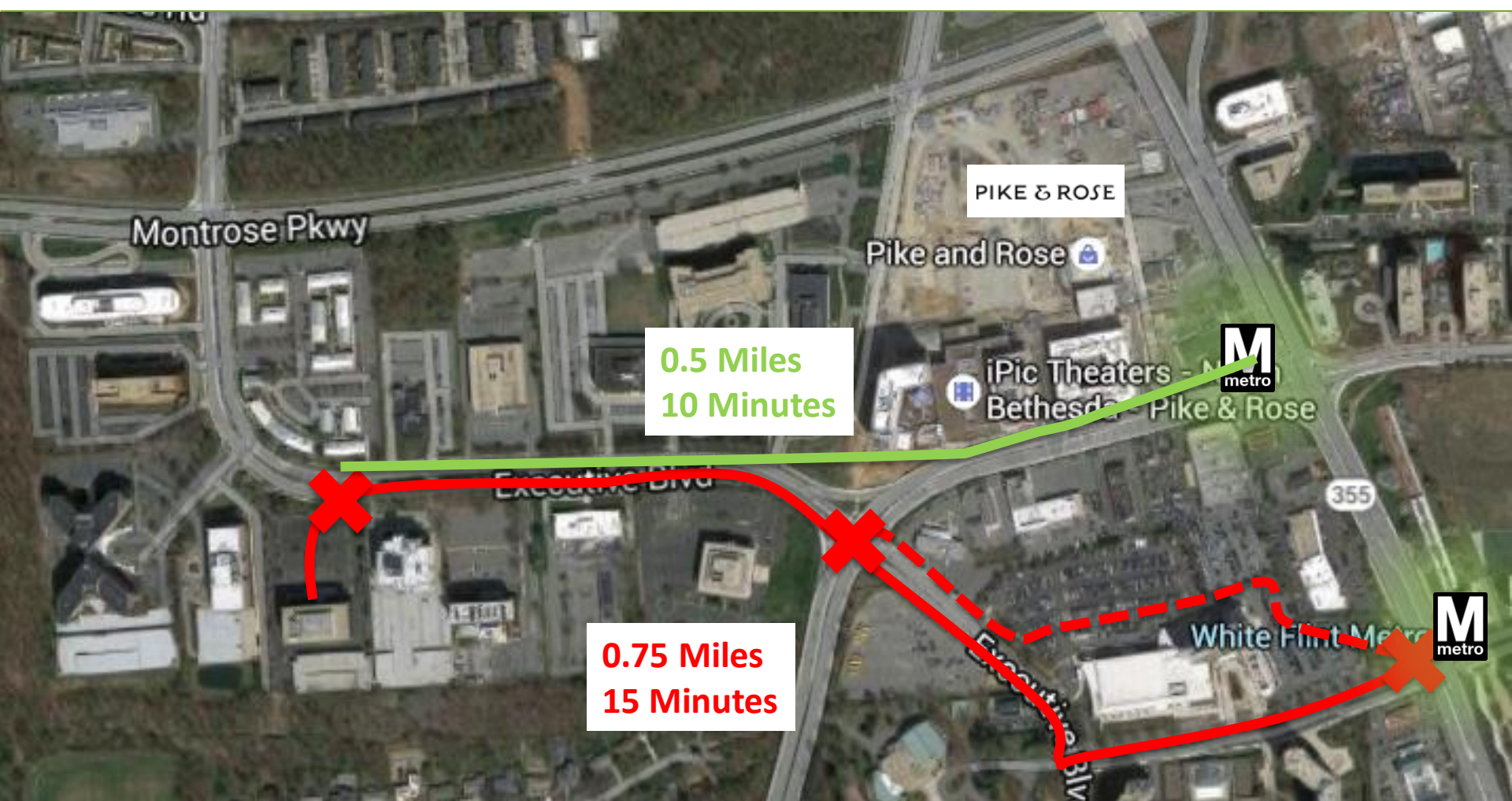
Western Workaround



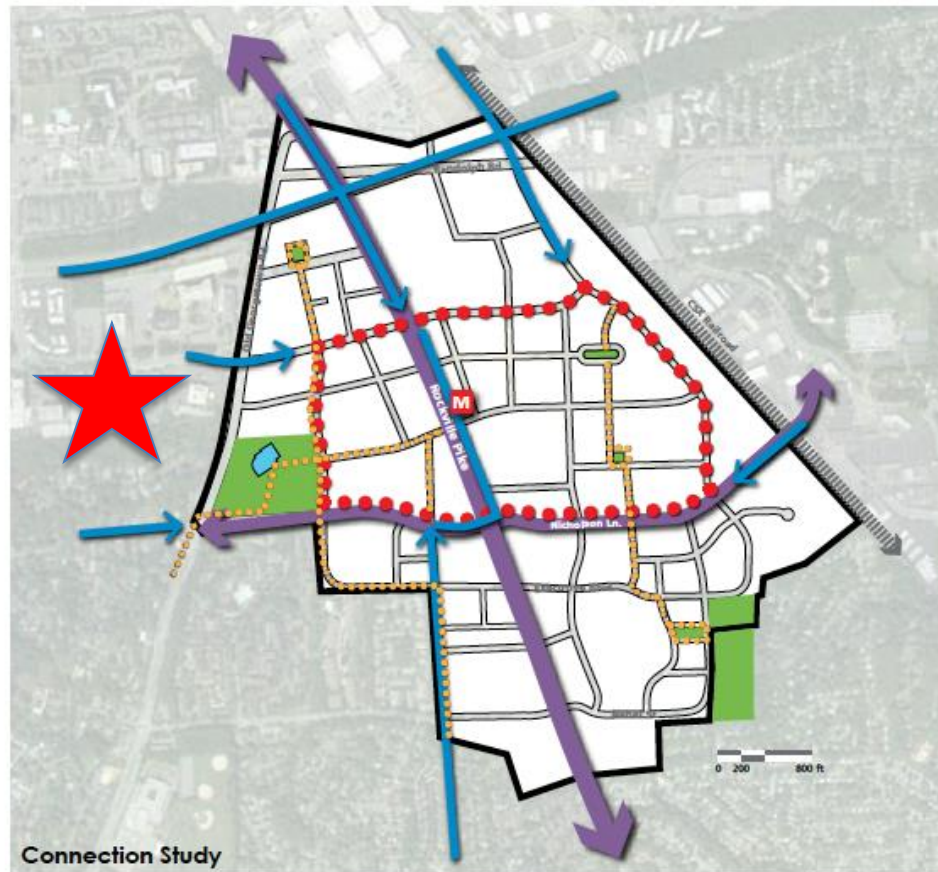
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Improved Pedestrian Connection



Leverage & Link To White Flint Recreation Loop



Legend	
	Major Vehicular Connectors
	Public Green Space
	Recreation Loop
	Regional Bike Connections
	Strengthen North/South Connection

White Flint Public Amenities Report



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Extend Implementation of White Flint Pedestrian Amenities



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Introduce Bikeshare As a Multimodal Connector





AMENITIES



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A Clean Slate – Ripe For Opportunity!

yelp Find tacos, cheap dinner, Max's Near rockville, md Sign Up Log In

Home About Me Write a Review Find Friends Messages Talk Events

1. &pizza 46 reviews
\$\$ · Pizza, Vegan, Vegetarian

2. City Perch 204 reviews
\$\$ · American (New), Cocktail Bars

3. IPic Theaters 359 reviews
\$\$ · Bars, American (New), Cinema

4. Summer House Santa Monica 237 reviews
\$\$ · American (New)

This restaurant accepts pickup orders Start Order

Less Map Redo Search in Map

Montrose Rd, Stonehenge Pl, Montrose Pkwy, Executive Blvd, Trade St, Towne Rd

PIKE & ROSE

Google Map data ©2015 Google Terms of Use Report a map error



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Provide Diverse Amenity/Use Mix

1. Introduce Retail Catering To Office Workers & Future Residents
 - Coffee Shops
 - Cafes
 - Drugstore
 - Drycleaner
2. Decrease Perceived Distance Between Building Entrances & Street
 - Encourage Small Floor plate Retail
 - Implement Pop-Up Amenities (Food Trucks, Coffee Shop, Parklets)
 - Implement Outdoor Seating (moveable chairs)
3. Embrace & Enhance Existing Green Spaces

Provide Diverse Amenity/Use Mix



Mix of Hard- and Soft-Scape

Areas of Opportunity



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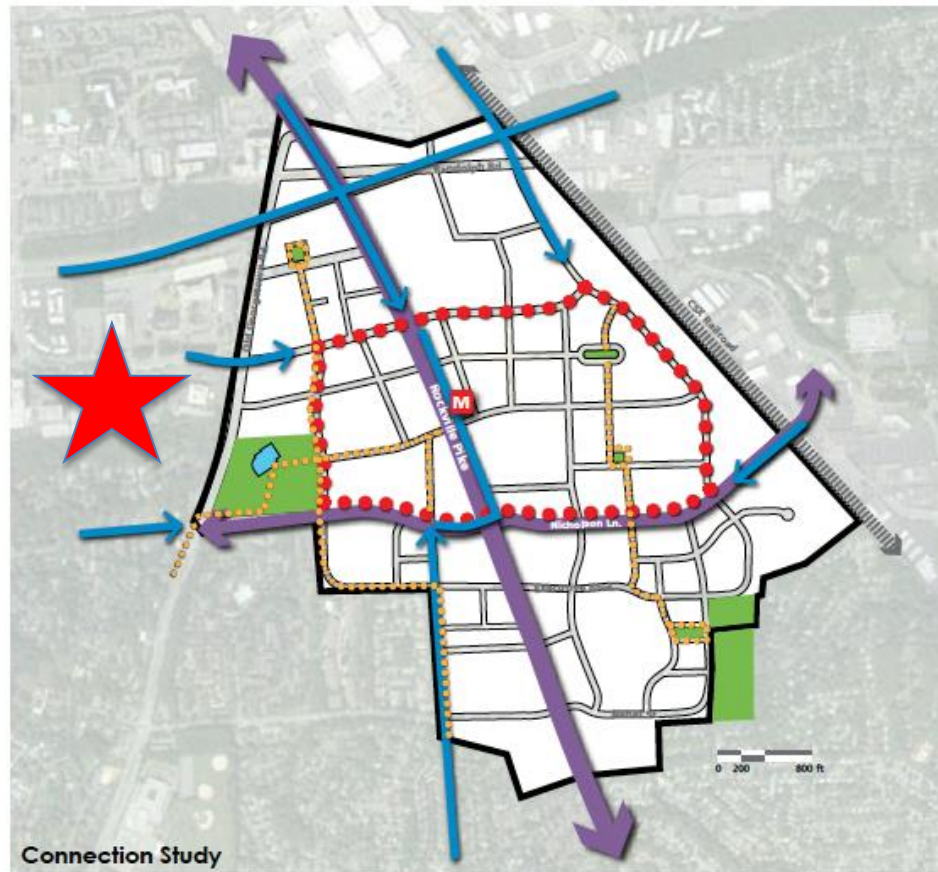
Mature Trees and Landscaping are Assets



Ample Existing Greenspace



Leverage & Link To White Flint Recreation Loop



Legend	
	Major Vehicular Connectors
	Public Green Space
	Recreation Loop
	Regional Bike Connections
	Strengthen North/South Connection

White Flint Public Amenities Report



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IDENTITY

Leverage & Link to Pike & Rose Identity



Create Consistent Wayfinding & Streetscape Package



Diversified Uses

Executive Blvd Framework Plan



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- Rock Spring Master Plan Boundary
- Parkland
- Water Features



Rock Spring Existing Conditions



IDENTITY

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

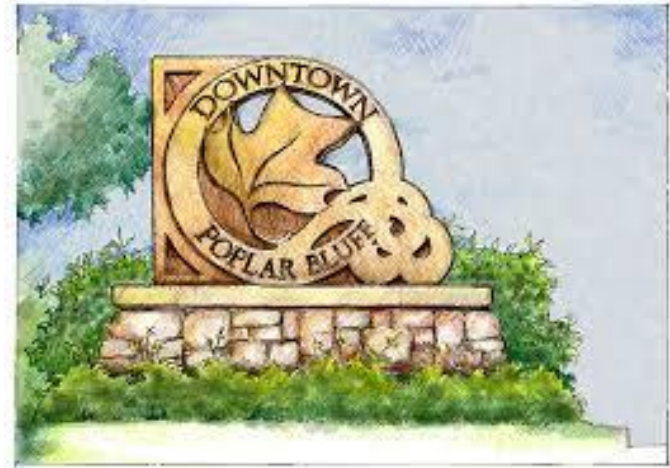


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Rock Spring - Identity

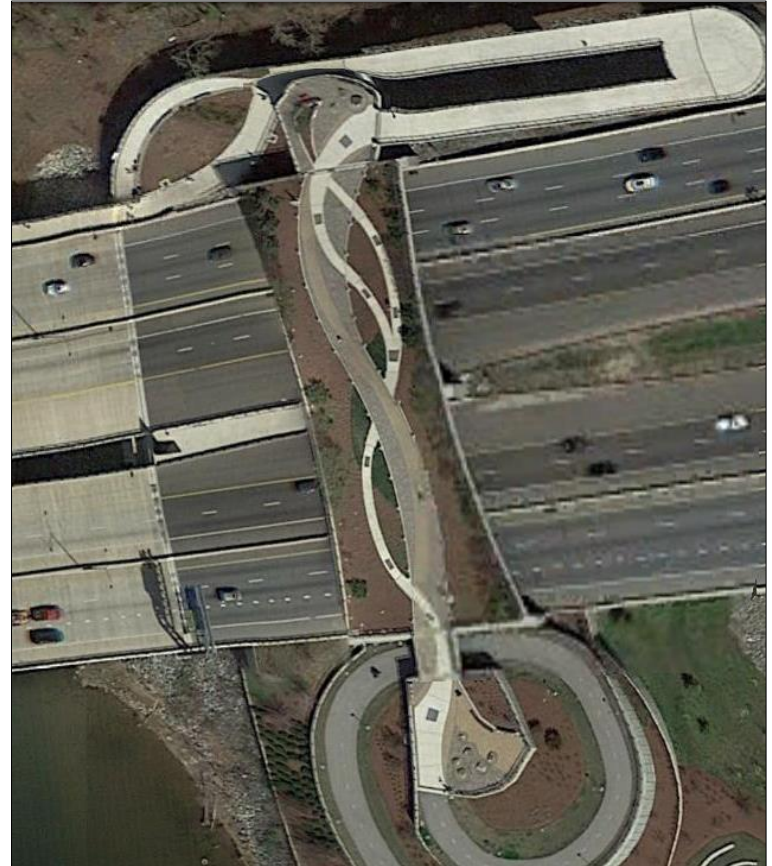
- Improve entry points: create gateway theme through artwork, signage, etc.



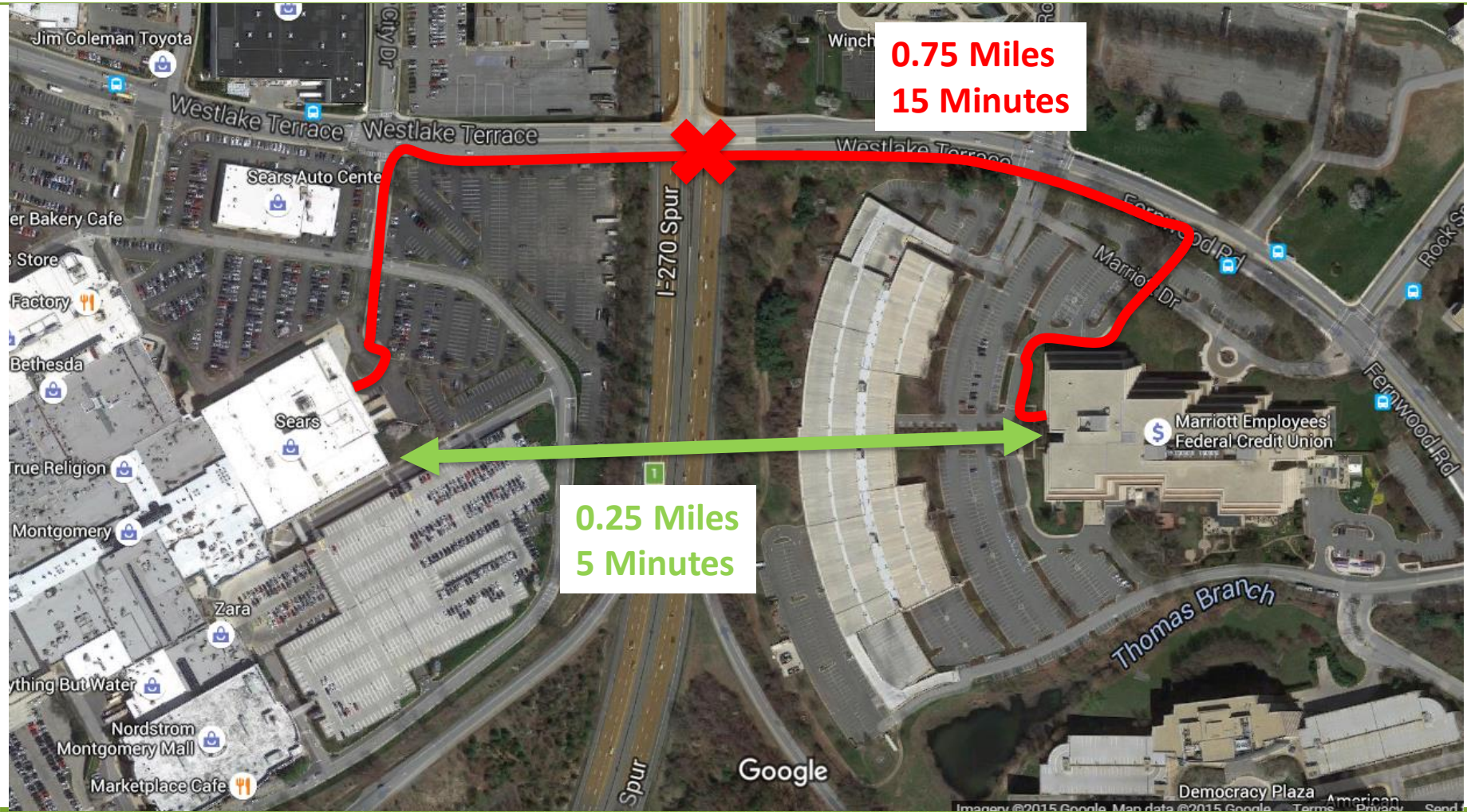
CONNECTIVITY

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



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Rock Spring - Connectivity

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



AMENITIES

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 - Amenity

- Leverage existing green assets by building trail network, seating, open space



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LAND USE

Rock Spring Park – Land Use

- Designated staff position to facilitate redevelopment
- Catalyze development of DRI mixed use site



Rock Spring Park – 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

Rock Spring Framework Plan



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Implementation Strategies for Both Study Areas

- Land-Use Policy
 - Implement zoning to allow maximum land use flexibility
 - Encourage “The Better Idea”
 - Accelerated entitlement process

Implementation Strategies (cont'd)

- Financial Tools

- Tax abatement to create public benefit or other desired uses
- Special assessment taxing districts to accelerate desired infrastructure improvements
- Acquisition by the County of vacant/underperforming office buildings to spur a change in use
- Tax-Increment Financing
- Public Private Partnership

Implementation Strategies (cont'd)

- Event Programming
 - Farmers market
 - Craft festival
 - Wellness fair
 - Food Truck-a-Palooza

Implementation Strategies (cont'd)

- Community Education to Create Buy-In
 - Fiscal burden of underperforming real estate
 - Impact on Schools from new multifamily development

THANK YOU!

