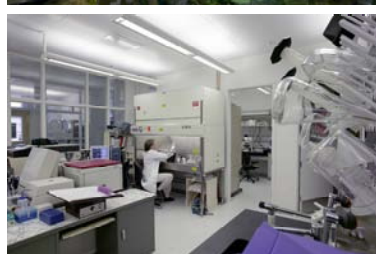


east county science center master plan

SCOPE OF WORK

FEBRUARY 2011



east county science center master plan

SCOPE OF WORK

ABSTRACT

This document outlines the scope of work for a comprehensive master plan amendment for the southern portion of eastern Montgomery County. It describes the boundaries, the purpose of the Plan, the context and issues to be addressed, background information, and how the community will be involved.

SOURCE OF COPIES

The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

online at: **montgomeryplanning.org/community/ecsc**



east county science center master plan

SCOPE OF WORK

Prepared by the Montgomery County Planning Department

FEBRUARY 2011

montgomeryplanning.org

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introduction

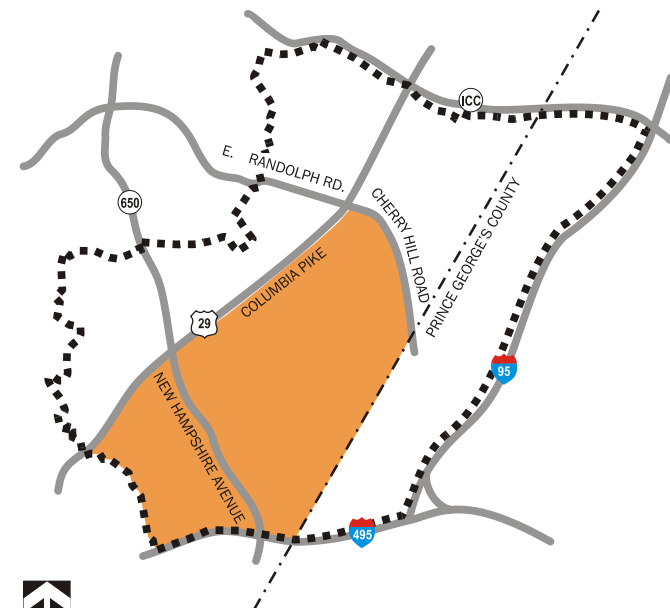
PLAN LOCATION

The proposed Master Plan area is bounded by the Capital Beltway (I-495) on the south, Northwest Branch Stream Valley Park on the west, US 29 and Cherry Hill Road on the north, and Prince George's County on the east. The proposed study area boundary provides a larger context for data collection and analysis. The study area boundary is roughly I-495 on the south, Northwest Branch and Paint Branch on the west, the Intercounty Connector (ICC) on the north, and I-95 on the east. This Plan will make recommendations for areas within the Plan boundaries; it will not make recommendations for properties in the study area.

Montgomery County, Maryland



■ East County Science Center



Master Plan Area
Study Area Boundary



FDA entrance forecourt, Building One (former Naval Ordnance Laboratory Building)
U.S. Government



FDA Life Sciences Laboratory
U.S. Government

purpose

The consolidation of the Food and Drug Administration (FDA) at the White Oak Federal Research Center (FRC) provides an opportunity for the County to re-examine its long-term goals and objectives for this area. This planning effort will explore whether a new research and technology node that capitalizes on the growing presence of the FDA, complemented by mixed-use development, is a realistic option for the future of this area. Undeveloped and redevelopable land near the FRC provides potential economic synergies, as well as the possibility of new housing and retail near jobs.

The East County Science Center Master Plan (ECSC) will assess the extent to which the FDA can be a catalyst for economic development activity by exploring questions such as:

- will existing companies want to relocate near FDA
- how much development demand will the FDA generate
- how do the constraints and mitigation costs associated with the Adequate Public Facilities Ordinance (APFO) affect future development
- how will new development be integrated into the existing community
- what kind of infrastructure is needed to create a mixed-use development?

There are approximately 300 acres on two sites adjacent to the FDA and the Paint Branch Stream Valley Park that will be available for development—the 115-acre County-owned Site 2 and the 185-acre Percontee property. Potential synergies between these properties and the FDA, as well as with the planned Washington Adventist Hospital, should be explored.

The Plan will also examine the future of specific sites, including the National Labor College, several vacant properties on US 29, and the White Oak and Hillandale shopping centers. The need for additional community facilities, recreational opportunities, and pedestrian and bicycle links will be explored as well.

context

The White Oak-Fairland communities have developed in a suburban pattern that is largely auto-dependent. No exclusive transit facility is planned for the eastern County north of the Beltway and transit is currently limited to buses. Commuting patterns in the Plan's study area vary markedly from the County as a whole. Area workers are more auto-dependent (75 percent commute alone by car compared to 69 percent Countywide) with longer than average transit commute times (nearly an hour).

US 29 is the major north-south transportation corridor in the eastern County, extending from the Maryland/Washington, D.C. line to I-70 west of Baltimore in Howard County. US 29 in Montgomery and Howard counties parallels I-95 in Prince George's and Anne Arundel counties. The Intercounty Connector (ICC) will facilitate east-west travel between I-95 and I-270 and an interchange with US 29 is under construction between Fairland Road and Briggs Chaney Road. New Hampshire Avenue is also a major transportation corridor in the eastern County.

The proposed Plan area includes several major properties and developments. The largest is the 610-acre Federal Research Center (FRC) at White Oak, a portion of which is occupied by the headquarters of the consolidated FDA. Since the FDA is largely a regulatory agency, opportunities for transfer of technology to the private sector and generation of spin-off companies may be more limited than with some other federal agencies. The FDA also presents a physical planning challenge since it is a large, secured facility, which makes it difficult (if not impossible due to security issues) to truly integrate the campus with adjacent sites to create a walkable, mixed-use center.



US 29 at Burnt Mills



K6 Bus at the White Oak Shopping Center Transit Center



Washington Adventist Hospital site along Plum Orchard Drive

Adventist HealthCare (AHC) plans to build a hospital and medical campus on nearly 50 acres along Plum Orchard Drive. The National Labor College has been located on a 47-acre site at New Hampshire Avenue and I-495 for 36 years. The Montgomery Industrial Park and the West Farm Technology Park are essentially built-out with low-rise office and light industrial/service buildings. The area's largest employers are the FDA, Seventh Day Adventist Church, and Choice Hotels International. Other major employers include Kaiser Permanente, Children's Hospital, and Comcast.



Corridor Corporate Center at Tech Road



Lane Kirkland Center at the National Labor College



Kaiser Permanente at Plum Orchard Drive

The proposed Plan area includes several retail developments: the White Oak and Hillandale shopping centers on New Hampshire Avenue, the Shoppes of Burnt Mills on US 29, the “big box” Orchard Center on Cherry Hill Road, and the restaurant-oriented WestTech Village Corner along Tech Road.



Orchard Center at Cherry Hill Road

The Plan area includes established single-family and multifamily neighborhoods. All of the Hillandale Citizens Association (except for the small portion in Prince George’s County) is in the Plan area, as is the Burnt Mills neighborhood. The White Oak area includes garden apartments and townhouses along Stewart Lane and April Lane as well as the Enclave and White Oak Towers highrise apartments along US 29.



The Enclave Apartments at Lockwood Drive and New Hampshire Avenue



Hillandale Local Park

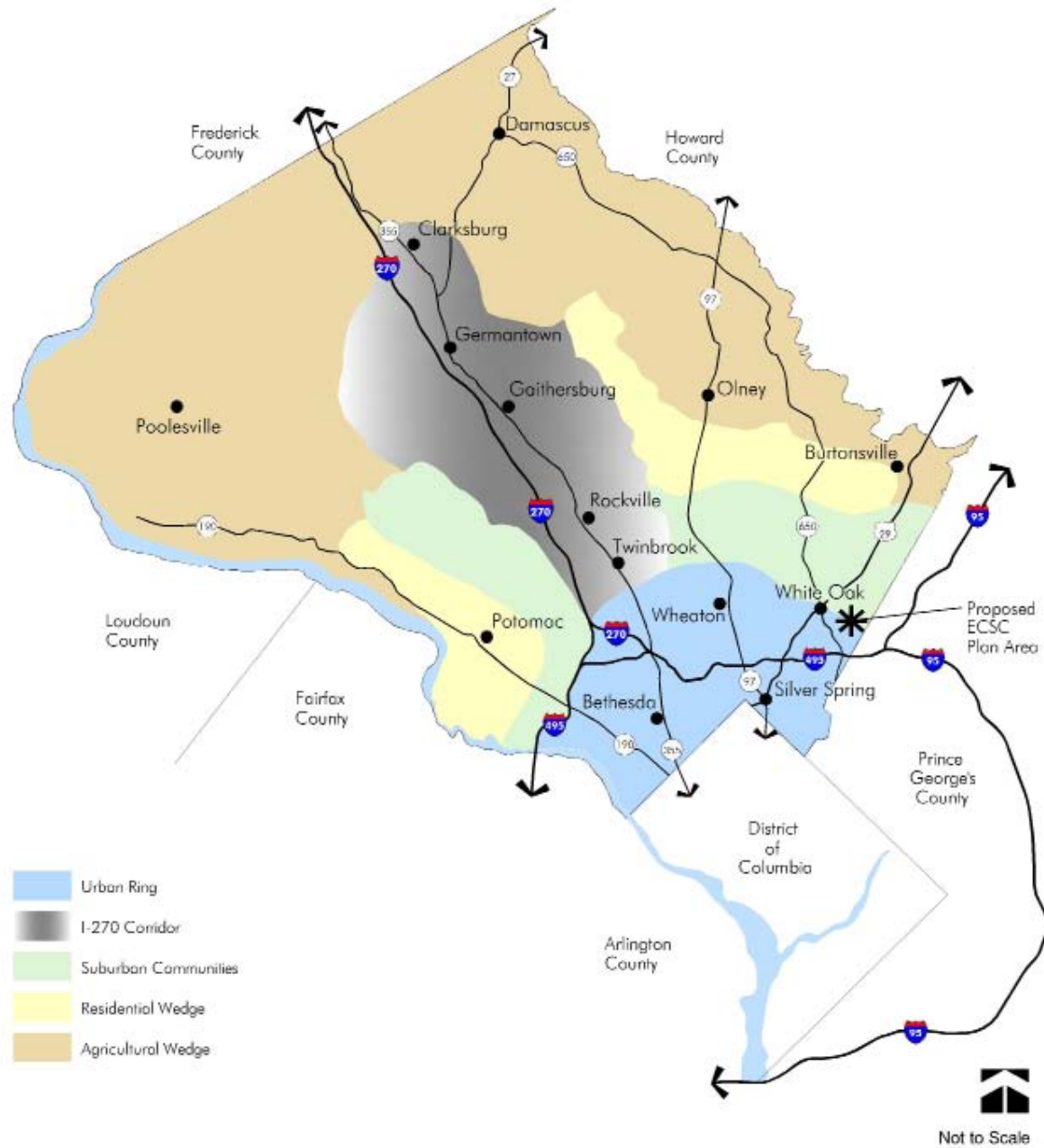


Seaton Square townhouses at Lockwood Drive



Burnt Mills Hills Neighborhood at Lockwood Drive

map 1 wedges and corridors



PLANNING FRAMEWORK

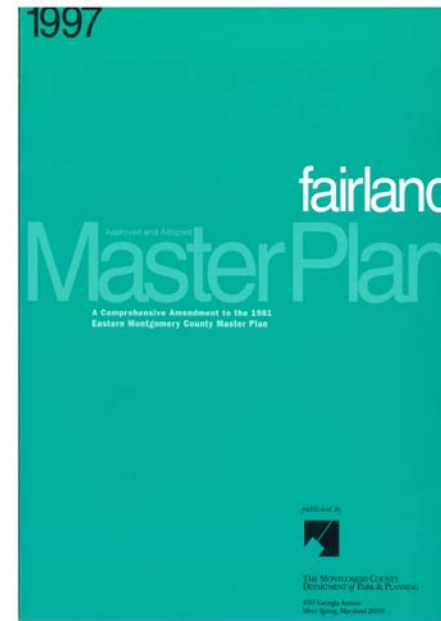
The 1993 *General Plan Refinement* divides the County into four geographic areas: the relatively intensively developed down-County urban ring, the I-270 Corridor, the moderately dense suburban communities, and the low-density residential and rural agricultural wedges. This Plan is part of the urban ring and the suburban communities.

In the 1990s, four eastern County master plans were prepared simultaneously: Four Corners, White Oak, Fairland, and Cloverly. The ECSC Plan area is approximately 2,800 acres, including about 2,000 acres previously in the 1997 *White Oak Master Plan* and 800 acres previously in the 1997 *Fairland Master Plan*. The Paint Branch Stream Valley Park separates the White Oak and Fairland areas.

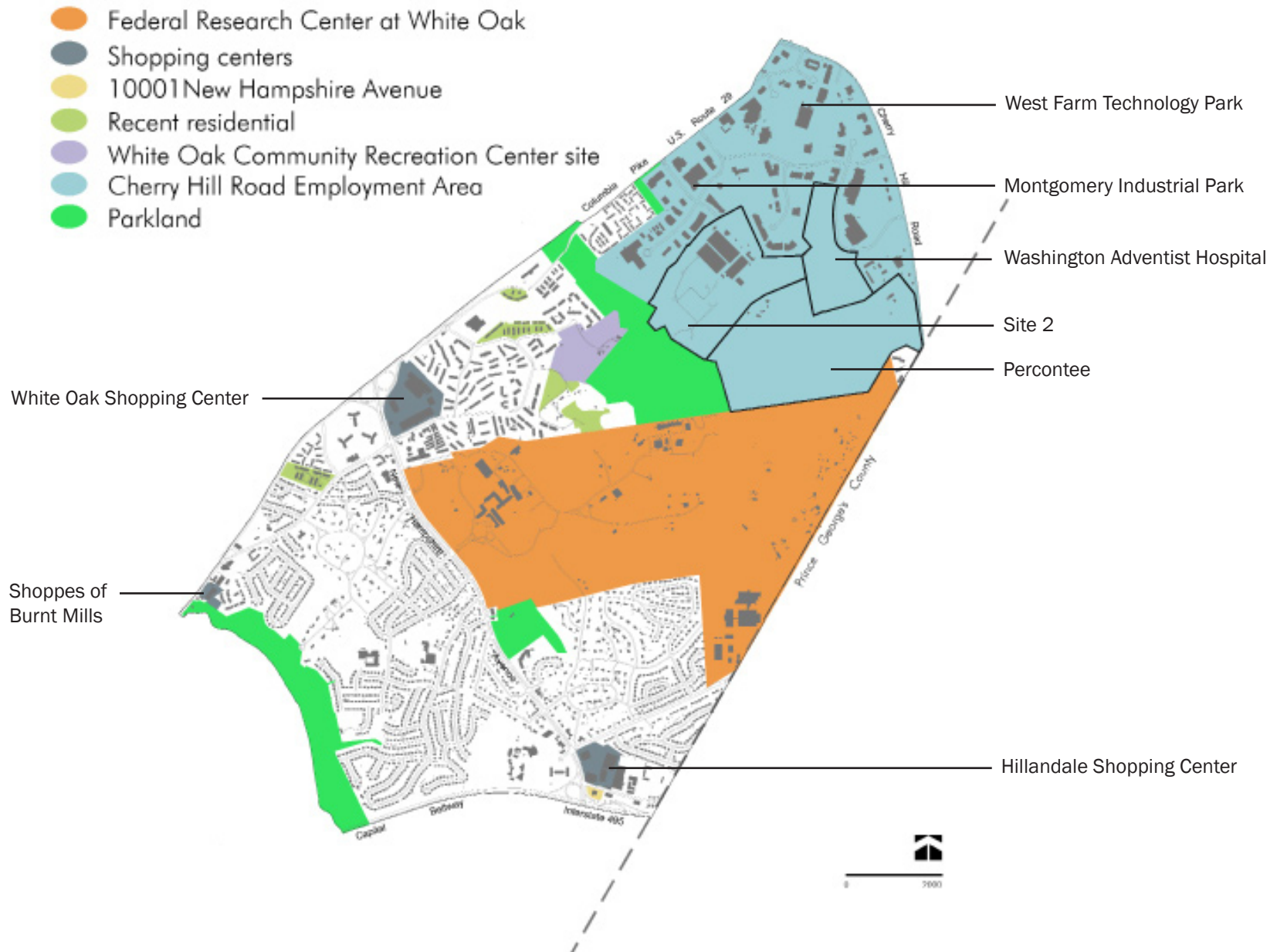
The 1997 *White Oak Master Plan* envisioned the area remaining residential, with any infill development following the established pattern. It envisioned the commercial areas as attractive, pedestrian-friendly, multi-purpose centers for daily retail services. Commercial redevelopment would enhance the communities “and the character and density of the neighborhoods will not appreciably change.” (page 13) The Plan acknowledged the area’s limited road connections and recognized the inherent conflict between local and through traffic.

The 1997 *Fairland Master Plan* asked “What defines Fairland today? What should define Fairland tomorrow?” (page 3) The Plan’s answer to these questions was that Fairland should be suburban and outside the area influenced by the I-95 corridor. “Most of all, this Fairland of the future is a livable suburban community...with employment and commercial areas emphasizing horizontal rather than vertical structures.” (page 15) The Plan’s concept for residential communities emphasized suburban densities and single-family detached housing surrounded by a system of open spaces and greenways. To create a more diversified and self-sufficient employment center, the Plan recommended the US 29/Cherry Hill Road Employment Area Overlay Zone, which added compatible uses and eliminated uses not considered appropriate for the underlying I-1, I-2, and I-3 Zones in this area.

In Montgomery County, the ECSC study area population is estimated at 35,655 people in 14,195 households. Renters account for 36 percent of area households (compared to 25 percent Countywide) and there is a larger share of single-person households (31 percent, compared to 24 percent Countywide) and fewer families (68 percent) than there are Countywide (73 percent). This household data reflects the Plan area’s relatively large multifamily housing stock; 43 percent of the residential units are multifamily and 57 percent are single-family (compared to 32 percent multifamily and 68 percent single-family Countywide). With regard to ethnicity, 39 percent of study area residents are African American (compared to 16 percent Countywide) and 36 percent are white (compared to 54 percent Countywide). Compared to the County overall, the study area has fewer Hispanic (14 percent versus 16 percent) and Asian (nine percent versus 13 percent) residents.



map 2 development activity



DEVELOPMENT ACTIVITY

The most significant development activity in this area over the past decade has been the consolidation of the FDA at the FRC.

The 662-acre FRC was the site of the former Naval Surface Warfare Center, of which 610 acres are in Montgomery County. The site was transferred to the General Services Administration in 1996 and renamed the Federal Research Center at White Oak. Congress mandated 130 acres for consolidating the regionally dispersed facilities of the FDA into a secured campus headquarters with laboratories, offices, support facilities, and amenities. The FDA campus is planned for nearly six million square feet and has been under construction since 2001. Currently, about 5,500 employees work at the new campus and nearly 9,000 will work there when it is completed in 2014, contingent on Congressional appropriations.

The White Oak and Hillandale shopping centers and adjacent commercial uses along New Hampshire Avenue are essentially unchanged, although the tenant mix has shifted through the years. In 2005, a vacant commercial site on the east side of US 29 north of Northwest Branch was redeveloped as the Shoppes of Burnt Mills, anchored by Trader Joe's.

In Hillandale, at I-495 and New Hampshire Avenue, an office building (10001 New Hampshire Avenue) completed in 2010 has been leased by FDA.

New residential development includes several townhouse communities built in the 2000s—Gatestone and Whitehall Square off Stewart Lane and Seaton Square off Lockwood Drive.

A new recreation center is under construction on April Lane.

Of the four districts identified by the 1997 Fairland Plan as the US 29/ Cherry Hill Road Employment Area—Montgomery Industrial Park, West Farm Technology Park, the County's Site 2, and the Percontee sand and gravel facility—West Farm has seen the most change, including several office buildings, two hotels, the “big box” Orchard Center, and the restaurants at WesTech Village Corner. Most of the Montgomery Industrial Park was developed between the late 1960s to the early 1980s, Site 2 remains undeveloped, and the Percontee sand and gravel facility is currently operating.

In the early 1990s, the General Conference of Seventh-day Adventists located its world headquarters on a 21-acre site at US 29 and Randolph Road (in the study area). With 600 employees, it is one of the area's largest employers. The General Conference also owns 21 acres adjacent to the headquarters site, the Adventist Book Store located in the Orchard Center, and several area churches. Adventist Health Care (AHC) has assembled five parcels totaling nearly 50 acres along Plum Orchard Drive within West Farm, where it plans to relocate Washington Adventist Hospital from Takoma Park and build a new hospital and medical campus. AHC received development approval in 2008. A certificate of need approval is pending with the State of Maryland.



Whitehall Square Townhouses at Stewart Lane



White Oak Community Recreation Center at April Lane

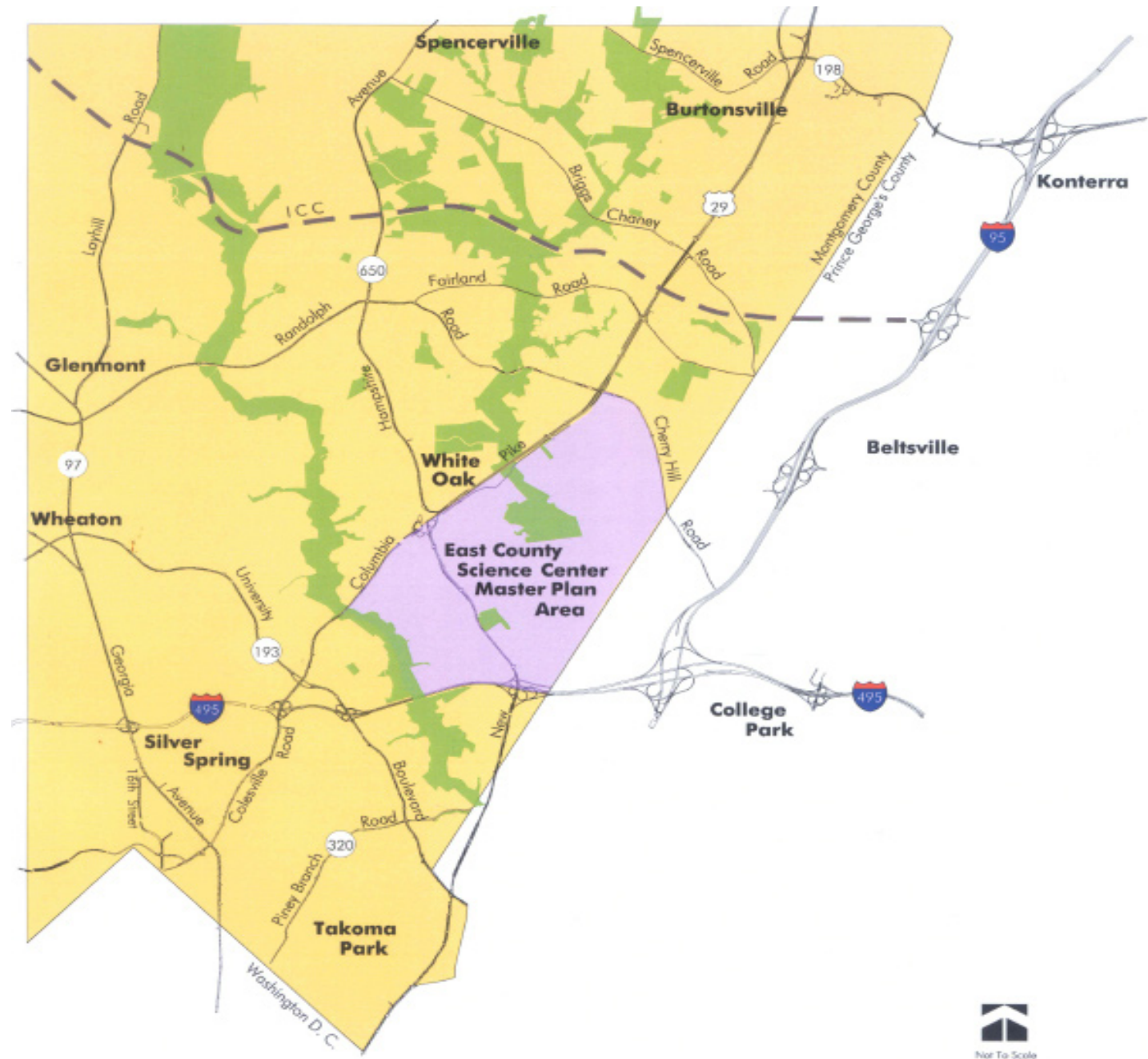


10001 New Hampshire Avenue



White Oak Shopping Center

map 3 regional area



issues

Transportation problems, and attempts to solve or relieve traffic congestion, have characterized the eastern County for at least 30 years. This problem will be a major focus in the development of Plan recommendations.

The 1981 *Master Plan for Eastern Montgomery County Planning Area's* concept of “transit serviceability,” encouraged a development pattern not entirely auto-dependent by increasing land use densities to support transit (buses, carpools, etc.). The 1981 Plan stated “...projected demand for roadway capacity in the planning area cannot be satisfied.” (page 158)

Implementing the County's Adequate Public Facilities Ordinance (APFO) through the Annual Growth Policy (AGP) imposed a moratorium on development in the eastern County in 1986. In 1990, the County Council adopted the Trip Reduction Amendment to the 1981 Plan as an interim measure until a comprehensive master plan update was underway.

The 1997 *Fairland Master Plan* stated “it will not be possible to add sufficient capacity through roadway improvements alone...limiting future development within the planning area will not reduce the need for transportation improvements...” (page 87). The 1997 Fairland and White Oak Plans recognized that transit serviceability had proven to be more limited and problematic than was envisioned and was no longer appropriate.

Rapid development has continued to the north in Howard County, increasing regional travel demand and traffic volumes in the US 29 corridor. Three of the seven US 29 grade-separated interchanges recommended in the 1997 Plans have been constructed by the State Highway Administration, but congestion continues to be a major issue.

The ICC will alter travel patterns in the eastern County. The large number of existing and future jobs planned at the FDA will also impact traffic in the area. During the planning process, possibilities for enhanced transit to serve the ECSC will be explored with the assistance of consultants and in collaboration with stakeholders, including County government.

The following themes will inform the Plan's recommendations with the goal of preserving community assets while creating a unique and dynamic place, and a healthy community.



Intercounty Connector interchange at US 29
Andrew Bossi

CONNECTIVITY

- Assess ways to improve connectivity between housing and job locations.
- Assess the ability of mobility improvements to support new development and the relative timing of each.
- Examine a range of transit options, including bus rapid transit (BRT) that provide connections to Metrorail and the Purple Line.
- Assess the impact of the Intercounty Connector (ICC) on US 29 traffic patterns.
- Explore ways to improve connections between and among the White Oak and Fairland communities.
- Analyze local circulation patterns and examine possible improvements.
- Evaluate the need for and ability to improve access and links to parks, trails, greenways, and bikeways.
- Explore options to improve local access to the Northwest Branch and Paint Branch stream valley parks from adjacent communities without negatively impacting these valuable natural resources.

DESIGN

- Explore the physical challenges and possibilities of integrating the FDA campus with surrounding development.
- Consider the potential of the existing shopping centers to become mixed-use nodes.
- Explore ways to create a safer pedestrian environment.
- Develop design guidelines to address specific sites as well as an overall concept for the area.
- Explore zoning options to create a mixed-use center.
- Analyze opportunities to create spaces and uses that encourage walking, social interaction, and community cohesion.

ENVIRONMENT

- Support resource conservation and protect environmentally sensitive areas and stream valley habitats.
- Explore options for locally self-sustaining energy production and delivery.
- Identify measures to protect the watersheds.
- Promote sustainability, including reducing imperviousness, using LEED standards, and increasing tree canopy.
- Improve air quality by reducing reliance on single-occupant vehicles.

DIVERSITY

- Devise a land use concept focused on creating a vibrant, healthy community for all residents, workers, and visitors.
- Assess the extent to which FDA and Washington Adventist Hospital can be catalysts for economic development.
- Analyze the jobs-housing ratio and explore realistic options to make adjustments.
- Explore the transit access and community facility needs of the area's multifamily communities.
- Address housing needs and demands, including affordable housing.

outreach

On June 30, 2010, planning staff held an open house at the East County Regional Services Center that was attended by about 75 people. This session helped notify the community that the Plan update would soon be underway and it allowed stakeholders to voice their initial thoughts and ideas about the area. A number of participants expressed interest in adjusting the Plan boundary to add the area on the southwest side of New Hampshire, which includes Burnt Mills, the high-rise Enclave apartments, a portion of Hillandale, and the National Labor College. This area, which was part of the 1997 *White Oak Master Plan*, is now included in the ECSC Plan area and the maps and boundary descriptions have been revised accordingly.

This Scope recommends establishing a citizen's advisory committee (CAC) of about 20 members to assist in developing the ECSC Plan. The CAC should include a representative group of stakeholders within the Plan's boundaries, including community and civic associations, business and property owners, and area organizations and institutions. Within the boundaries, there are over 30 commercial property owners, 45 retail property owners, 15 public/quasi-public sites, 20 multifamily developments, seven townhouse communities, nine religious institutions, and several citizens associations. All CAC meetings will be open to the public. In general, communication with the CAC and other interested parties will be via email. All CAC meetings will be posted on the Department's website and email notices will be sent to the Plan contact list, which will include the names of all interested parties.

In addition to regular CAC meetings, outreach will include:

- updates to the East County Citizens Advisory Board
- periodic open houses for the larger community
- staff attendance at local community association meetings, as requested
- outreach to the multifamily/rental communities
- outreach to the ethnically diverse population
- involving appropriate County agencies to address existing problems raised by the community during the planning process
- coordinating with the Prince George's County Planning Department
- electronic distribution of meeting notices and other information through an email contact list, which will include Prince George's County citizens associations adjacent to the Plan area
- posting Plan progress and status on the ECSC page of the Department's website.



ECSC open house, June 2010



resources

The approved FY2011 Planning Department budget committed 6.2 work years for this project. Due to the complexity of the transportation and land use issues, the Planning Department has also engaged the services of several consultants.

ECONOMIC CONSULTANT

An economic and commercial market analysis will include a profile of comparable research centers, an overview of regional competitors, and an assessment of the area's office, industrial, retail, and hotel potential. It will also address the extent to which the FDA is likely to generate spin-off demand from companies interested in proximity to the federal agency. The report will be available this spring.

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS TRANSPORTATION-LAND USE CONNECTION (TLC) GRANT

The Council of Governments' (COG) TLC program provides consultant assistance on plans and projects that integrate transportation and land use planning. COG, Department staff, and the consultant will create three sketch-level reviews of Transit-Oriented Development scenarios that match conceptual development types and densities to a range of supportive transit services. The initial phase of this project is underway and the final report is scheduled for this spring.

EPA SMART GROWTH IMPLEMENTATION ASSISTANCE (SGIA) GRANT

This program provides consultant assistance sponsored by the U.S. Environmental Protection Agency (EPA) through the Smart Growth Implementation Assistance (SGIA) Program. It will expand the County's tools to measure progress toward the County's Climate Protection Plan (CPP).

The INDEX software package is designed to evaluate transportation/land use scenarios using goal-derived performance indicators. The ECSC Plan area will be a test case using indicators that estimate greenhouse gas (GHG) emissions associated with Plan recommendations. This work will culminate in the late spring. At the end of this effort, planning staff will be able to apply INDEX in the ECSC area. Potentially, this tool can be applied to other master plan areas as well as Countywide.

COUNTYWIDE BUS RAPID TRANSIT STUDY

The Montgomery County Department of Transportation is working with a consultant on a Countywide bus rapid transit (BRT) study to determine potential demand for service, and estimate capital and operating costs. The study includes BRT routes on Colesville Road and New Hampshire Avenue that would serve the ECSC area. The study is anticipated to be completed in the spring.

INTERAGENCY COORDINATION

Staff proposes to work with the staff from agencies and departments, including Prince George's County, who would discuss issues, ideas, and concerns during the development of the Plan. This interagency team will be an invaluable source of information and collaboration among public sector stakeholders.

process and schedule

The ECSC Plan was formally initiated in September 2010. It is scheduled to be transmitted to the County Council and the County Executive in February 2013. The work schedule and products are outlined below.

PHASE 1: DATA COLLECTION AND PROJECT SCOPE (SEPTEMBER 2010-JANUARY 2011)

- Conduct initial outreach: community open house and presentation to East County Citizens Advisory Board
- Determine Plan boundaries
- Identify project staff team
- Prepare initial demographic data
- Begin environmental analysis
- Prepare maps
- Become familiar with existing conditions
- Photograph existing conditions
- Develop website
- Review previous master plans and planning history
- Review development activity
- Initiate coordination with Prince George's County Planning Department
- Compile email contact list
- Initiate meetings with property owners
- Hire economic consultant
- Coordinate with COG on consultant selection for TLC grant
- Coordinate with EPA on Smart Growth Implementation Assistance grant
- Prepare draft Scope of Work and present to the Planning Board

Products: maps, schedule, email contact list, existing conditions and demographic analysis, webpage, scope of work report, and Planning Board presentation

PHASE 2A: ANALYSIS/DRAFT PLAN DEVELOPMENT (FEBRUARY-JULY 2011)

- Establish the CAC and begin active community engagement
- Meet with civic groups and leaders in the area—HOAs, community associations, PTAs, faith groups, apartment managers, businesses, advocacy groups
- Contact commercial property owners to discuss long-term plans for specific sites
- Work with consultants and review data to ensure timely delivery of products to inform the preliminary Plan recommendations
- Develop and analyze land use scenarios, including the existing zoning envelope and a higher density alternative, to test in the transportation model
- Discuss alternative development scenarios with the CAC and stakeholders
- Receive, review, and discuss consultants' data and reports

Products: preparation and evaluation of alternative development scenarios, consultant reports

PHASE 2B: ANALYSIS/DRAFT PLAN DEVELOPMENT (AUGUST 2011-MARCH 2012)

- Evaluate the impact of alternative density and land use scenarios on the natural environment, transportation network, and public facilities
- Develop preliminary design concepts and open space network
- Develop preliminary draft recommendations
- Devise overall graphic approach to the draft Plan
- Discuss, examine, and refine preliminary draft recommendations, design concepts, and preferred development scenario with CAC, stakeholders, and community at large
- Present preliminary recommendations to the Planning Board
- Incorporate Planning Board feedback and finalize recommendations for Staff Draft Plan

Products: Preliminary recommendations, preliminary design guidelines

PHASE 3: STAFF DRAFT/PUBLIC HEARING DRAFT (APRIL-AUGUST 2012)

- Continue community outreach and meetings, as needed
- Prepare Staff Draft Plan for discussion with the Planning Board
- Review Staff Draft Plan with the Planning Board and revise as needed
- Produce the Public Hearing Draft Plan
- Set public hearing date, advertise, and distribute Public Hearing Draft Plan

Products: Staff Draft Plan, Public Hearing Draft Plan, public hearing notification

PHASE 4: PLANNING BOARD REVIEW (SEPTEMBER 2012-JANUARY 2013)

- Conduct Planning Board tour of Plan area
- Conduct Planning Board public hearing
- Prepare digest of public hearing testimony
- Identify and analyze issues for Planning Board worksessions
- Prepare staff reports for Planning Board worksessions
- Prepare and present preliminary design guidelines
- Produce Planning Board Draft Plan
- Transmit Planning Board Draft Plan to County Executive and County Council, and Prince George's County

Products: Public hearing digest, staff reports for Planning Board worksessions, Planning Board Draft Plan, and preliminary design guidelines

PHASE 5: COUNTY EXECUTIVE REVIEW (FEBRUARY-MARCH 2013)

- Executive agencies review Plan and prepare fiscal analysis of Plan recommendations
- Executive transmits comments and analysis to the County Council
- Begin work on zoning maps for future Sectional Map Amendment

Product: County Executive's comments and fiscal analysis

PHASE 6: COUNTY COUNCIL REVIEW (APRIL-SEPTEMBER 2013)

- Conduct Council tour of Plan area
- Present overview of the Plan to the Council
- Council public hearing on the Planning Board Draft Plan
- Planning, Housing, and Economic Development (PHED) Committee worksessions
- Send PHED Committee recommendations to the full Council
- Hold full Council worksessions on the Plan
- Prepare Resolution on the Plan for Council approval
- Plan approved by County Council

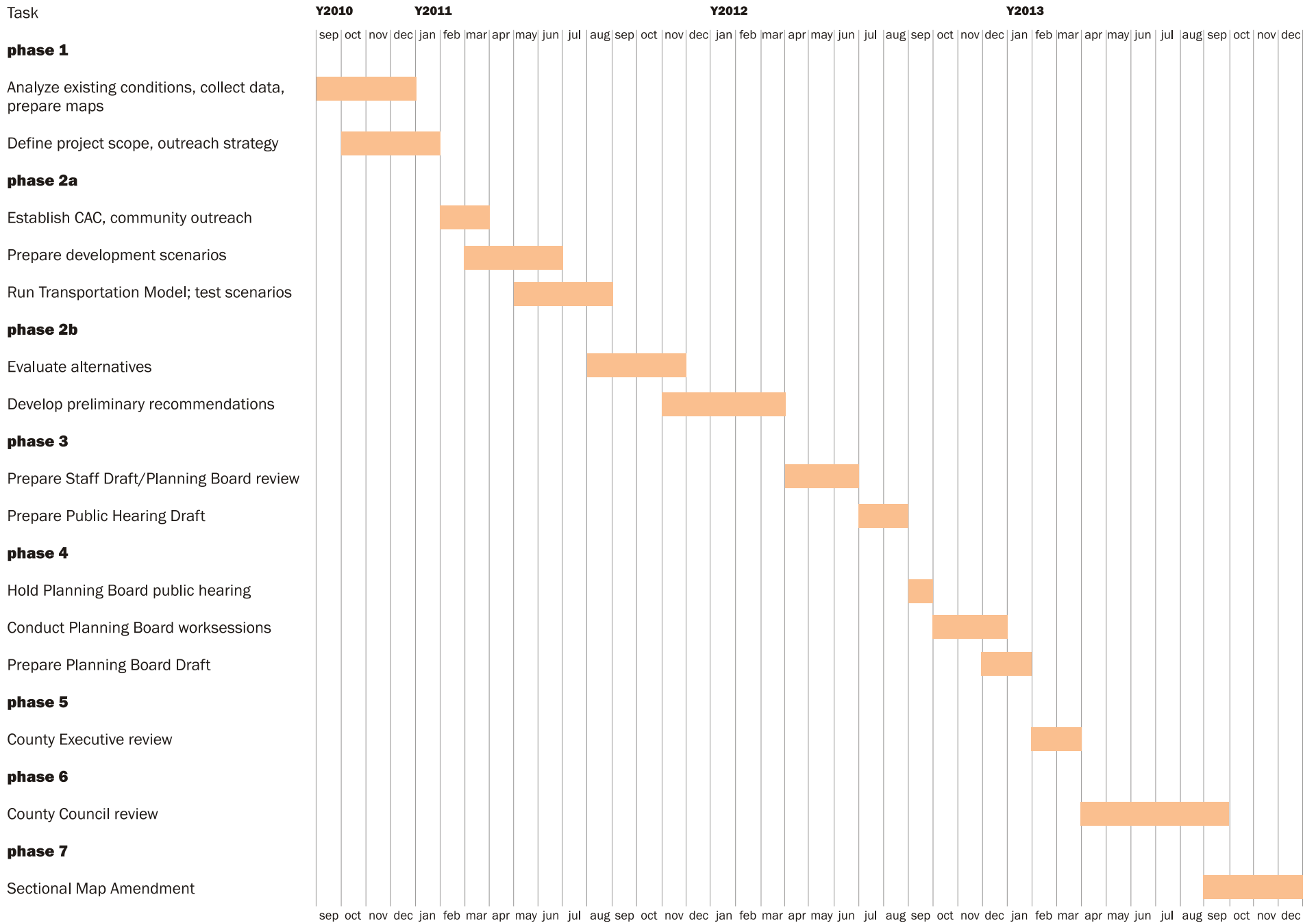
Product: approved master plan

PHASE 7: IMPLEMENTATION (OCTOBER-DECEMBER 2013)

- Schedule Planning Board and full Commission adoption of the approved Plan
- Prepare and produce approved and adopted Plan
- Initiate Sectional Map Amendment (SMA) process to implement zoning recommendations
- Obtain Planning Board approval to file SMA
- Provide zoning maps and technical staff report for Council review and approval of SMA

Products: approved and adopted master plan, approved SMA

schedule summary: east county science center master plan



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east county science center master plan

SCOPE OF WORK

FEBRUARY 2011



Montgomery County Planning Department

M-NCPPC

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