Hillandale

“Snap Shot”

Master Plan CAC
July 19, 2011
1957
Zoning Changes

The Hillandaler

VOLUME 11  MARCH, 1957  NUMBER 7
Army Research Laboratory

- 1200-1500 employees
- Most development/offices in Montgomery County
- Use of old Cherry Hill gate relieves some PM traffic issues
- New Garrison Master Plan pending
- ARL not part of GSA’s Federal Research Center land holdings
HCA’S Boundaries and Subdivisions

August 2010
MCPS Schools

Elementary: Nix & Cresthaven

<table>
<thead>
<tr>
<th>Capacity</th>
<th>Enrollment</th>
<th>FARMS Rate</th>
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<tbody>
<tr>
<td>480</td>
<td>494</td>
<td>69.4%</td>
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<tr>
<td>511</td>
<td>394</td>
<td>67.3%</td>
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Middle: Francis Scott Key

<table>
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<th>Capacity</th>
<th>Enrollment</th>
<th>FARMS rate over time:</th>
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<tbody>
<tr>
<td>944</td>
<td>869</td>
<td>71.5%</td>
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High: Northeast Consortium

Springbrook IB Programe

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<tr>
<th>Capacity</th>
<th>Enrollment</th>
<th>FARMS rate over time:</th>
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<tr>
<td>2,073</td>
<td>1,739</td>
<td>61.6%</td>
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Hillandale Home Price History

Median Price Comparison
MoCo vs. Hillandale
2003: 383 vs. 340
2004: 450 vs. 385
2005: 530 vs. 468
2006: 552 vs. 505
2007: 560 vs. 475
2008: ? vs. 398
2009: 460 vs. 320
2010: 483 vs. 332
2011: ? vs. 342 (Q 1 & 2)

2003-11 Yearly Average Sale Price

2003-11 Price Average by Quarter
Hillandale Residential View Point

• Strong, safe community with distinct neighborhoods
• Consider FDA a high-value re-use of NSWC property
• Anxiously waiting for long-promised area revitalization
• Stagnant commercial areas; underserved consumers
• New Hampshire Ave.: both spine & divide; congested; speed
• Easy access to Beltway & 95; public transportation not good
• Modest office space; limited employment opportunities
• Residents eager & willing to engage in transit, improved local amenities and growth discussions
Hillandale Activity Node

C-1 Commercial
C-T, OM, CO Office

NLC: could “kick start” area and spur reinvestment

Religious Institutions

Open Site

Multi-family Housing

Bottling Plant
White Oak Activity Node

Multi-family
Residential
High Rise (brown)
Garden Style (rust)
Townhouse

Commercial
C-2 (pink)

Office C-O (blue)

Religious Use

Government Facilities
Library  MCPD 3D  Transit  Rec Center  Park Land

FDA
In-fill Transit Hubs

• Proper placement
• Not the cheapest place!
• Long-term quality, safety and maintenance
EXAMPLES OF ULI’S REDEVELOPMENT VISION*

Not prepared with the acknowledgment or approval of the property owner or management

Medium Size Commercial Center: Hillandale used as the prototype example

- Commercial/Residential C/R
- CR Town/CR Neighborhood
- Life Sciences Center LSC

This illustrates a completely redeveloped medium-size property with 151,000 square feet of retail, 340 residential units and 1,263 parking spots for close to 500,000 square feet of development. Note: ULI believes that other schemes could not additional housing.

A. Construct a new 55,000 square-foot grocery store

B. Construct new retail with four-story residential above and below-grade parking

C. Provide a pad restaurant site at main artery entry point

D. Construct a second anchor with in-line retail with four-story residential above

Large Size Commercial Center: White Oak as the prototype

This complete redevelopment example has 400,000 square feet of retail (half in anchor stores, half in smaller retail shops), 1,000 units of residential and 3,600 parking spaces. To achieve the higher density, a portion of the parking would be structured and primarily used by the residents of the apartment or condominium units.

“The revitalized community retail center will greatly enhance the ambience of the surrounding community and will create a stronger sense of place and focal point for community activity and resident interaction.”

—From the ULI report

2005 Park and Planning/ULI “Boulevards and Corridors”

MIXED-USE ZONES
- Commercial/Residential C/R
- CR Town/CR Neighborhood
- Life Sciences Center LSC
Master Plan “To Do List”

- Encourage integration of FDA activity throughout area
- Understand Master Plan vs. Project Plan
- Conceptualize future development in area
- Consider new zones, densities and public benefits
- Define transportation/transit improvements needed to support vibrant activity nodes
- Consider existing infrastructure, additional public infrastructure costs, funding and staging criteria
- Evaluate alternatives to achieve healthy communities across plan area