Opportunities

- Three centers – each with large tracts with development potential
- Sustainable development could create new neighborhood centers at each
- Guidelines will focus on broad issues centered on the potential structure of these new centers

White Oak

LS / FDA
Village Center

Hillardale
### Design Goals

<table>
<thead>
<tr>
<th>1. Develop large sites into complete districts that connect with existing neighborhoods</th>
<th>2. Transform existing commercial centers</th>
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**Purpose**  
*To sustainably integrate large redeveloping tracts with existing communities*  
*To focus on the components of the redevelopment that will reshape the public domain*

**Guidelines**  
- Incorporate sustainable neighborhood planning and design principles into the design of new districts. New development should promote efficient land use, walkability and transportation efficiency.  
- Integrate existing natural resources  
- Development at large tracts should transition to the scale of existing surrounding communities  
- Enhance existing local roads within each center to provide new services and amenities for existing communities.  
- Establish landmarks at prominent locations to serve as points of reference in the area  
- Create networks of spaces for public use  
- Create appropriate transitions to existing neighborhoods
## Design Goals

**Goal 1**
- Sustainable Neighborhood Planning  
- Efficient land use  
- Walkability and transportation efficiency  
- Compact, mixed-use development with high levels of internal connectivity, with short blocks, and human scaled buildings  
- Enhance natural resources with site design

**Goal 2**
- Building placement and scale using identified design elements to shape the public realm  
- Strategic locations that can serve as points of reference for the area  
- Create networks of open spaces for public use  
- Transitions to existing neighborhoods
**Build-to-Zones**

**Streetscape**

**Enhanced Intersections**

**Landmark Structures**

<table>
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<tr>
<th>Transitions</th>
<th>Open space</th>
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04 *illustratives provide guidance and are not specific development recommendations*
05 illustratives provide guidance and are not specific development recommendations
Blocks 1, 2, 3 – Lockwood Drive and New Hampshire Avenue
Guidelines:
• Create active fronts along Lockwood Drive and provide streetscape improvements (pavements, landscape, lighting and furnishings); integrate existing transit center functions
• Create a north-south connection between Lockwood Drive and Old Columbia Pike to link with a possible connection with the FDA campus to the south. Include streetscape improvements and active fronts where feasible.
• Building fronts along both sides of Lockwood Drive should be between two and six stories
• Open Space
  o Provide an urban plaza, integrated with existing transit center functions.
  o Create an accessible neighborhood green within block 1.
  o Consider providing additional spaces for public use throughout as individual blocks develop

Blocks 4, 5 – Old Columbia Pike at Stewart Lane
Guidelines:
• Re-development should create a northern architectural gateway for the area, and enhance pedestrian areas along Stewart Lane.
• Incorporate existing tree canopy along Old Columbia Pike, if feasible.
• Consider ways to integrate stream valley to the east.
• Provide adequate transition to residential properties to the south.

Blocks 6, 7, 8, 9 – Lockwood Drive/Stewart Lane and April Lane
Guidelines:
• Enhance pedestrian environment along Lockwood Drive
• Create a shared use path loop to supplement existing bicycle amenities
• Create a system of short blocks, internal streets, and networked open spaces, should parcels re-develop as a group
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Sample Guidelines for a Single Property

Goal 1
• Incorporate sustainable neighborhood planning and design principles into site and building design
• Create short blocks, and an internal grid of streets
• Areas for public use should create a network of accessible open spaces

Goal 2
• Concentrate maximum building heights along New Hampshire Avenue and US29
• Development should create a recognizable structure near the intersection between New Hampshire Avenue and Lockwood Drive
• Improve Lockwood Drive by creating activated areas for pedestrians that incorporate existing and proposed mass transit functions
• Enhance streetscape along Lockwood Drive
• Create an urban plaza linked to available transit options
• Create an accessible neighborhood green

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Blocks 1, 2, 3 – New Hampshire Avenue SW
Guidelines:
• Create an active pedestrian environment along New Hampshire Avenue
• Concentrate development intensity away from existing residential areas – consider incorporating existing tree stands into buffer zones between existing residential and new development
• Larger properties should create pedestrian environments that include short blocks, internal streets, and networked open spaces for public use.
• Incorporate

Blocks 4, 5 – New Hampshire Avenue North
Guidelines:
• Encourage assembly of smaller commercial properties to create an active pedestrian environment along New Hampshire Avenue.

Blocks 6, 7, 8 – New Hampshire Avenue East
Guidelines:
• Create an active pedestrian environment along New Hampshire Avenue.
• Concentrate development intensity away from existing residential areas.
• Development should be compact and mixed-use, with walkable internal streets (see design goals 1 and 2)
• Overall scale of development and streetscape improvements along Elton Road should transition to residential scale to the east.
• Building fronts along New Hampshire Avenue should be between two and six stories
• Shopping Center redevelopment should include a space for public gatherings, and should enhance architecturally the intersection between New Hampshire Avenue and Powder Mill Road.

- Incorporate local landmarks as focal points of redevelopment
- Consolidate frontages along New Hampshire Avenue to make a recognizable center
- Improve pedestrian zones near the intersection of New Hampshire Avenue and Powder Mill Road
- Develop larger properties (National Labor College, Hillandale Shopping Center) as mixed-use centers that provide services and amenities to the surrounding neighborhood

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Blocks 1, 2 – Tech Road and Industrial Parkway at US29
Guidelines:
• Re-development should create a gateway to the area at US29 that integrates a possible BRT station.
• Development should improve pedestrian areas along Tech Road and Industrial Parkway.
• Development at Block 1 should create a terminus for westbound Broadbirch Drive
• Open Space
  o Provide an accessible open space within Block 1

Blocks 3, 4, 5, 6 – Tech Road and Broadbirch Drive
Guidelines:
• Re-development should create pedestrian destinations along Broadbirch Drive as properties re-develop.
• Existing tree-lined character of Broadbirch Drive should be maintained

Blocks 7, 8 – Industrial Parkway Extended and FDA Boulevard
Guidelines:
• Industrial Parkway Extended should develop as pedestrian-oriented, multimodal central spine. Tallest structures in this block should be concentrated along this road segment.
• Development along FDA Boulevard should be compatible with development along Industrial Parkway Extended, but should transition down to a lower scale along Cherry Hill Road, to be compatible with existing residential communities to the east.
• Development should enhance the edge along the Paint Branch Stream Valley to the south with conservation and/or restoration efforts, to include the creation of accessible recreational areas for public use.

Opportunities
• Development could introduce mixed-uses that could shift the predominant light industrial character of the area
• New internal roads could improve local connectivity and access between local businesses
• Paint Branch stream valley could be integrated with new development and enhanced with outdoor recreational facilities

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Precedent: Edge of new development along environmental resource

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**Build-to-Zones**

- **Build-to-lines** indicate where the street façade including street activating uses should be located to define the public realm in areas where pedestrian activity is most desirable.

- **Build-to-areas** similar to build-to-lines, but allow greater flexibility in building façade placement along the public domain.

**Streetscape**

- **Streetscape improvements** should include wide sidewalks, adequate illumination, landscaping, and street furnishings.

**Enhanced Intersections**

- **Intersections** can be shaped by buildings to improve street crossings linking significant areas.

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### Landmark Structures

Landmark structures provide points of orientation for pedestrians and motorists by standing out singularly from their surrounding context.

### Transitions

Transitions should appropriately protect existing single-family neighborhoods from possible negative impact from new development.

### Open space

Networks of open spaces for public use consisting of a variety of open space types should be incorporated into all large developing areas.

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Open Space

Purpose:
To seek opportunities to create open space types that are appropriate for the density levels and uses surrounding them.

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Civic Green Urban Park

Formally planned, flexible, programmable public use space that can provide places for informal gathering, quiet contemplation, or large gatherings and special events.

Location: Integrated with development
Size: 1/2 acre minimum; preferable 1 to 2 acre area

Design:
• Designed to incorporate several activity zones
• Flexible space to accommodate a variety of public gatherings
• Adjacent to major roads and/or business streets
• May be surrounded by local streets lined with high to medium density development, with continuous street walls and activating uses
• Visibility and access from adjacent sidewalks, streets, and buildings

Elements:
• Central lawn area as a focal point
• Include trees for shading
• Plantings, secondary lawn areas, and pathways
• Might include play areas or similar neighborhood facilities
• Multiple options for seating
• Public Art
• Identity Features