

MD 355/I-270 TECHNOLOGY CORRIDOR PROJECT

STATUS REPORT

MARCH 2007

 The Maryland-National Capital Park and Planning Commission



MD 355/I-270 Project OVERVIEW

1. PURPOSE AND SCOPE
2. CONTRIBUTING PLANS AND PROJECTS
3. ACCOMPLISHMENTS
4. FORCES
5. CHALLENGES AND RESPONSES
6. APPLICATION TO NORTH BETHESDA



MD 355/I-270 Project

PURPOSE AND SCOPE

PURPOSE:

To plan for unique and sustainable communities on the forefront of science and technology.

SCOPE:

- ❑ Land Use Concept and Analysis
- ❑ MD 355 Design
- ❑ Environmental Strategies for Sustainable Communities
- ❑ Mobility Plan and Analysis
- ❑ Parks and Trails
(Footsteps in the Corridor)
- ❑ Zoning and Implementation

MD 355 Vision

MD 355 or the "Great Road" will be a main street connecting Washington, DC to Frederick County with high quality pedestrian-oriented downtowns, private and public employment centers, local and regional retail, educational institutions, transit-oriented town centers, historic villages, parkland, and natural areas.



CONTRIBUTING PLANS AND PROJECTS

Master Plans

- ❑ Shady Grove (Completed)
- ❑ Twinbrook
- ❑ White Flint
- ❑ Germantown
- ❑ Gaithersburg Vicinity
- ❑ Little Bennett Regional Park Master Plan
- ❑ Footsteps in the Corridor Park Trail Plan

Functional Plans

- ❑ Green Infrastructure Functional Plan
- ❑ Functional Plan for Environment and Energy

Centers and Boulevards

Growth Policy Report

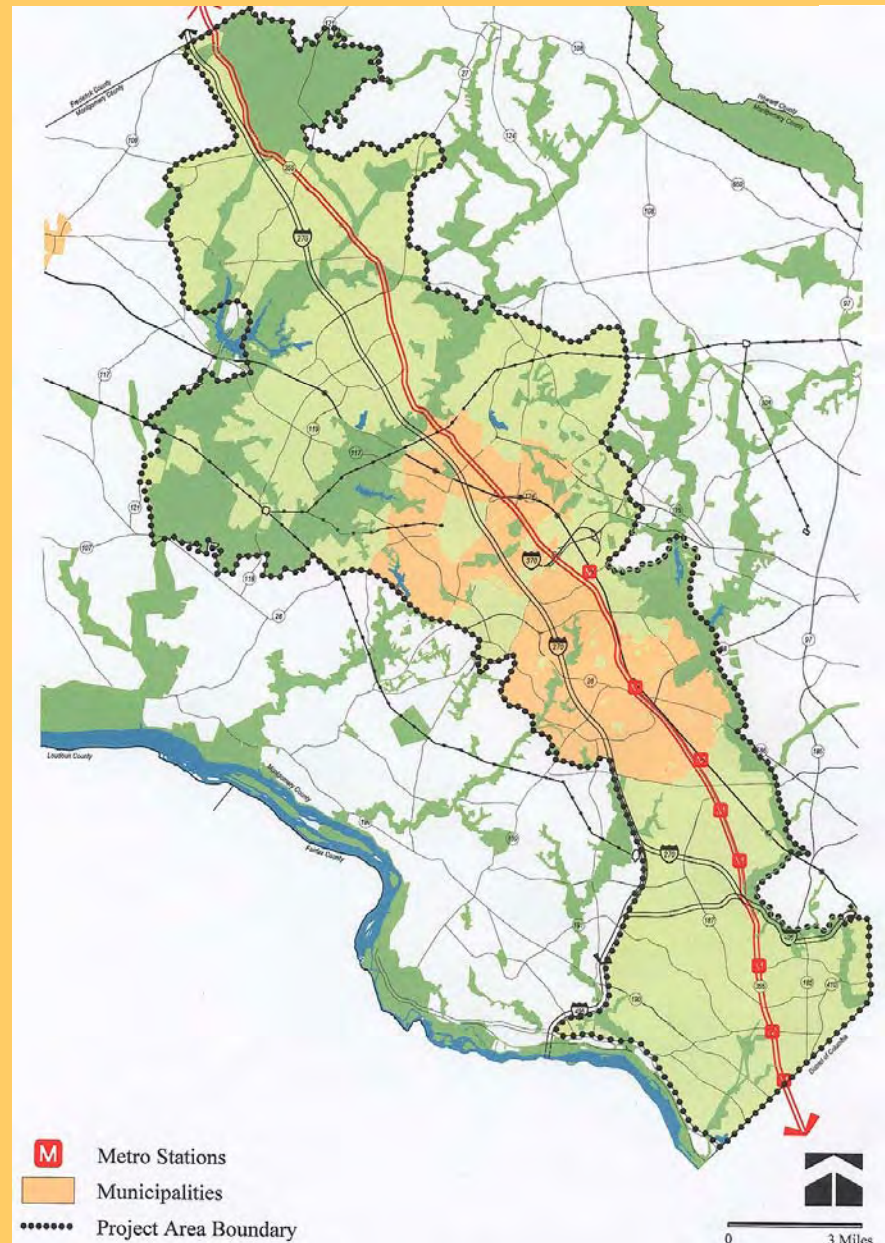
Bethesda Naval Medical Project

Mid-County Corridor Study

- ❑ M-83/Mid-County Highway
- ❑ MD 355 Gaithersburg/Germantown

Implementation Tools

- ❑ Series of Mixed-Use Zones
- ❑ Improvements to the Industrial Zones
- ❑ Road Code



MD 355/I-270 Project

ACCOMPLISHMENTS

Work Program Development

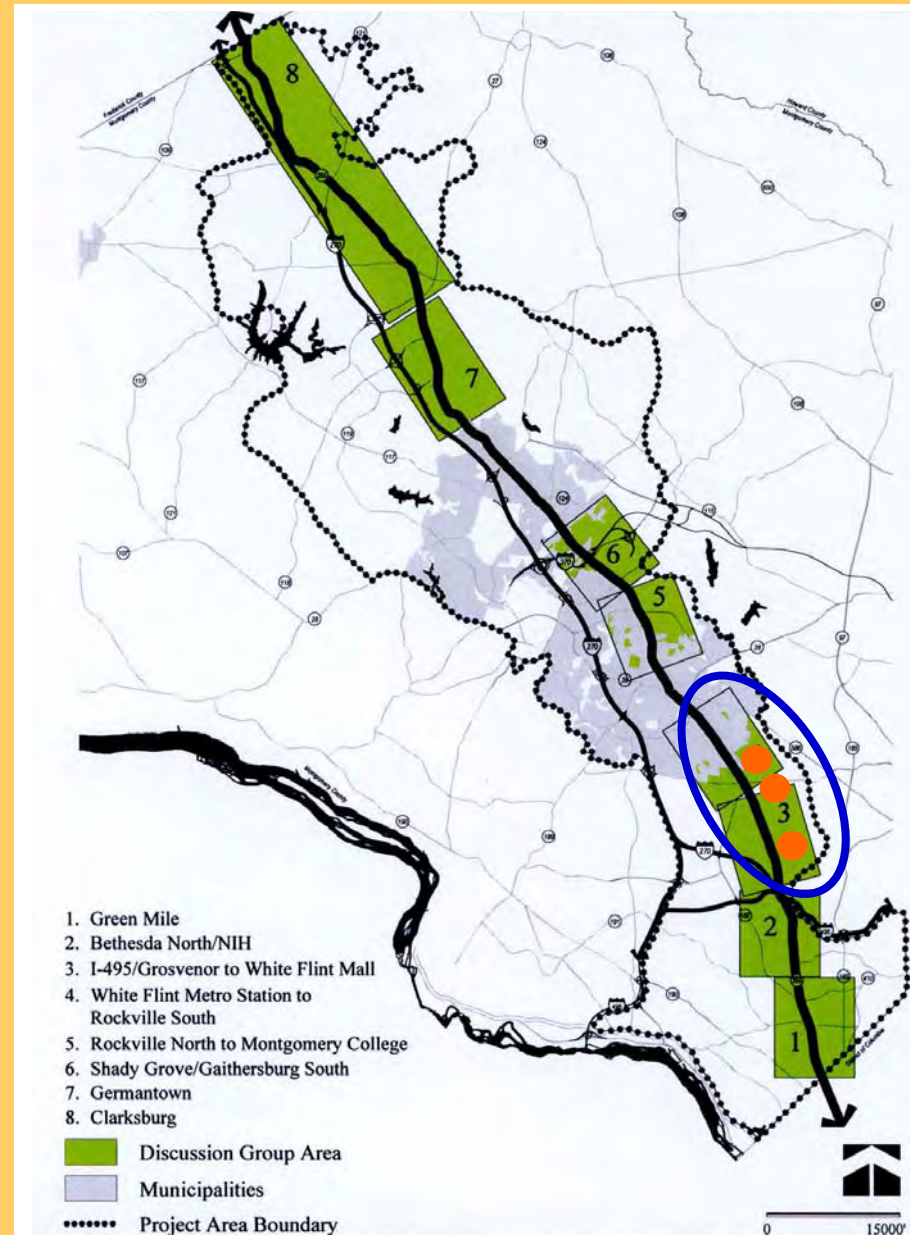
- ❑ Advisory Committee
- ❑ Inventory and Analysis Underway:
 - Demographics
 - Economics
 - Transportation
 - Environment
 - Parks and Open Space
 - Urban Design

Vision

- ❑ Centers and Boulevards
- ❑ Hierarchy of Centers

Community Outreach

- ❑ Outreach Strategy
- ❑ Web Site Development
- ❑ Brochure



MD 355/I-270 Project FORCES

Demographics

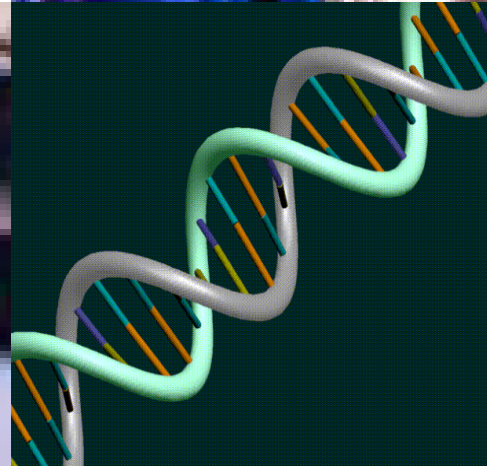
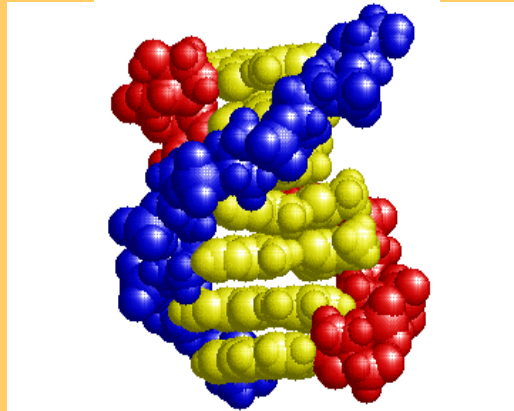
- ❑ Amount and composition of the residents
- ❑ Availability and participation of the work force

Technology

- ❑ New science and technology
(Information technology, biotechnology, nanotechnology)
- ❑ Alternative energy
- ❑ Other

Globalization

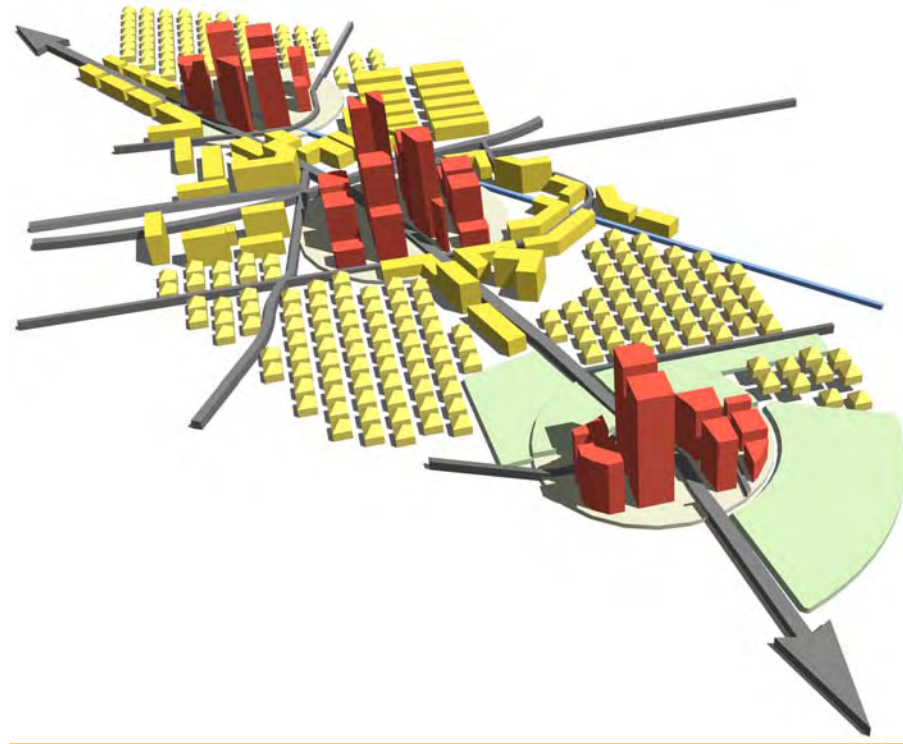
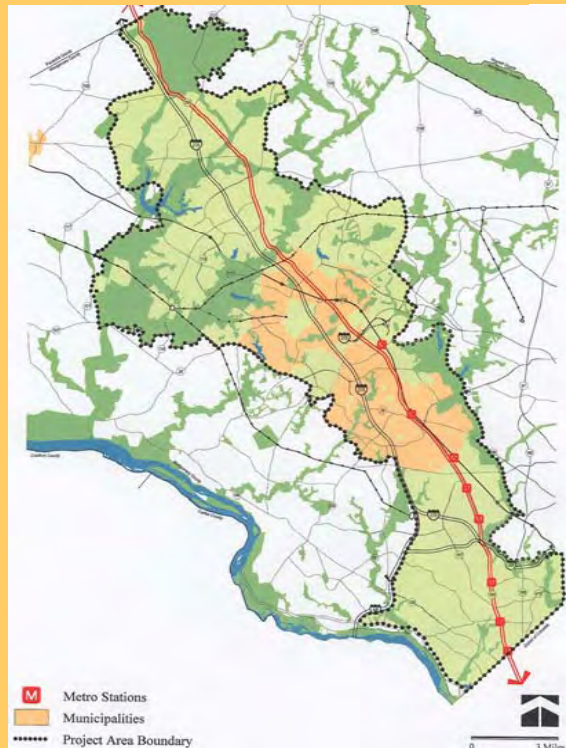
- ❑ Competition
- ❑ Relationship to the region



SOURCE: RAND Corporation Report on the 21st Century Workforce for the U.S. Department of Labor

CHALLENGES AND RESPONSES

- ❑ Work Location
- ❑ Nature of Work and Job Skills
- ❑ Size and Composition of Workforce
- ❑ Access and Demand for Amenities
- ❑ Globalization
- ❑ Environment



CHALLENGES AND RESPONSES

Challenges - Work Location *

- ❑ Centers linked within the corridor and IT-enabled
- ❑ Collaboration
- ❑ New building paradigms
- ❑ Satellite offices
- ❑ Rise in telecommuting

Responses

- ❑ Distinct community identity
- ❑ Sustainable environments
- ❑ Mobility options
- ❑ Building size, look and function
- ❑ New work environments
 - Home/work relationships
 - Remote locations
 - Open spaces for collaboration

SOURCE: * RAND Corporation Report on the 21st Century Workforce for the U.S. Department of Labor



CHALLENGES AND RESPONSES

Challenges - Nature Of Work And Job Skills*

- ❑ Highly skilled knowledge-based industry
- ❑ Other skills including support and service
- ❑ High and low income earners
- ❑ Continuous learning

Responses

- ❑ Knowledge-based and service jobs
- ❑ Variety of housing types
- ❑ Supporting the colleges and universities
 - Montgomery College
 - Johns Hopkins University
 - University of Maryland
 - National professional organizations
- ❑ Federal facilities
- ❑ National associations



CHALLENGES AND RESPONSES

Challenges - Size and Composition of Workforce*

- ❑ **Age**
 - Older workers (beyond retirement age)
 - Disabled workers
- ❑ **Diversity**
 - Cultural
 - Racial
- ❑ **Family responsibilities**
 - Children
 - Elderly parents

Responses

- ❑ Variety of work environments
 - Flexible schedules
 - More services to support families
 - Provide for child and elderly care
- ❑ Sustainable and mixed-use neighborhoods (schools, parks, retail, office space, housing)



CHALLENGES AND RESPONSES

Challenges - Access and Demand for Amenities*

- ❑ Parks and open space
- ❑ Active recreational opportunities
- ❑ Culture and entertainment

Responses

- ❑ Parks, open space, and recreational activities along MD 355
- ❑ Urban trail system connecting parks
- ❑ More restaurants, nightclubs, and cafes to serve young workers in centers and along MD 355
- ❑ High quality design through zoning mechanisms, urban design concepts, and streetscape plans



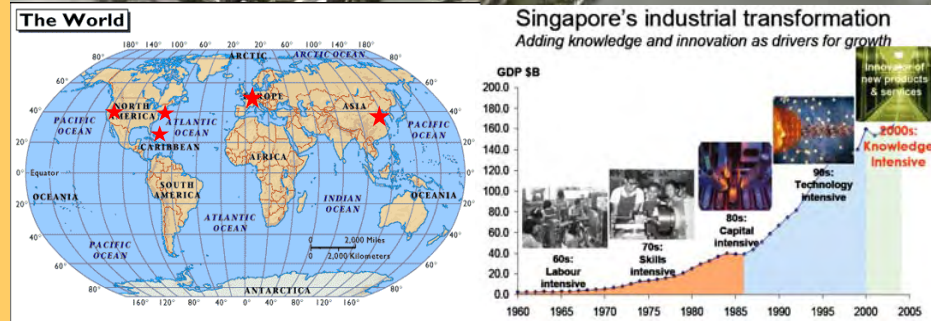
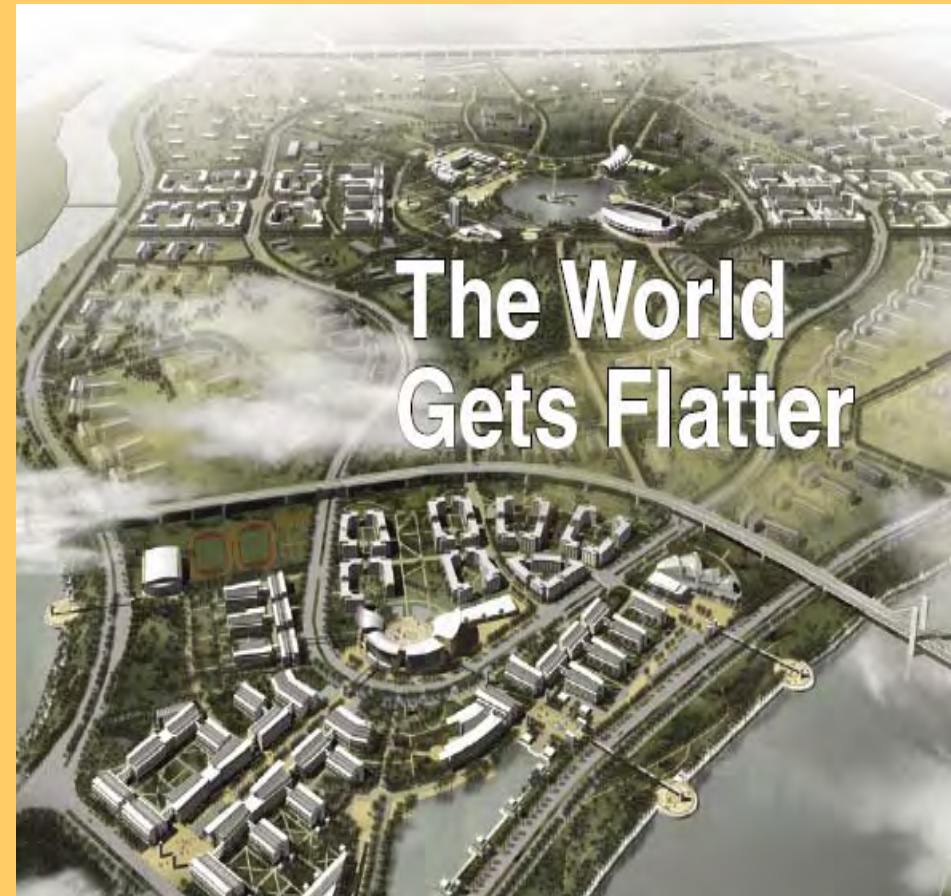
CHALLENGES AND RESPONSES

Challenges - Globalization*

- ❑ World-wide market place
- ❑ Workers can go anywhere
- ❑ Companies locate near the workforce
- ❑ 52 Key biotech competitors world-wide
- ❑ High U.S. labor and development cost
- ❑ Overseas opportunities for U.S. workers

Responses

- ❑ Open spaces for collaboration
- ❑ Sustainable communities
- ❑ Create communities attractive to workers
- ❑ Agricultural Reserve and the use of TDRs
- ❑ Unique sense of community
- ❑ Places for local businesses
- ❑ Science and technology uses



CHALLENGES AND RESPONSES

Challenges - Environment

- ❑ Global climate change
- ❑ Need to reduce energy use
- ❑ Changing technology
- ❑ Investment in alternative energy
- ❑ Compliance with Federal regulations
- ❑ Chesapeake Bay Agreement
- ❑ Heat island effect

Responses

- ❑ Sustainable neighborhoods
- ❑ Ag Reserve and the local food source
- ❑ Urban tree cover
- ❑ New street design standards
- ❑ Low impact development
- ❑ Opportunities for new energy sources



APPLICATION TO NORTH BETHESDA

□ Plan for Distinct Communities

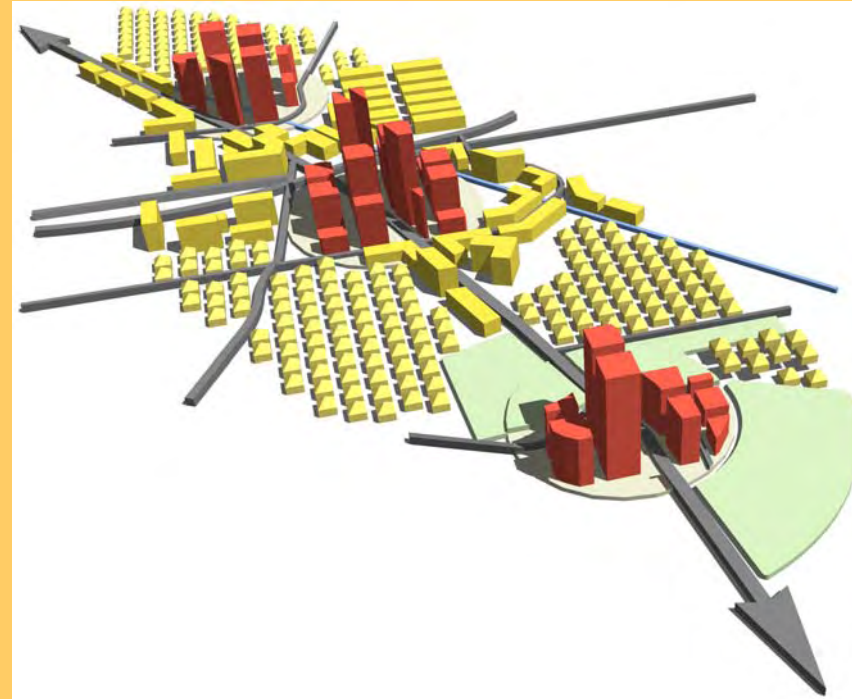
- Urban technology center (*Twinbrook*)
- Mixed-use downtown (*White Flint*)
- Cultural and performing arts center (*Grosvenor*)

□ MD 355 Urban Design

- Streetscape plan
- Emphasis on transit and pedestrians emphasis

□ Environmental Concepts for Sustainable Communities

- Urban forest
- Innovative green features
- Low impact development



APPLICATIONS TO NORTH BETHESDA

❑ Mobility Plan

- Transportation Analysis
- Multiple transportation options
- Emphasis on pedestrians

❑ Parks and Trails

- Footsteps in the Corridor
- Urban Parks

❑ Zoning and Implementation Tools

- New and evolving advanced technology and biotechnology industries
- Series of mixed use zones
- Transfer of Development Rights
- Improved industrial zones
- Road code



White Flint Forward: Plan the Green Future

Planning Board Round Table Discussion

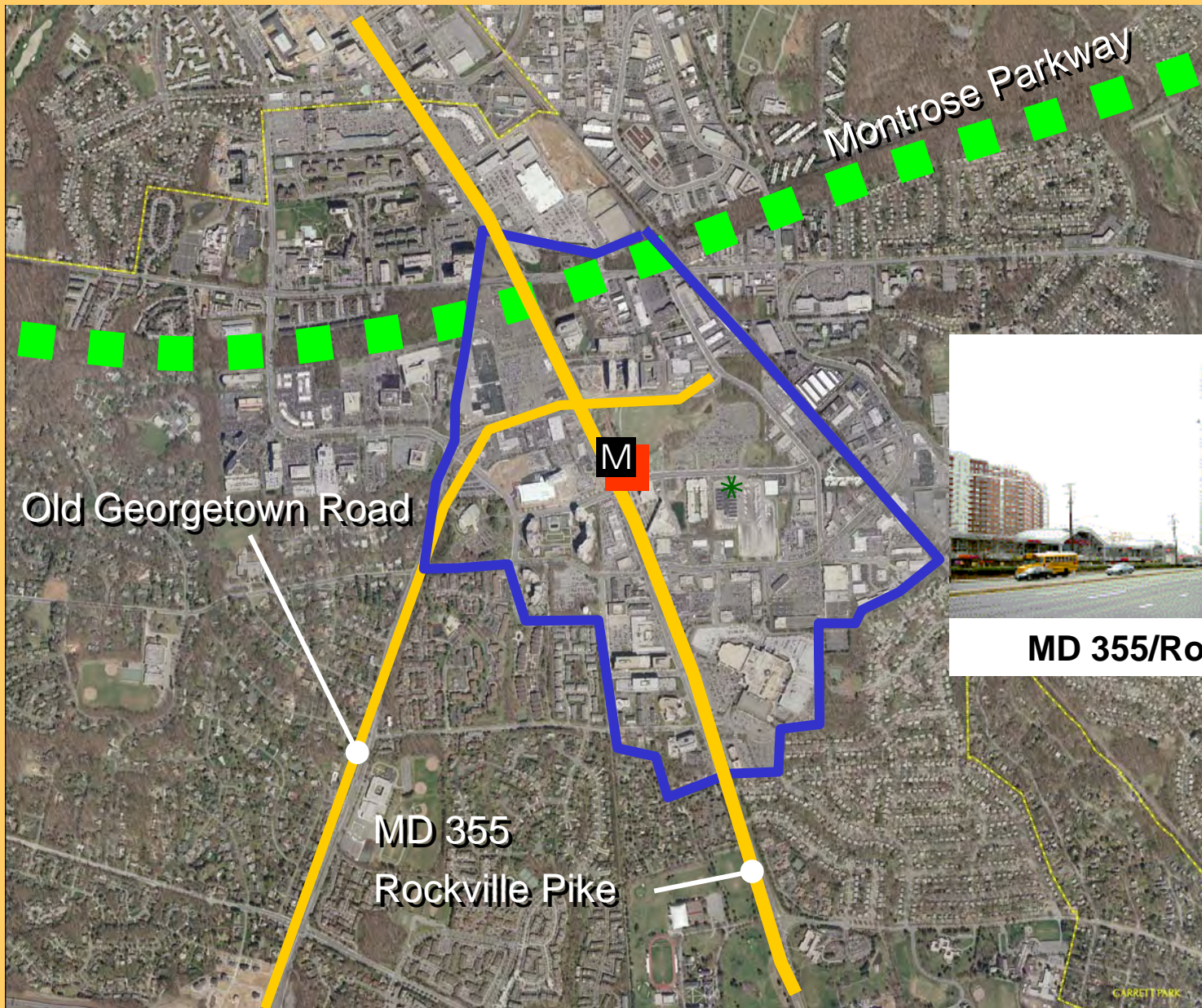
WHITE FLINT SECTOR PLAN STATUS REPORT



Nearby Jurisdictions and Metro Stations



Major Roads



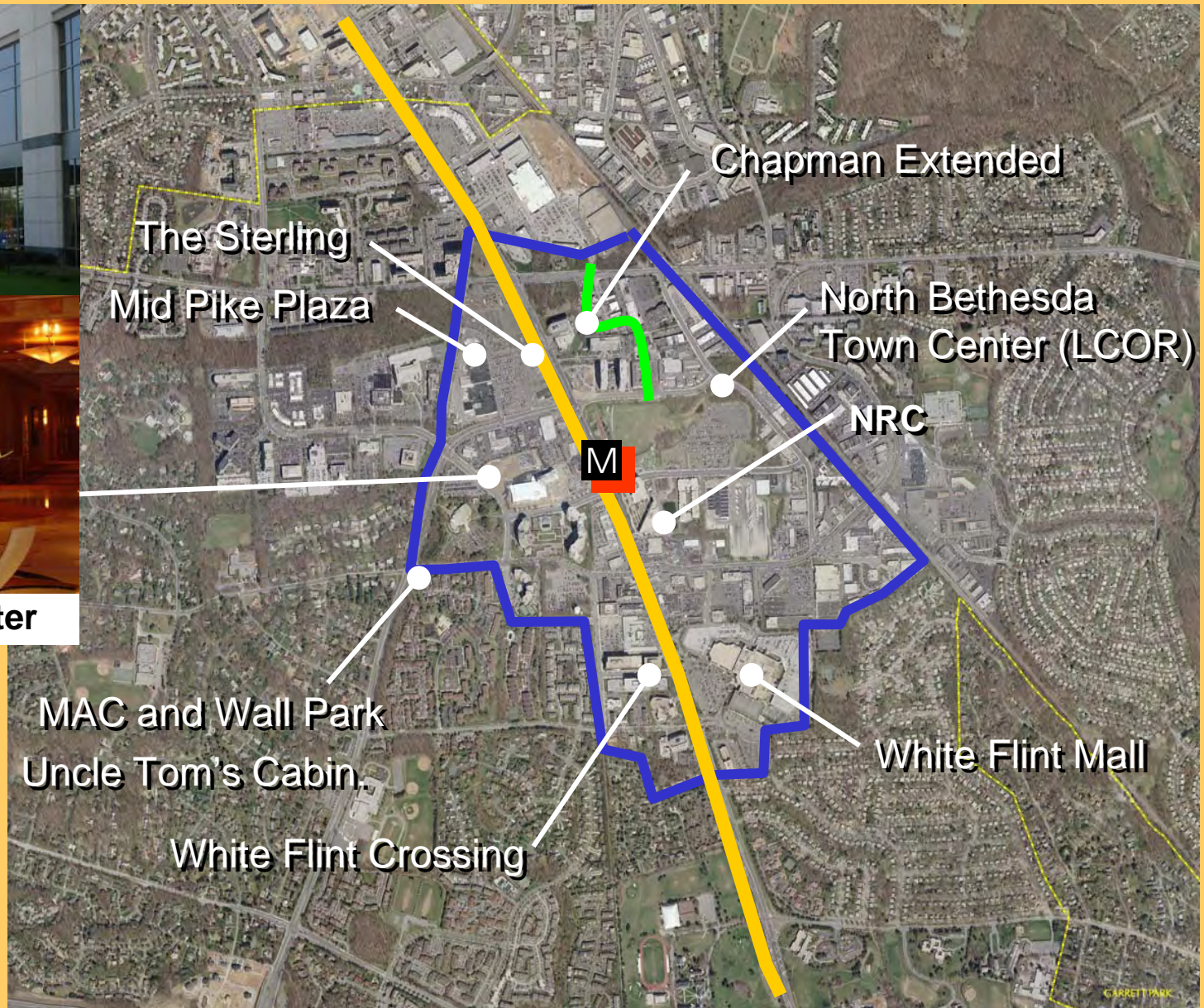
MD 355/Rockville Pike

White Flint Forward: Plan the Green Future

Recent Projects

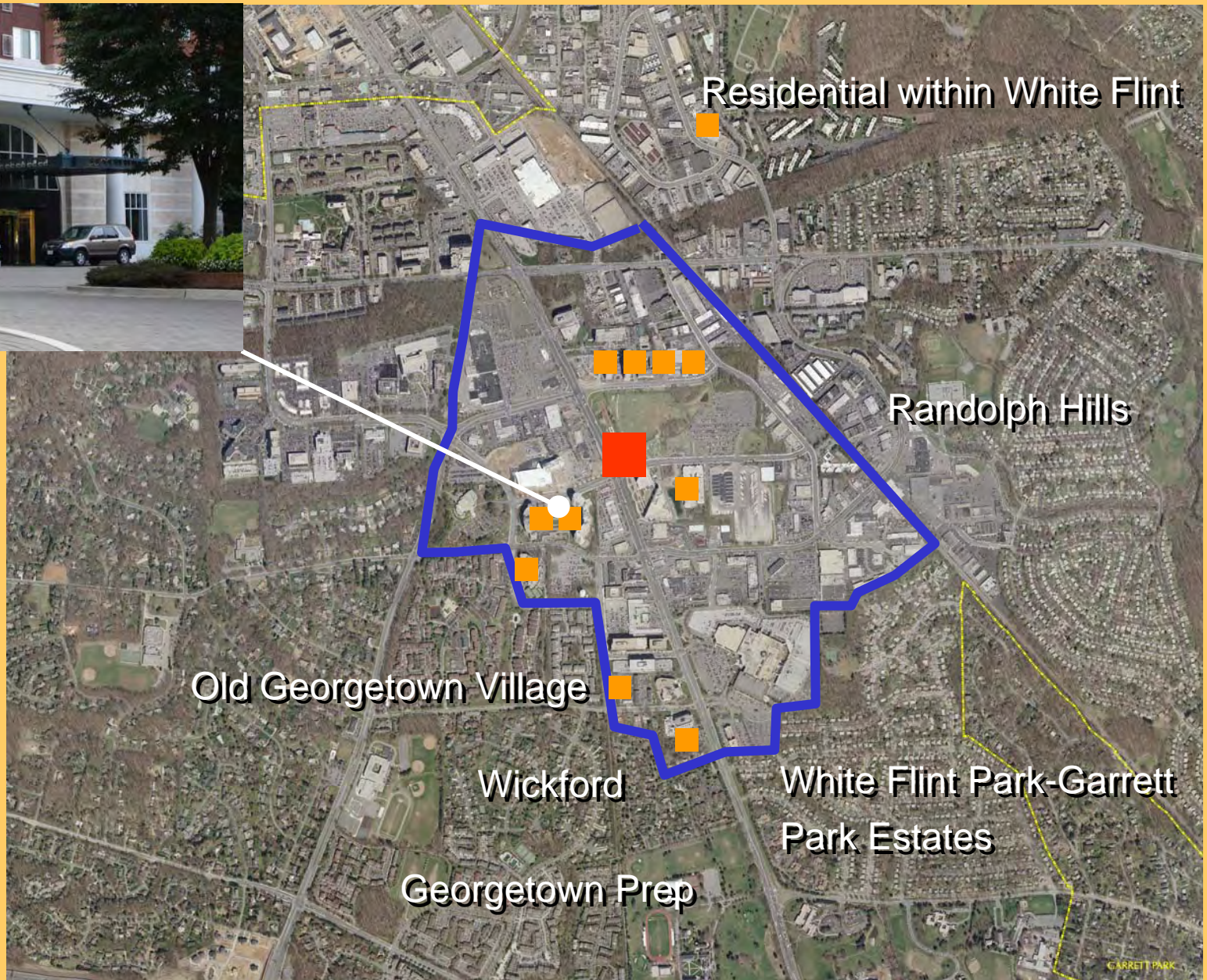


Conference Center



White Flint Forward: Plan the Green Future

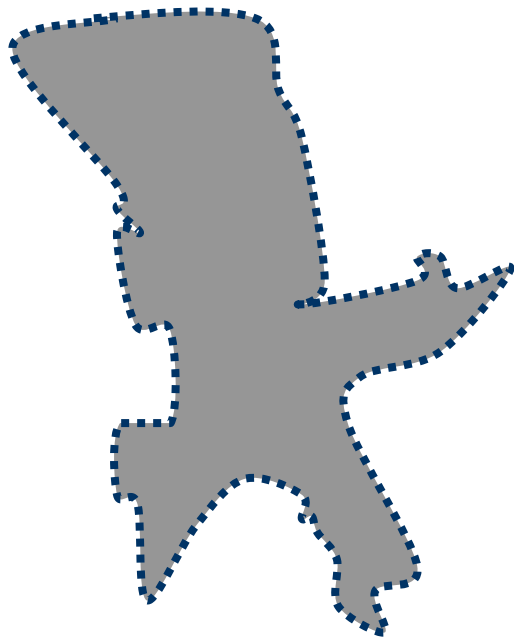
Residential



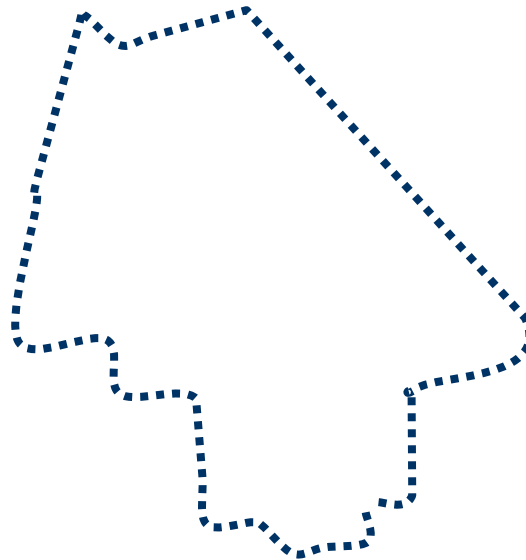
COMPARE: the most retail space, the fewest dwelling units, and the least office space



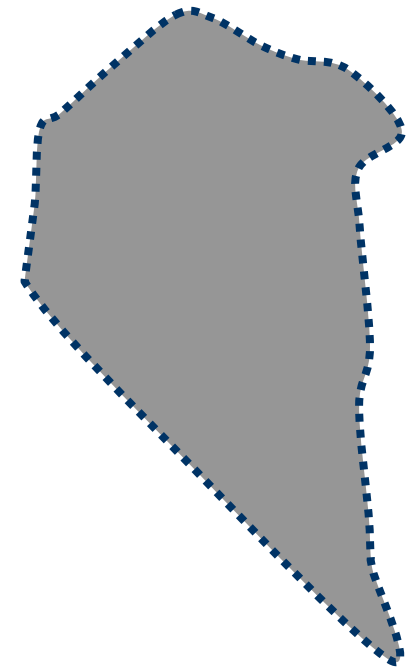
Bethesda



White Flint



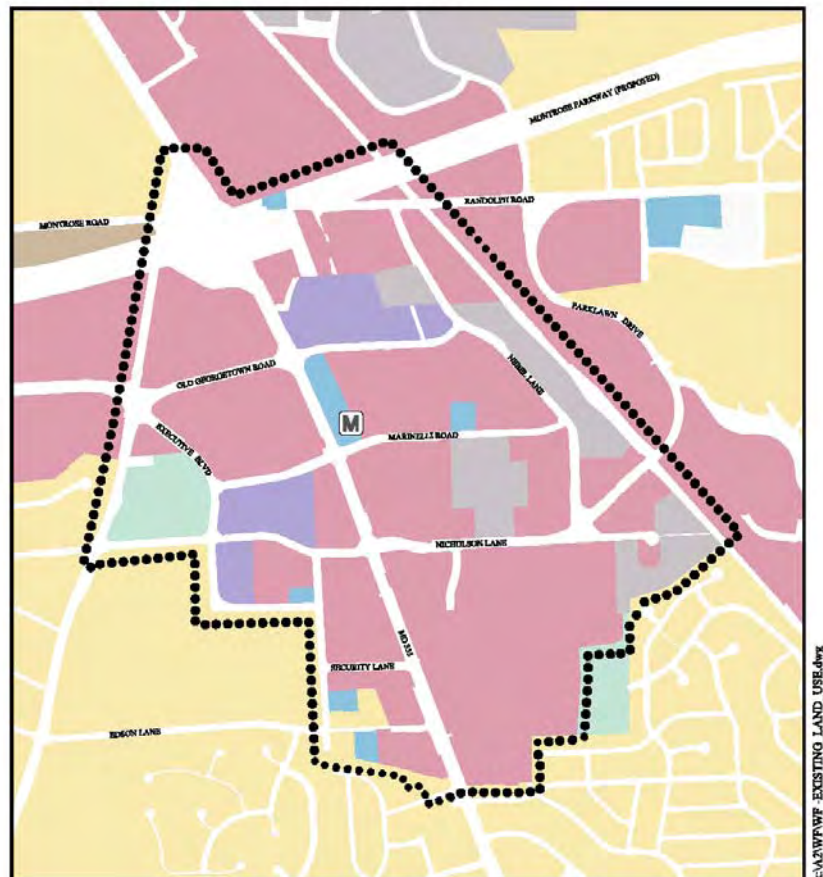
Silver Spring



White Flint Forward: Plan the Green Future

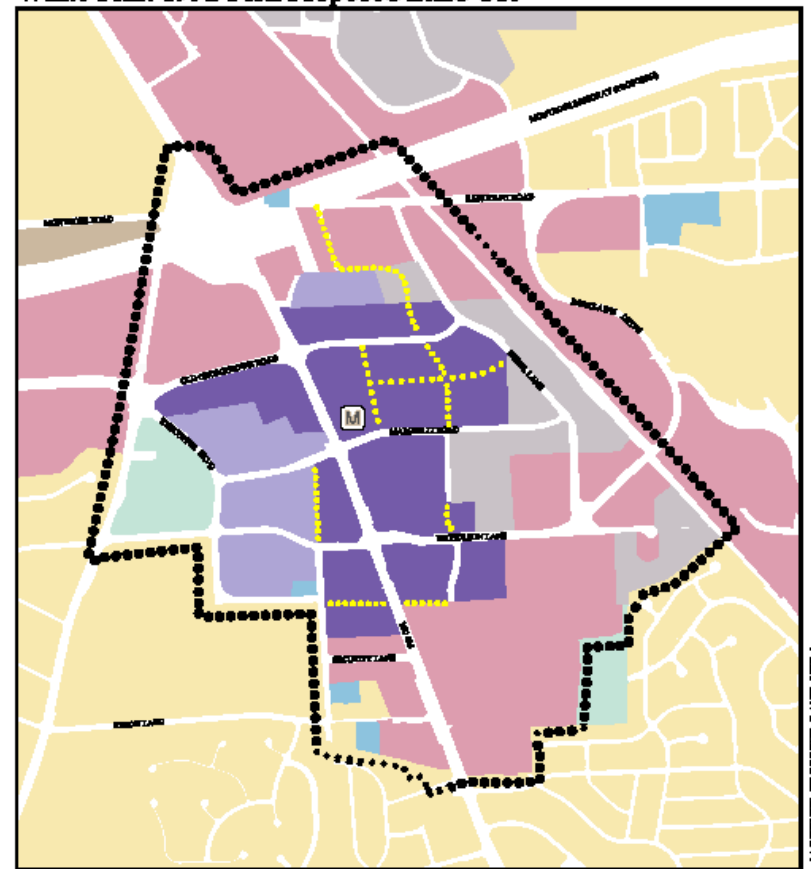
Existing Land Use

White Flint 2006 Plan Existing Land Use



1992 Plan Proposed Land Use

White Flint 1992 Plan Proposed Land Use



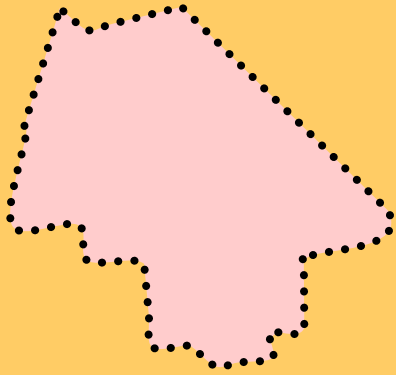
White Flint Forward: Plan the Green Future



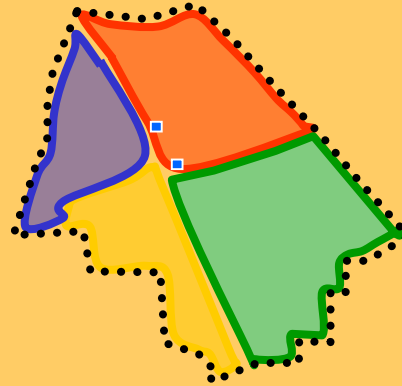
OUTREACH

Montgomery Aquatics Center (MAC) Mailings, Fliers,
Media Alerts Web Site and E-Notice List

Three Community Meetings



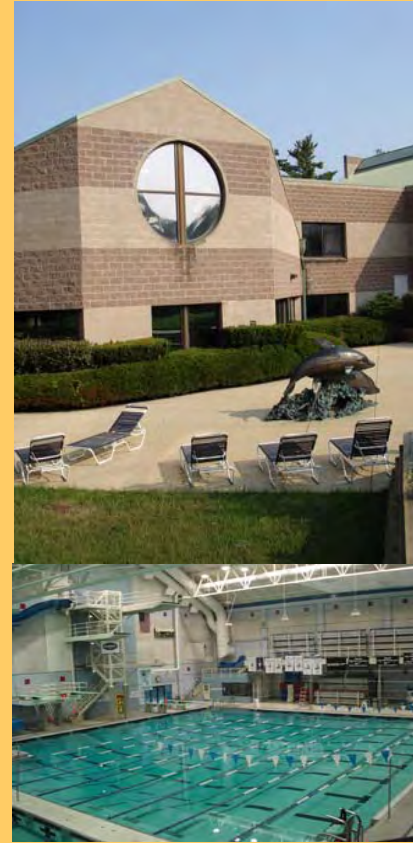
White Flint Overall



Neighborhoods



Specific Properties

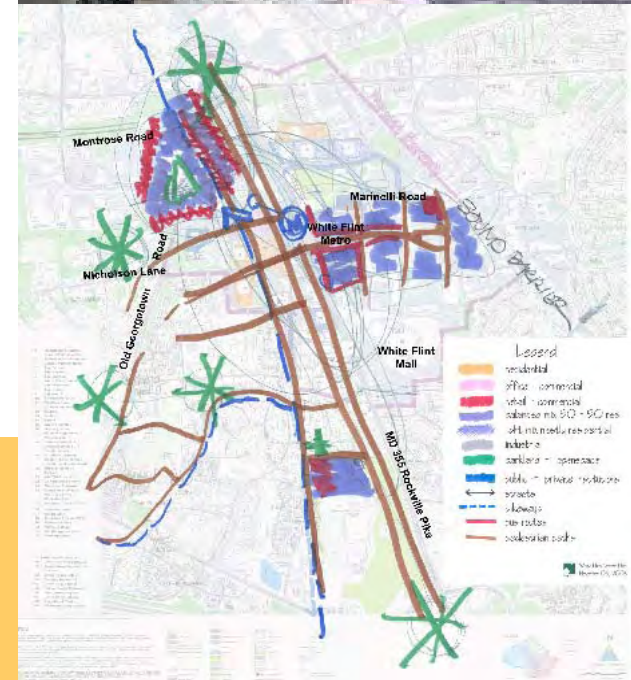
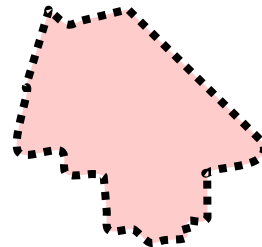


Overall: Public Meeting November 2006

Over 70 People Working in 8 Groups

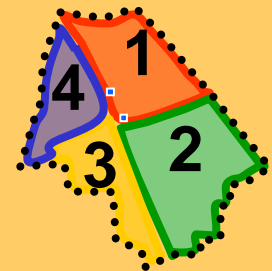
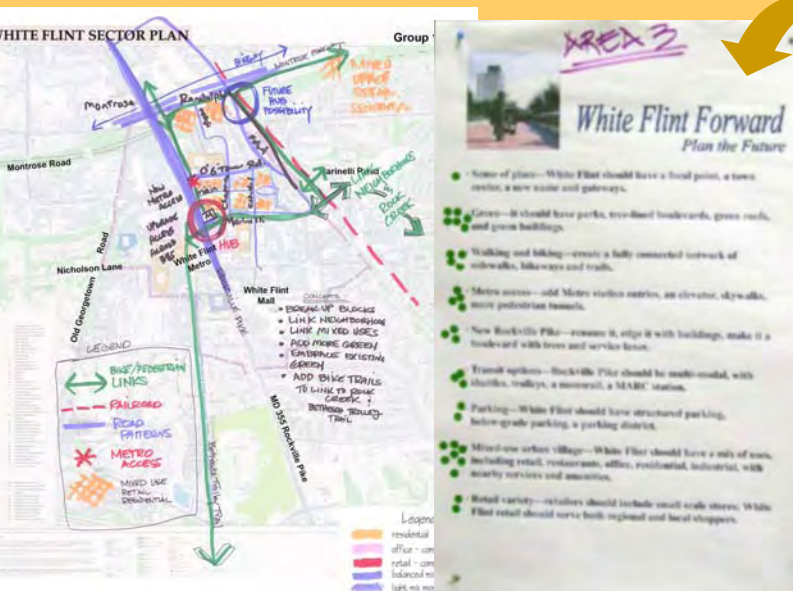
While the eight groups worked independently, several recurrent themes emerged during their presentations:

- **Transit options**—Rockville Pike should be multi-modal, with shuttles, trolleys, a monorail, a MARC station.
- **Parking**—White Flint should have structured parking, below-grade parking, a parking district.
- **Mixed-use urban village**—White Flint should have a mix of uses, including retail, restaurants, office, residential, industrial, with nearby services and amenities.
- **Retail variety**—retailers should include small scale stores; White Flint retail should serve both regional and local shoppers.

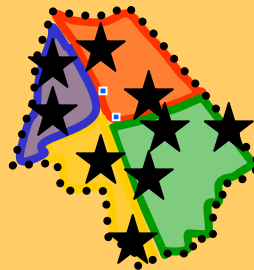


White Flint Forward Plan the Green Future

Neighborhoods: Advisory Group Forum December 2006



Specific Properties: Advisory Group Forum February 2007



IDEAS

IDENTITY

The Downtown for North Bethesda

The County's Main Street
A Conference Center Hub

#1

A Sustainable 21st Century Urban Village

the most retail
the most varied skyline with the tallest buildings in the county

#2

Complete Neighborhoods

groceries + recreation + transit + nature + public places

places to live + places to work

#3

Model Green Urban Village for Region

sustainable with high mobility
major green urban trails

#4

Rockville Pike Boulevard

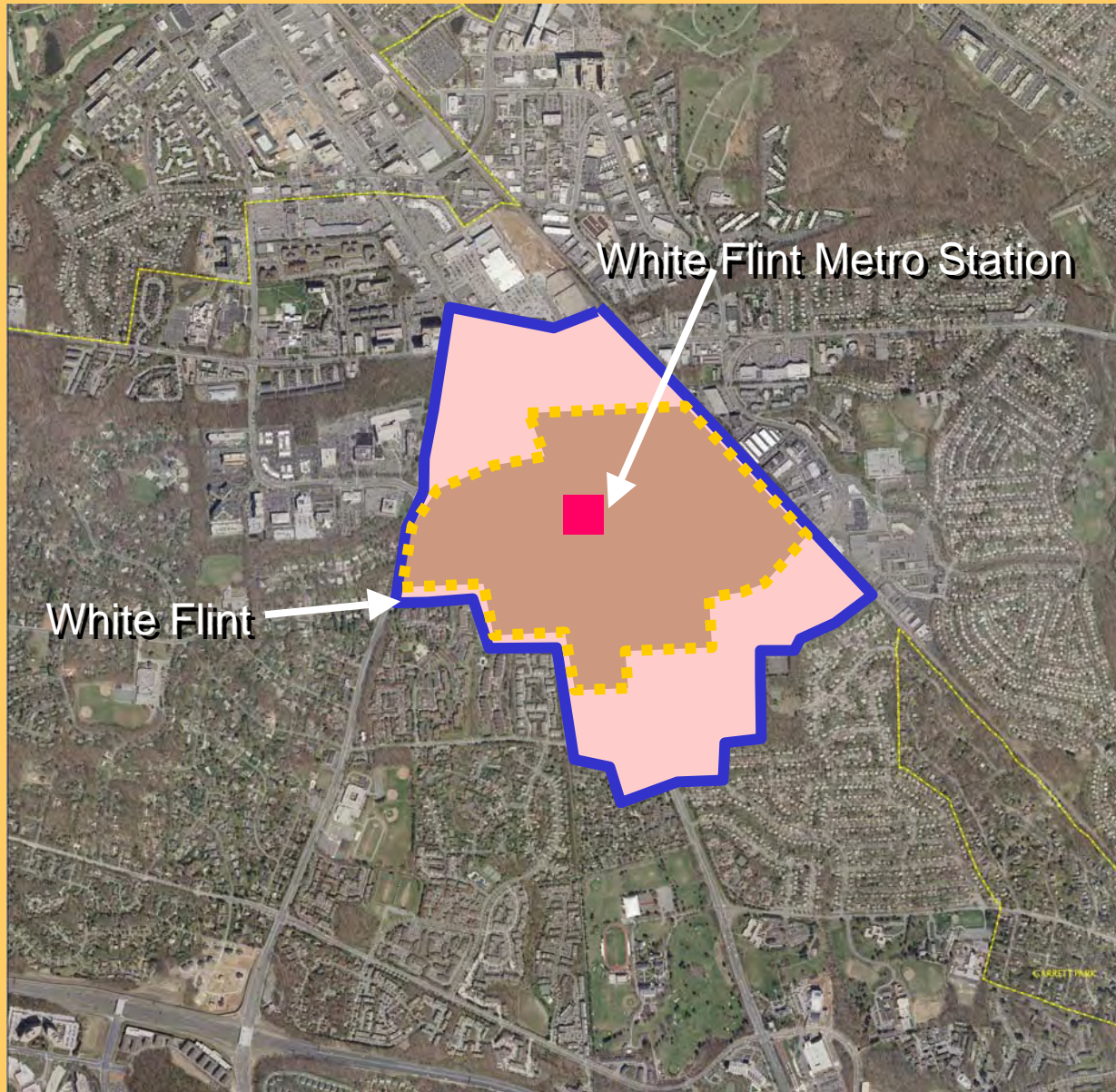
grand, tree lined, transit-friendly, functional, safe, crossable

#5

Sharper Tools for Achieving Great Design

mixed-use zones
new urban design guidelines
improved review process

Boundary and Timing



Next Steps:

- **Continue Outreach**
- **Create Scenarios**
- **Conduct Rockville Pike Charrette**
- **Complete Staff Draft**

White Flint Forward: Plan the Green Future



Video from February Forum