



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

July 12, 2002

MEMORANDUM

TO: Montgomery County Planning Board

VIA: John A. Carter, Chief, Community-Based Planning Division *JAC*
Sue Edwards, Team Leader, I-270 Corridor *Sue*

FROM: Karen Kumm-Morris, *KKM* Claudia Kousoulas, *CK* Nkosi Yearwood, *N.Y.*
Nellie Maskal, Community-Based Planning Division *NM*

SUBJECT: Draft Purpose and Outreach Report
Shady Grove Sector Plan

RECOMMENDATION: Approval

Staff recommends approval of the Draft Purpose and Outreach Report for the Shady Grove Sector Plan including the proposed planning process, outreach methods, and boundary of the Sector Plan.

DISCUSSION

The Shady Grove Sector Plan is the first of a series of plans that will be completed under the I-270 Initiative. The Purpose and Outreach Report outlines why the plan is being undertaken, the issues it will address, and how staff will work with community members, public agencies, special interest groups, and property owners to ensure all interested groups have an opportunity to guide the direction of the plan.

The key issues for the Shady Grove Sector Plan include:

- How should a mixed-use development focused on the Shady Grove Metro Station be created?
- What are opportunities to accommodate the expanding high-technology and biotechnology industries?
- How should housing, especially affordable housing be incorporated?
- Can a sense of community among the neighborhoods be strengthened?
- Can a multi-modal transportation network, which fully uses opportunities for bike, pedestrian, and transit connections be created?
- How should the Shady Grove area contribute to the I-270 Corridor?

Approval of the Draft Purpose and Outreach Report completes this step in the planning process for the Shady Grove Sector Plan.

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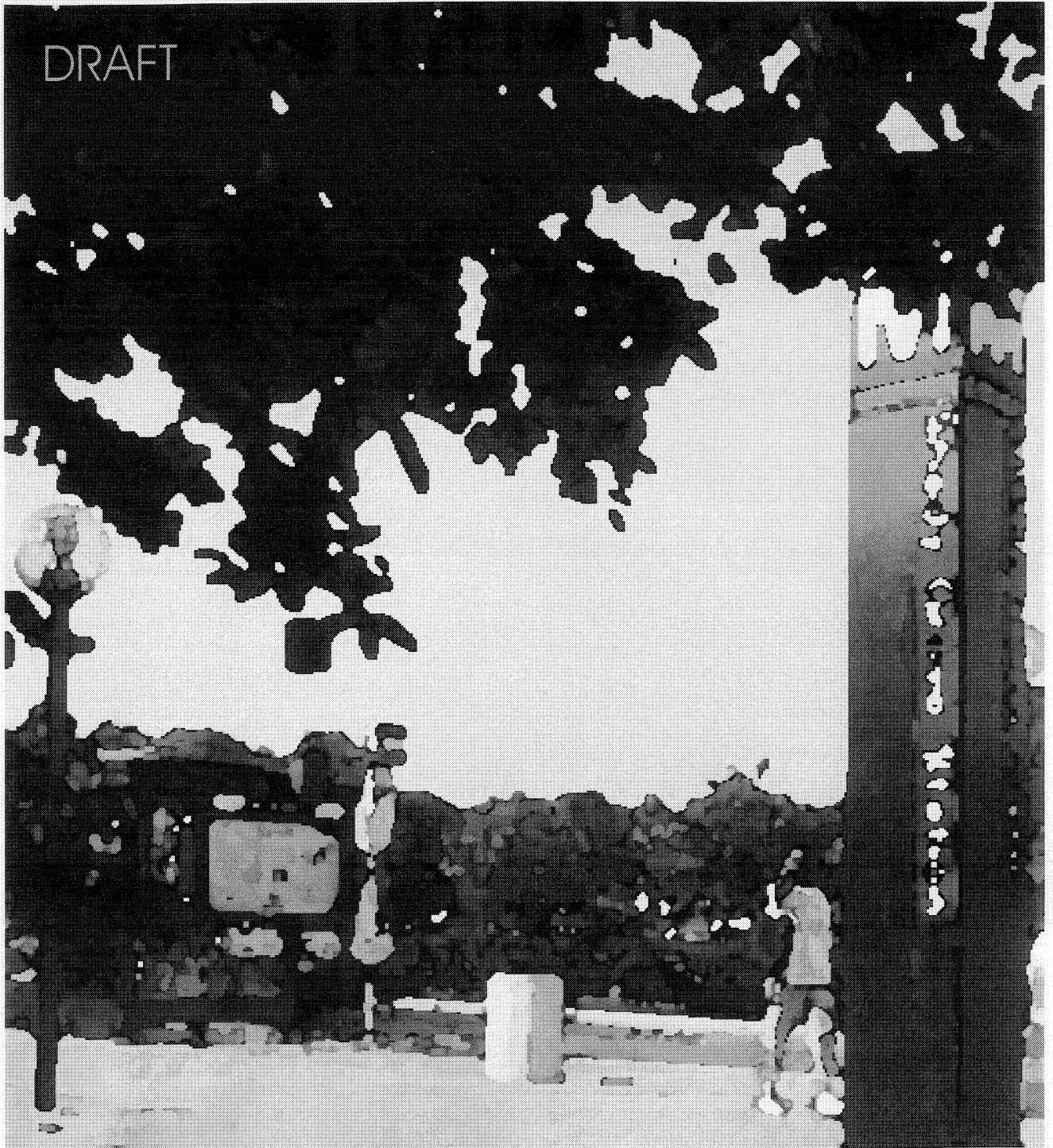
JULY 2002

PURPOSE AND OUTREACH REPORT

SHADY GROVE

SECTOR PLAN

DRAFT



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

Purpose and Outreach Strategy Report Shady Grove Sector Plan

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Shady Grove Sector Plan

Part I – Purpose

Introduction – The Shady Grove Sector Plan and the I-270 Initiative

The Shady Grove Sector Plan area enjoys a strategic location and function within the I-270 Corridor. Centrally located between the City of Gaithersburg and the City of Rockville, the planning area's 2,000 acres are connected, via Metro to Washington, D.C. and National Airport. More significantly, Shady Grove is part of the Red Line through the County, linking the Bethesda CBD, the Naval Medical Center and NIH, the Strathmore Hall arts center and apartments at Grosvenor, the office and retail centers at White Flint and Twinbrook, and the county seat in Rockville. These communities along Metro's Red Line have the potential to become a strong resource of jobs, housing, and community that can accommodate future growth. (See figure 1, Regional Map.)

The Department of Park and Planning is undertaking a series of master plans that will focus on the I-270 Corridor. This I-270 Initiative will address the growth potential for biotech and high-tech industries, the creation of livable communities, the expansion of recreation and open space, and improvements to all modes of the transportation system. Shady Grove and the Red Line stations have the potential to reshape the suburban communities into mixed-use centers to meet future demands.

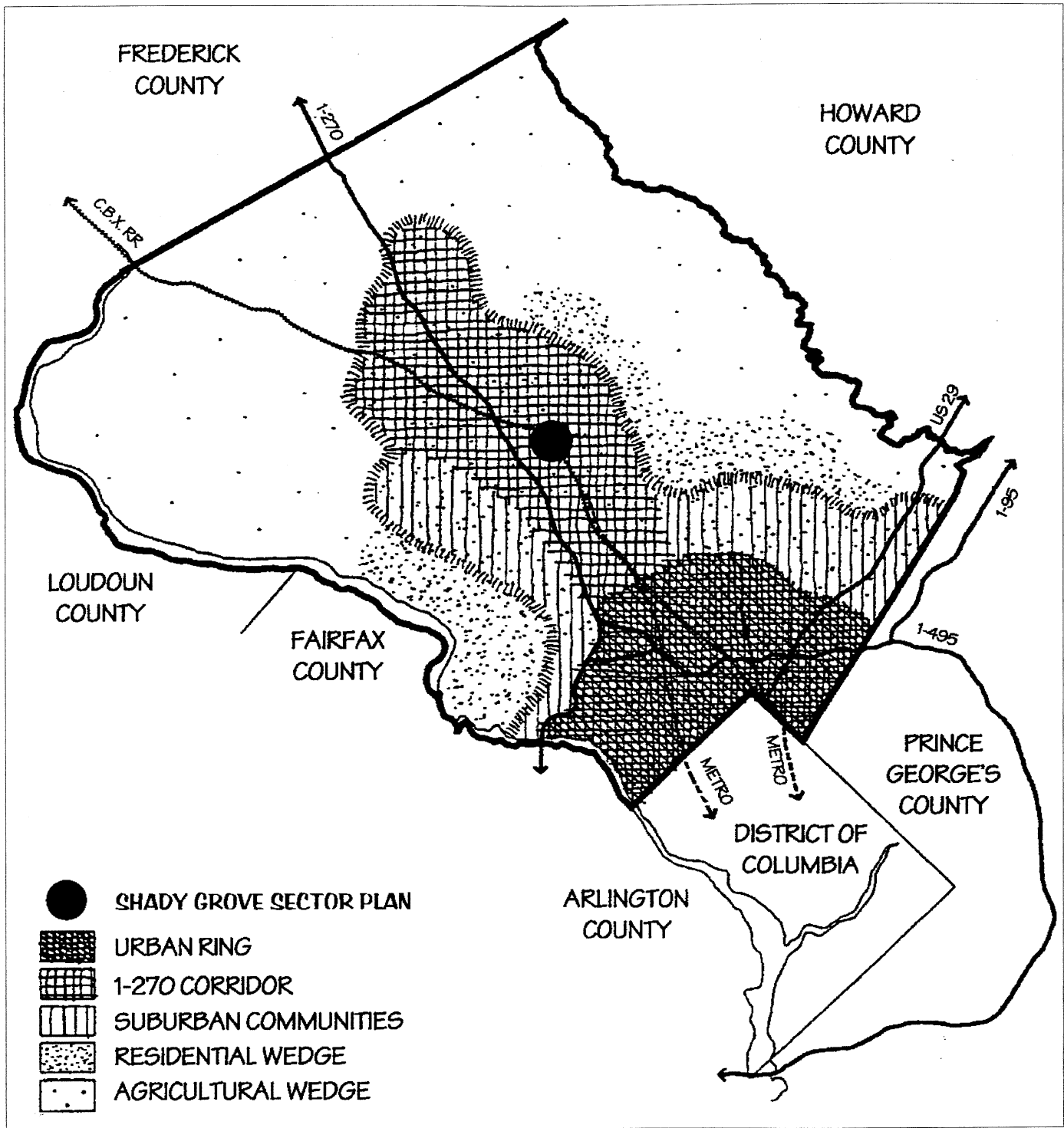
The Shady Grove Sector Plan is the first plan scheduled for completion as part of the I-270 Initiative, beginning in summer 2002. The Gaithersburg Vicinity Plan will begin in fall 2002, and the Germantown and Twinbrook plans will begin in 2003. Undertaking Shady Grove and Gaithersburg Vicinity at the same time will allow close coordination of information, issues, and options.

Purpose

The goal of the Shady Grove Sector Plan is to guide development of the Shady Grove Metro Station area as it makes a transition from a light industrial area to a transit-oriented, mixed-use community. The following will be pursued in the plan.

- Redevelop the Shady Grove Metro Station area as a **mixed-use center** with opportunities for biotech and high-tech industries.
- Create a significant, **multi-modal transit center**.
- **Increase housing opportunities**, especially affordable housing close to jobs, Metro, and retail services, to meet increasing housing demands.
- **Protect existing communities** from development and traffic impacts.
- **Achieve a pedestrian-oriented environment** of land use patterns that allows convenient and safe walking and cycling access to Metro and employment.

Shady Grove Sector Plan - Regional Map



- **Improve circulation and access** for vehicles and pedestrians. Provide guidance for the Corridor Cities Transitway and its relationship to the Metro station.
- Improve and increase the area's **amenities and appearance** to help attract businesses and residents and to help define a visual image of the community.
- **Recommend adequate public facilities**, such as schools, parks, open space, and recreational opportunities, including trail connections throughout the community.
- Develop recommendations for the **efficient use of publicly owned land** to meet public and community needs, recognizing the importance of centralized County services.

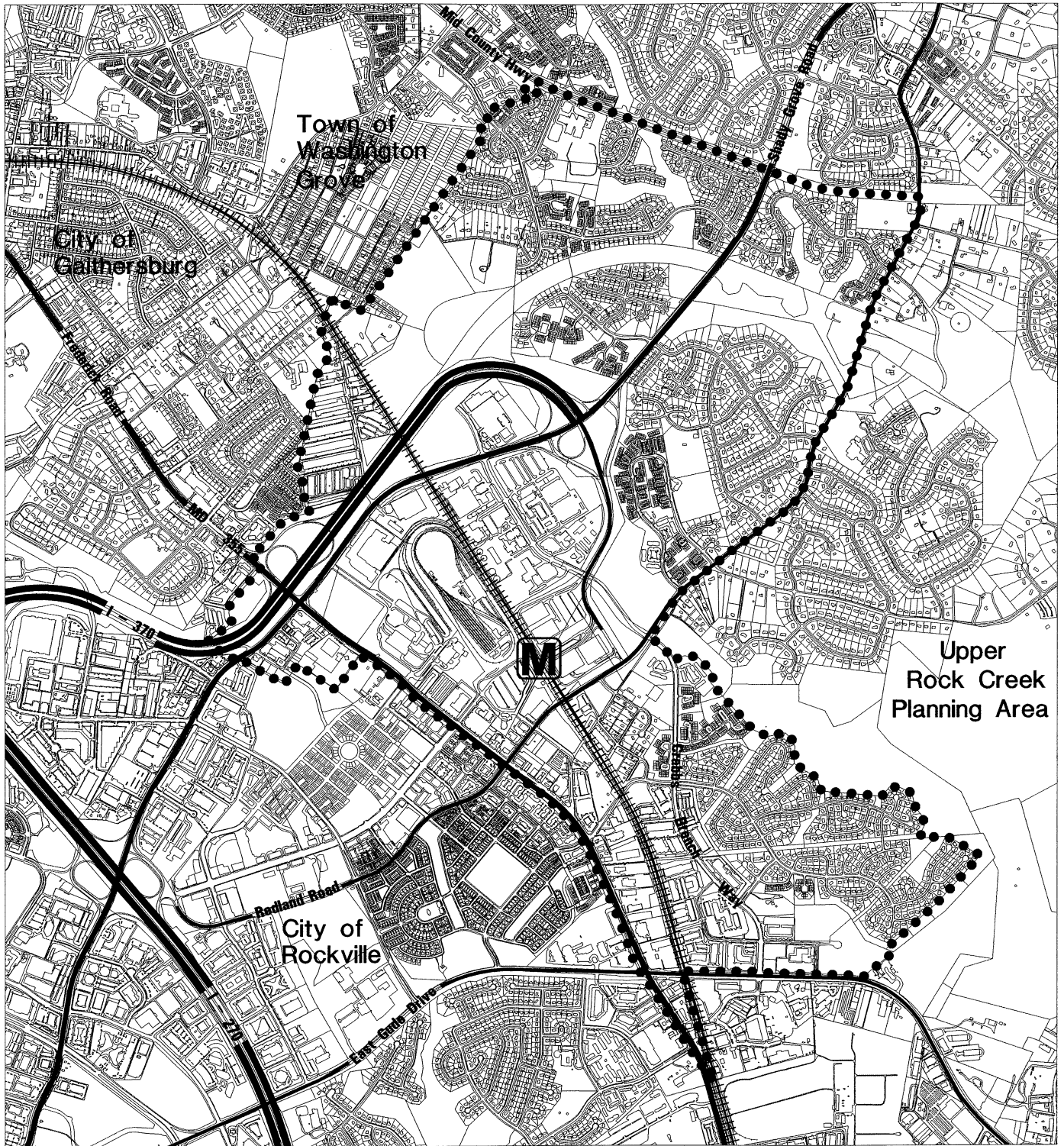
Boundaries

The planning area's proposed boundaries include the Metro Station, the surrounding residential communities, and the corridors of MD 355 and Shady Grove Road. They have been adjusted from previous plans in this area to focus on the Metro Station area, to exclude parcels recently annexed by Rockville and Gaithersburg, and to coordinate planning efforts with the adjacent Upper Rock Creek and Gaithersburg Vicinity master plans. (See figure 2, 2002 Shady Grove Sector Plan Boundary Map and figure 3, 1977 Sector Plan Boundary.)

An Evolving History

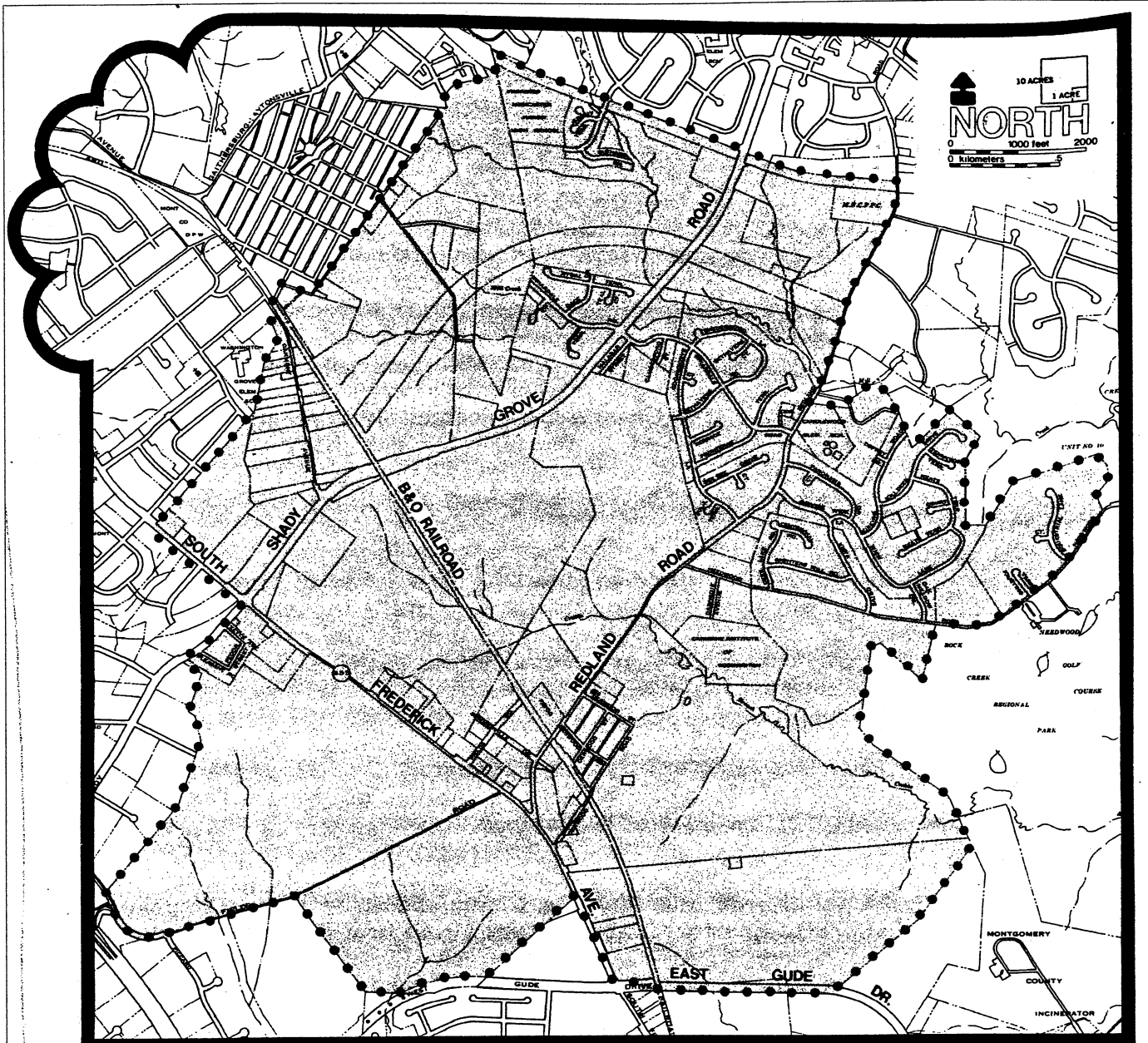
Over decades, the character and potential of the Shady Grove area has been changed by the advent of Metro and the County Service Park, and by increasing residential development and growing biotech employment within the I-270 Corridor. This Plan recognizes the area's transportation functions and the significance of its central location in the I-270 Corridor.

- The 1977 *Shady Grove Sector Plan* was undertaken to accommodate the planned terminal Metro station and the County Service Park. It proposed a staged rezoning tied to transportation improvements and maintained the previous Plan's recommendations for commercial centers, low-density housing, and light industrial uses (figure 4, 1977 Existing Land Use Plan.) The 1977 Plan also set aside future right-of-way to extend Metro past Shady Grove, "to support development of the I-270 Corridor, as envisioned in the General Plan." The Plan's proposed easement parallels the west side of the B&O Railroad to the MD 355 overpass.
- The 1990 *Shady Grove Study Area Master Plan* recommended a policy shift for the west side of the Metro Station from industrial uses to "a major employment and housing center." Recognizing that Shady Grove would not always be a terminal station, the Plan recommended redevelopment of the surface parking lots for mixed-use development. This Plan recommends a higher-density, mixed-use neighborhood, the King Farm development.



●●●●● Sector Plan Boundary





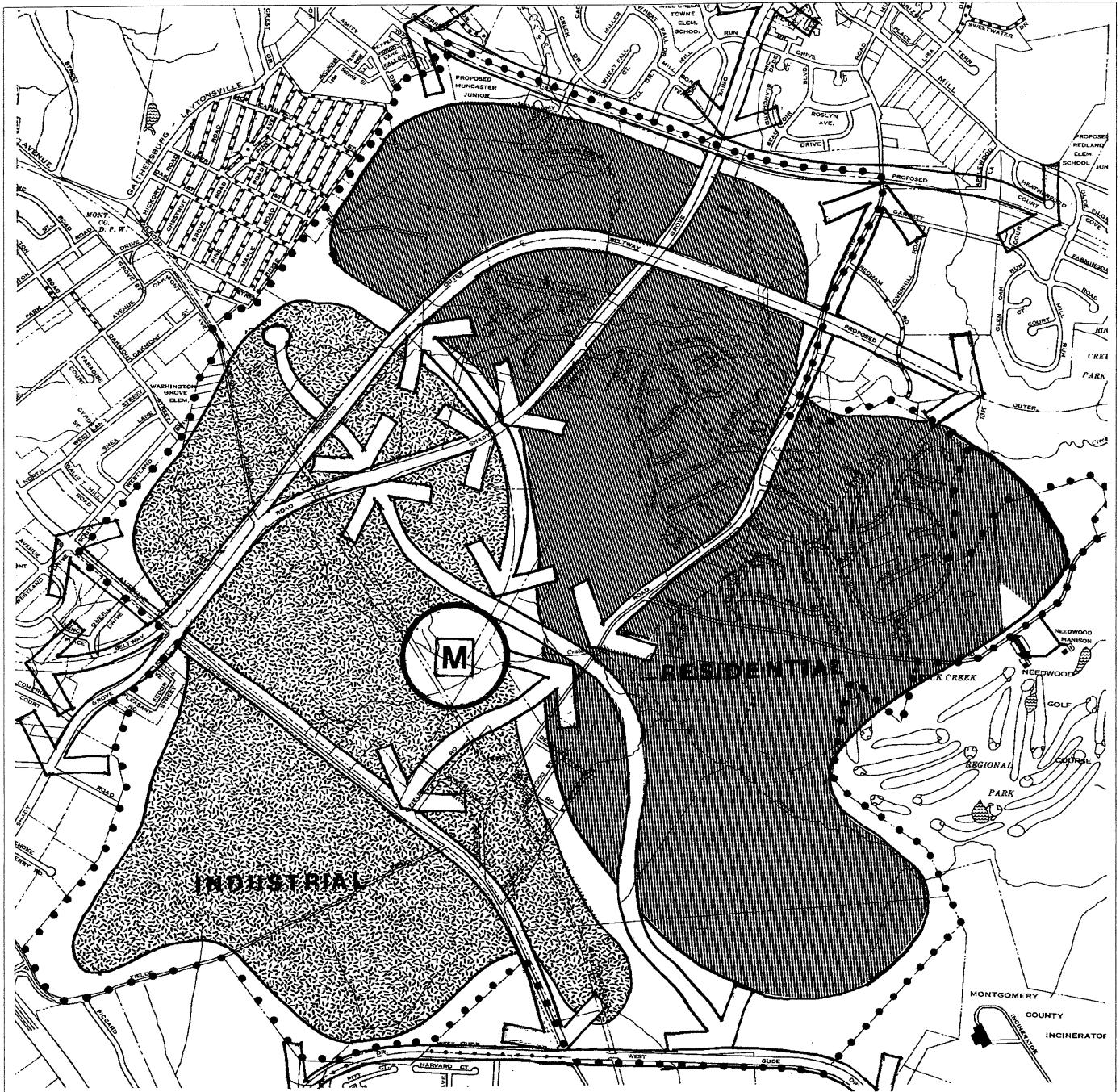
1977

**Sector
Plan
Area**




SHADY GROVE

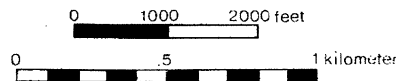
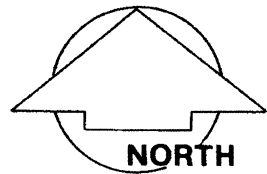
SECTOR PLAN

THE MONTGOMERY COUNTY PLANNING BOARD



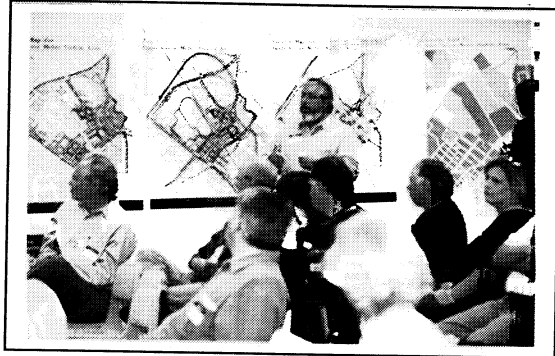
LEGEND

-  RESIDENTIAL COMMUNITIES
-  MAJOR ROADS
-  METRO STATION



SHADY GROVE SECTOR PLAN

- A 1996 Amendment designated the alignment of the Corridor Cities Transitway to connect the Shady Grove Metro Station with the Life Sciences Center to the west and to stops further north along the I-270 Corridor.
- The 2000 Design Charrette gathered citizens, planners, agencies, and property owners to develop a shared vision for the future of the Metro station area. The resulting concept plan recommends creating a mixed-use, transit-oriented community supported by a network of new streets, pedestrian routes, open spaces, and an upgraded MD 355, in an effort to build a new sense of community. The charrette recommendations will serve as the guide for this Sector Plan's investigations.



Shady Grove Sector Plan Area Today

Context within the I-270 Corridor

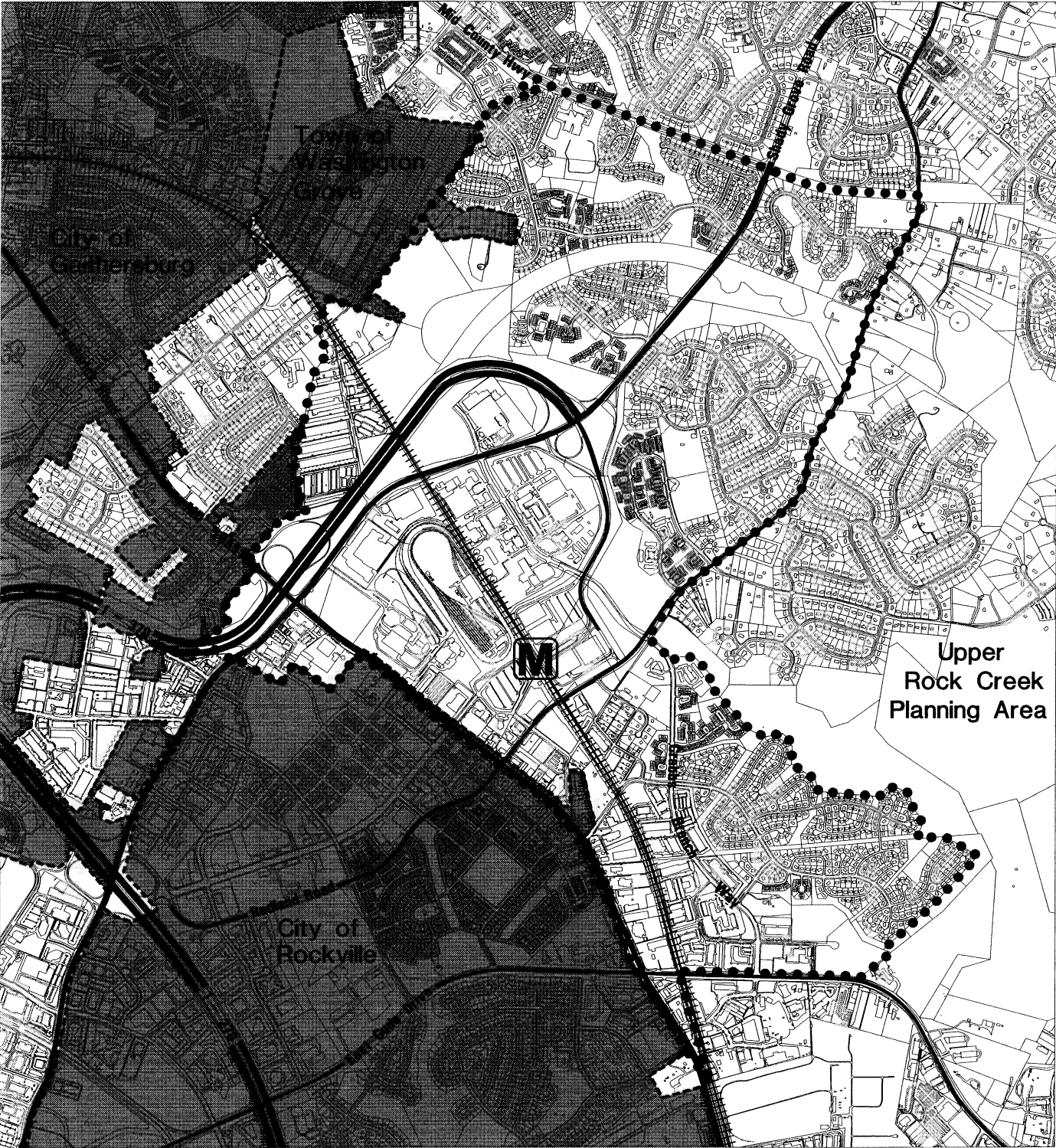
The Shady Grove Sector Plan is centrally located within the I-270 Corridor with the potential to make physical and economic connections to its cluster of high-tech and biotech businesses. Nationally significant high-tech and biotech enterprises such as Celera to the south along MD 355, and other firms within the Shady Grove Life Sciences Center and along Research Boulevard in Rockville are clustered in the general area. Major transportation facilities also serve the area with I-270 to the west, the County Airpark to the east, the terminal station of the Red Line, and the end of I-370 within the planning area. This Plan will examine ways to increase amenities, public facilities, and connections that can begin to define Shady Grove as a unified place.

The most significant change in the general area is the recent development of the 440-acre King Farm located directly west of the planning area across MD 355 from the Metro Station. This mixed-use development, annexed by the City of Rockville, provides a neo-traditional pattern of interconnected streets and street-oriented buildings. The quick build-out of this community of 3,200 dwelling units and three million square feet of office and retail uses reflects the strong market for mixed-use, transit-oriented development in the area.

The surrounding communities of Washington Grove, Gaithersburg, and Rockville also provide developments that are potential patterns for redevelopment in Shady Grove. Where the planning area abuts these communities land use and character should be examined and complemented. (See figure 5, Surrounding Municipalities.)

Demographics

Approximately 7,890 residents live in the Shady Grove planning area surrounding the industrial core areas of Metro, the County Service Park, and the Oakmont Avenue Industrial Park. The approximately 2,548 dwelling units within the area are predominately single-family detached homes (57 percent). Thirty three percent of the area's housing units



●●●●● Sector Plan Boundary



are townhouses and ten percent are apartments. Residences are an average age of about 30 years with the most recent community, Derwood Station, built in the mid-1980s. Just outside the planning area, the King Farm's 3,200 dwelling units represent a significant increase in new housing, which will have a great impact on the planning area.

Since the Shady Grove planning area falls within two community analysis zones, Shady Grove and Derwood, general observations covering both areas can be made but the data is presented separately. It should also be noted that the planning area's boundaries do not coincide exactly with the Annual Growth Policy's analysis areas, which were used for compiling the demographic data (See figure 6, Planning Area Community Analysis Zones.) For example, the Derwood analysis zone expands beyond the planning area's boundaries to include parts of the City of Gaithersburg and the Town of Washington Grove.

Over the last decade, the planning area's population has grown 14.2 percent in the Shady Grove analysis zone and only 3.4 percent in the Derwood analysis zone, compared to county-wide population growth of 15.4 percent. The Shady Grove analysis zone, the area closest to the Metro Station, is one of the mostly lightly populated in the County with 329 residents living in 122 units. The Derwood analysis zone covers most of the planning area's residential communities with 16,310 people living in 5,162 units. The average household size in the Shady Grove analysis zone increased from 2.34 persons per household in 1990 to 2.7 in 2000. In Derwood, household size had a minor up-tick across the decade from 3.11 to 3.16 persons per household.

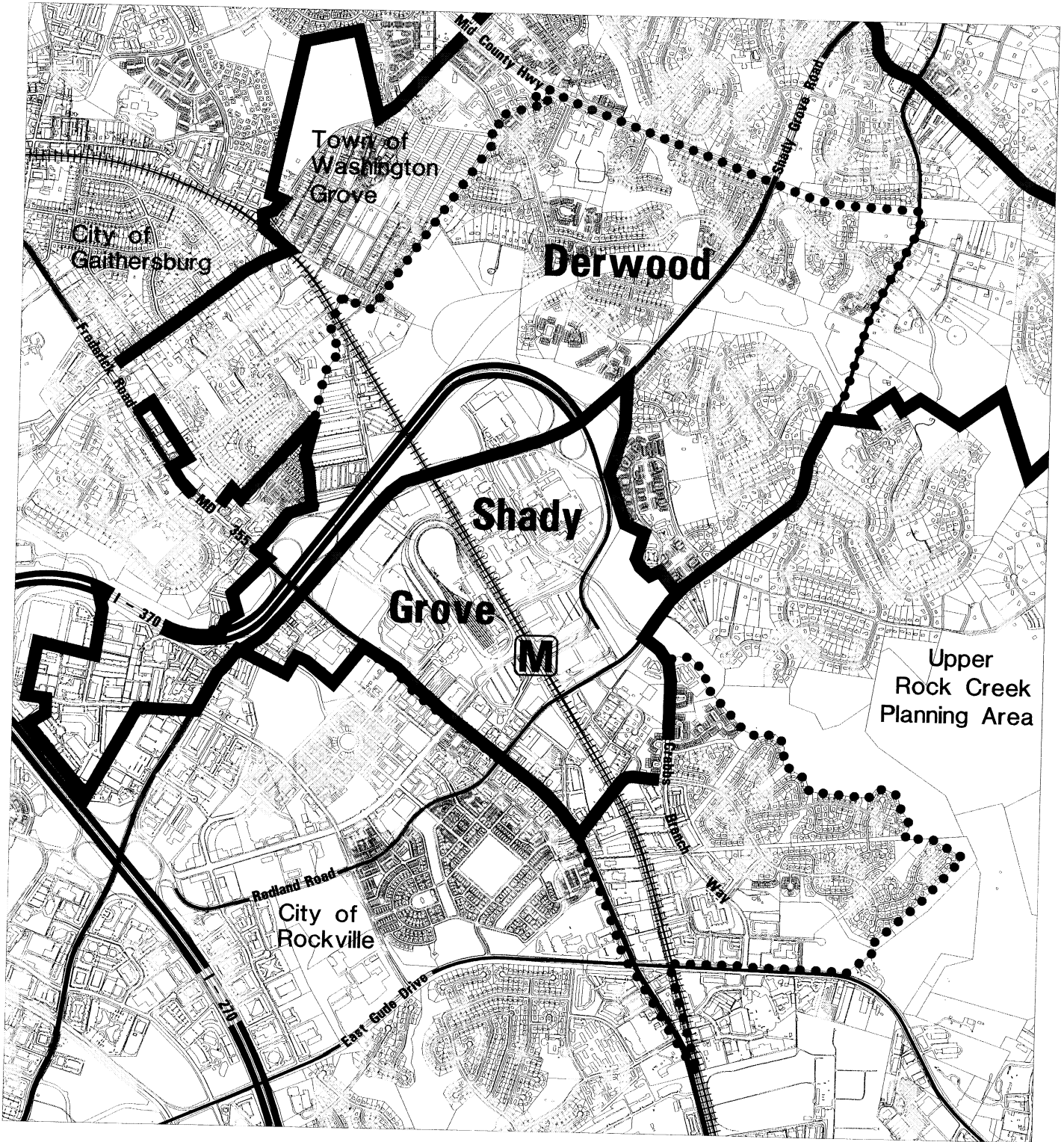
As is the rest of the County, the Shady Grove planning area is becoming more diverse, with increases in the Hispanic and African American population (See table 1, Population by Race and Ethnicity.) The primary racial group for both analysis zones remains white (58 percent). Both zones have a large proportion of families with children and working age parents. The Shady Grove analysis zone, however, has an elderly population of 14 percent, compared to 11.2 percent Countywide. The Derwood analysis zone has only 6.7 percent elderly residents.

Population by Race and Ethnicity

Table 1

Race/Ethnicity	Shady Grove Analysis Zone		Derwood Analysis Zone	
	1990	2000	1990	2000
One race				
White	78.1%	57.8%	71.8%	57.6%
African American	10.4%	17.3%	12.9%	14.2%
Asian & Pacific Islander	10.8%	13.4%	13.0%	16.2%
Other	0.7%	6.1%	2.3%	7.7%
Two or more races	NA	5.5%	NA	4.0%
Hispanic*	3.5%	9.7%	6.3%	13.3%

* Hispanic may be of any race



●●●●● Sector Plan Boundary



Despite the fact that the Shady Grove analysis zone has few apartment units, many households in the area are rental units, 61 percent compared to 22 percent in the Derwood analysis zone and 31 percent Countywide. The small residential area of older homes known as Derwood in the Shady Grove analysis zone is surrounded by industrial uses and lacks clear buffers or boundaries. This character may deter investing through purchasing. The Derwood analysis zone has five multi-family communities offering 702 units. Overall, housing in both analysis zones is comparatively stable and affordable with recent single-family detached home sales at a median of \$208,500.

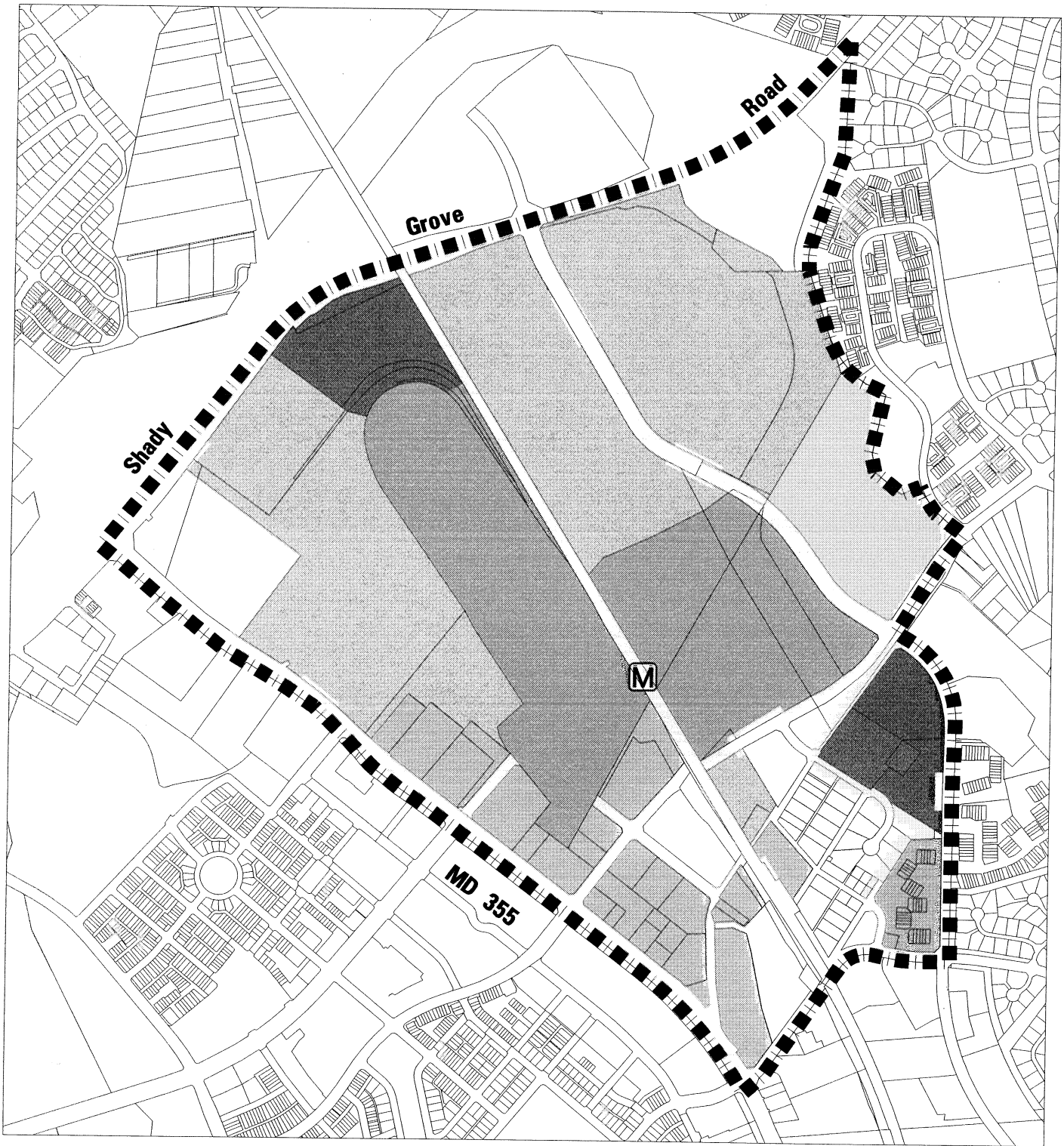
Land Use Character










Within a five minute walking radius of the Metro Station, the 2000-acre planning area mixes predominately light industrial uses with some commercial, retail, and residential uses. The majority of residential areas are located beyond the core area along Shady Grove Road, Redland Road and Crabbs Branch Way. This Plan will seek to strengthen connections, protect the existing neighborhoods from redevelopment impacts, and create a new mixed-use center. (See figure 7, Existing Land Use within 2000 Design Charrette Study Area.)

Industrial land uses (567 acres, 28 percent of the area) are located around the Metro Station, within the County Service Park, and along Oakmont Avenue. Originally centered on the rail line, industrial uses now enjoy easy access to I-270 via I-370. This Plan will promote the efficient use of industrially zoned areas while seeking to create a mixed-use center at the Metro Station.

- The Oakmont Avenue Industrial Park straddles the rail line north of I-370, abutting the City of Gaithersburg. Its relatively small-scale uses include a mix of storage, wholesale, light manufacturing uses, and R&D firms.
- The Metro Station area comprises the train facilities and surrounding industrial uses that include the County Service Park, the Solid Waste Transfer Facility, and private businesses. The County Service Park includes maintenance facilities for DPWT and the M-NCPPC, school bus storage, and the County's liquor distribution facility. North of the Service Park, along Shady Grove Road, is the Shady Grove Post Office distribution center that has a retail component.
- Light industrial and service uses also can be found along Redland Road between MD 355 and Crabbs Branch Way, with a number of automobile repair businesses and the State Vehicle Emissions Inspection (VEIP) station.





- | | | |
|---|--|--|
|  Residential, One-Family Detached |  Commercial (Mixed Use, Office, Retail, Services) |  Institutions (Public and Private) |
|  Residential, Townhouses |  Industrial |  Private Open Space |
|  Residential, Multi-family |  METRO and WMATA Property |  Vacant |



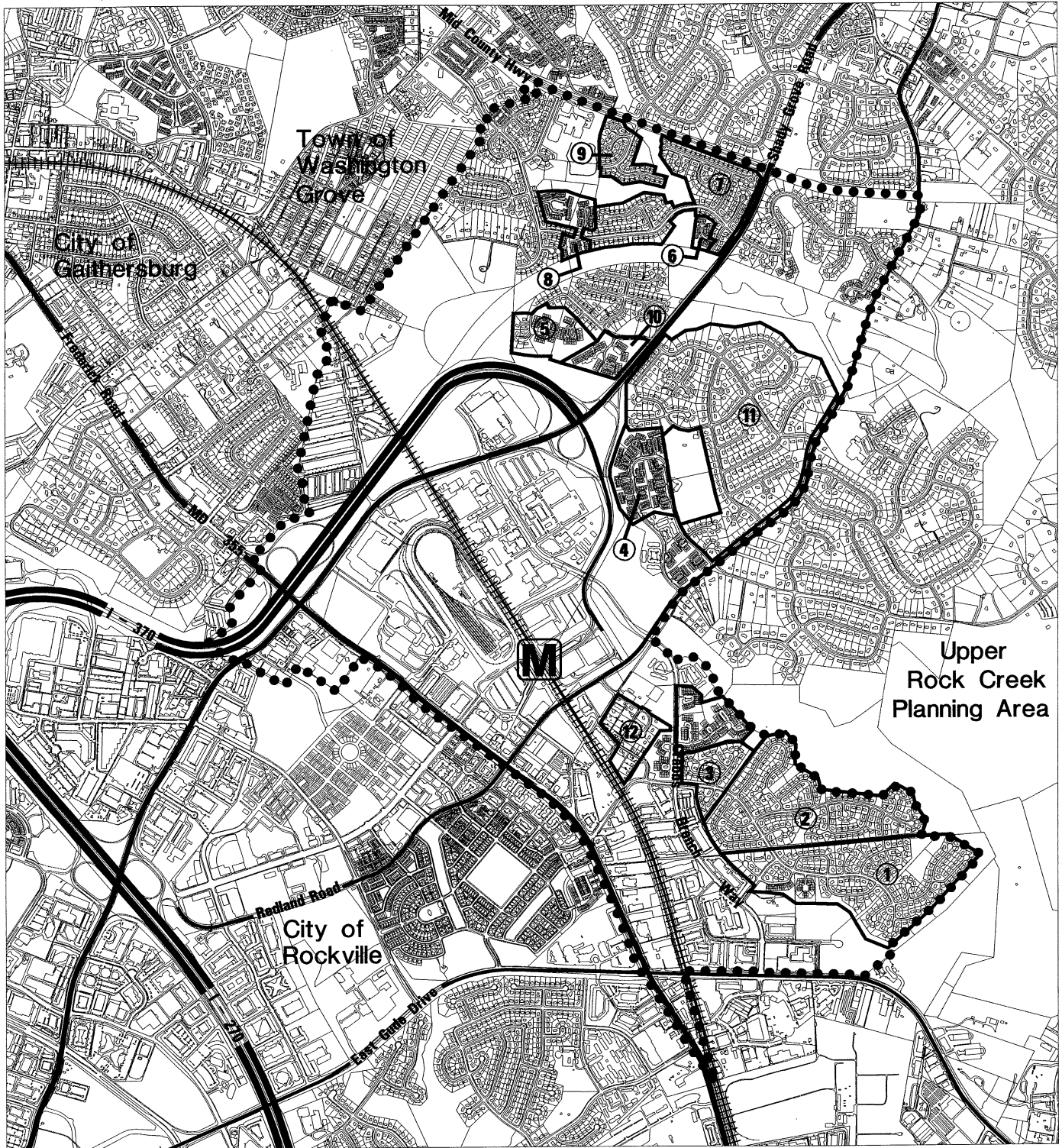
Commercial uses (39 acres, 2 percent of the area) are located predominately along the major corridor of Shady Grove Road, MD 355, and to some extent along Redland Road. Their auto orientation and function shape the character and appearance of the major corridors. This plan will determine the appropriate mix of commercial and neighborhood retail uses while minimizing the auto-oriented impacts of the current pattern.

- The east side of MD 355 is lined with auto dealerships, auto repair service centers, automobile filling stations, and fast food restaurants from Gude Drive to the County's Solid Waste Transfer Facility. There are numerous driveway entrances and few areas of pedestrian respite. Intermingled with the auto-oriented businesses are several neighborhood retail uses such as a music audio speaker store, frame shop, deli, futon store, and a residential storage facility.
- West of MD 355's intersection with Shady Grove Road is a cluster of commercial uses that includes the King Pontiac dealership, Comfort Inn, a small office building, and various fast food restaurants with drive-through service. These uses have the benefit of tall trees that give the area an established and somewhat attractive character.
- Along Shady Grove Road, a home building and interior-decorating store called The Great Indoors is located next to the Post Office. Further east is the planning area's only neighborhood retail center, The Grove, which includes a grocery store, various neighborhood services, and a day care center.
- Along Redland Road close to the Metro Station are a wide variety of neighborhood services such as a deli, a veterinarian, furniture repair, a pool service, and day care.

Residential communities (1007 acres, 50 percent of the area) are well established and maintained subdivisions of primarily single-family houses, with townhouses and some garden apartments. Many of them are on cul-de-sacs with access limited to Redland or Shady Grove Roads. Some are buffered by woods and connected by trails to adjacent schools or parks, such as the Mill Creek Stream Valley Park that runs between Midcounty Highway and Redland Road, eventually connecting to Rock Creek Park. This Plan seeks to strengthen existing communities with improved connections to Metro while minimizing traffic impacts. (See figure 8, Residential Communities.)

- **Mill Creek South** is an attractive community of single-family homes north of the Metro Station, connected via Epsilon and Amity Drives to Shady Grove Road and Midcounty Highway. Just outside the planning area are Washington Square Park and the Mill Creek Garden townhouses at the northern end of Amity Street. The southwestern end of this community abuts a proposed residential development with a pending preliminary plan known as the





●●●●● Sector Plan Boundary

- | | | |
|------------------------------|----------------------------------|--------------------------|
| 1 Derwood Station South | 5 Shady Grove Woods | 9 Shady Grove West Civic |
| 2 Derwood Station Homeowners | 6 Shady Grove Station Townhouse | 10 Redland Station |
| 3 Derwood Station | 7 Shady Grove Station Civic | 11 Parkside Estates |
| 4 Park Overlook Homeowners | 8 Shady Grove Station Homeowners | 12 Derwood |



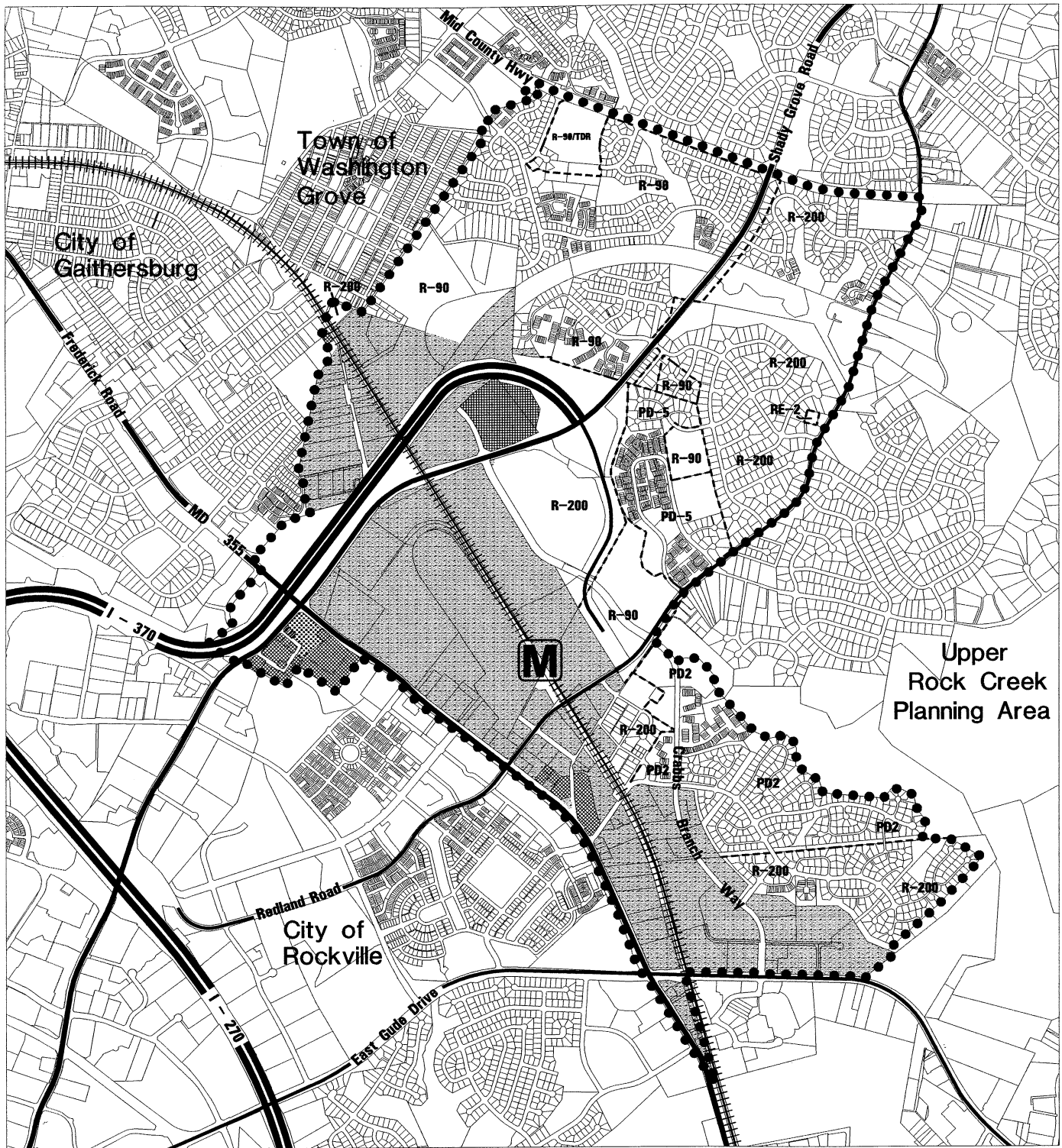
Casey Property at Mill Creek.

- **Redland Station** is a small, densely wooded townhouse community of three cul-de-sacs located off of Briardale Road and bordered to the west by I-370.
- **Miller Fall Road** is a shady enclave of single-family houses off Midcounty Highway. They are located east of Forest Oak Middle School and are connected via trails to the schoolyard.
- **The Founders Mill** community is east of Shady Grove Road at its intersection with Midcounty Highway. It is a pleasant enclave, with access to Redland Road and to Shady Grove Road via Tupelo Drive. M-NCPPC's well established Redland Park is in the community's northeast corner and the park's fitness trail, soccer field, basketball, and tennis courts are accessible via trail from the neighborhood.
- **Parkside** is an attractive neighborhood of single-family houses located between Shady Grove and Redland Roads. It abuts Blueberry Park, another M-NCPPC park developed with ball fields and parking.
- On the west side of Blueberry Park are the well-landscaped townhouse and garden apartment communities of **Mallard Cove and Park Overlook**, which back up to I-370 and the regional storm water facility.
- **Derwood** is a small historic community, established north of the railroad tracks, now sandwiched between the tracks, the light industrial uses along Crabbs Branch Way, and the State's VEIP station. An existing cemetery along Indianola Drive has tombstones dating back to the 1800s.
- **Derwood Station**, developed in the mid 1980s, as a planned development is an attractive residential community with a mix of townhouses and single-family houses. It enjoys access to Upper Rock Creek Regional Park via Crabbs Branch Park.

(For current zoning, see figure 9, Existing Zoning)

Major vacant properties in the planning area are clustered around major roads and intersections. This Plan will determine appropriate land uses for these sites, which have the potential to increase the area's housing stock and help establish a new development pattern. (See figure 10, Vacant Properties.)

- Two of the four Casey Properties in the planning area are divided by I-370, with the rail line running along their western edge. The northern site, about 38 acres, abuts I-1 land and the southern site, also about 38 acres, is located next to the Grove Shopping Center. This site has been proposed for development under the County's productivity housing ordinance. (figure 10, sites 1 and 2.)



●●●●● Sector Plan Boundary



RE-2 Residential, One-Family	R-90/TDR Residential, Transferable Development Rights	TS-M Transit Station, Mixed
R-200 Residential, One-Family	PD-2 Planned Development	O-M Office Building, Moderate Intensity
R-90 Residential, One-family	PD-5 Planned Development	C-3 Convenience Commercial
		C-1 General Commercial
		I-1 Light Industrial

- Another Casey property abuts the Town of Washington Grove, a historic, single-family community built in a traditional pattern. A pending preliminary plan called the Casey Property at Mill Creek proposes a residential community of about 200 attached and detached single-family houses on this 28-acre site. (figure 10, site 3.)
- The fourth Casey property is 5.47 acres in the northwest quadrant of the intersection of MD355 and I-370. (figure 10, site 4.)
- A 12.8-acre site at the corner of MD 355 and Shady Grove Road has high visibility and potential access from both roads. (figure 10, site 5.)
- The 4.79-acre site at the intersection of Redland Road and the railroad tracks has visibility along Redland Road and is within walking distance of the Metro Station. (figure 10, site 6.)
- A four-acre site next to the historic Derwood community also has frontage on Redland Road. (figure 10, site 7.)



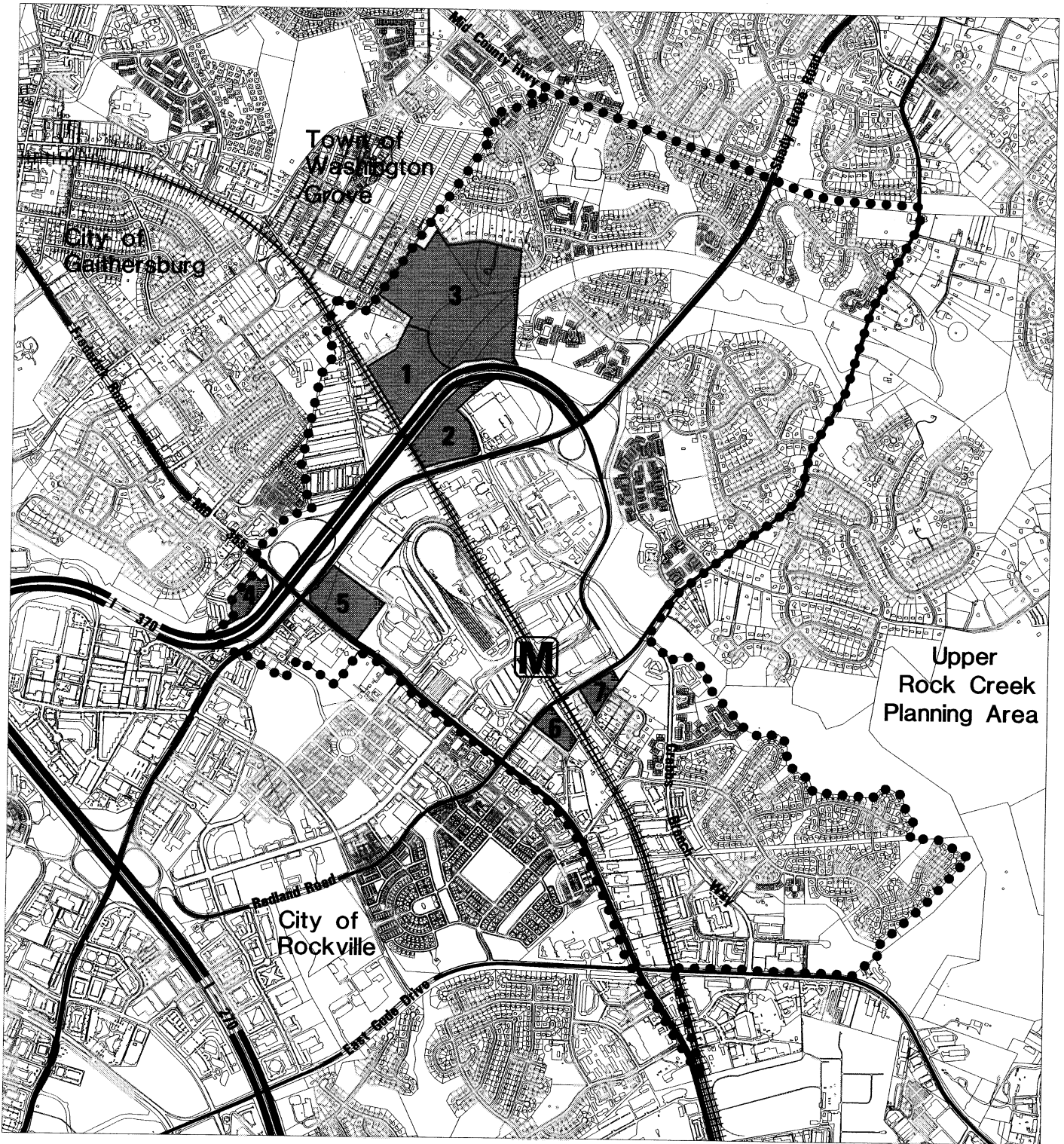
Transportation

This Plan will explore ways to improve transportation access, capacity and transit serviceability within the planning area. Proximity to I-270 to the west and the Montgomery County Airpark to the northeast, and the planning area's many industrial uses generate significant truck traffic. Also, the planning area is bordered by MD 355 and traversed by Shady Grove Road, roadways with high traffic volumes. Increasing congestion is compromising quality of life and road safety, and the planning area has a poor and incomplete pedestrian network.

The Derwood analysis area has limited transportation capacity for new jobs and greater capacity for housing (567 jobs and 2,043 housing units). The Shady Grove analysis area also is somewhat limited in transportation capacity, able to accommodate 962 jobs, and 500 housing units. Transportation projects underway include widening Shady Grove Road, and intersection improvements at Gude Drive and MD 355. These will add some capacity, but not enough under current policy to create an urban village with the densities envisioned in the 2000 Charrette. This Plan will explore adjustments to jobs and housing levels, transit ridership, road improvements, additional routes, and operational adjustments that could ease congestion and increase capacity, balanced with the need for a safe pedestrian environment and reserving space for future transit extensions.

Shady Grove Sector Plan - Vacant Properties

Figure 10



●●●●● Sector Plan Boundary

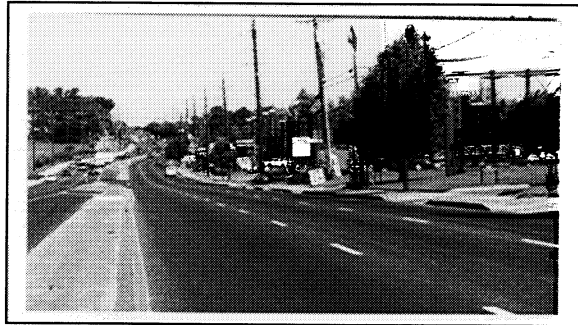
■ Vacant Properties



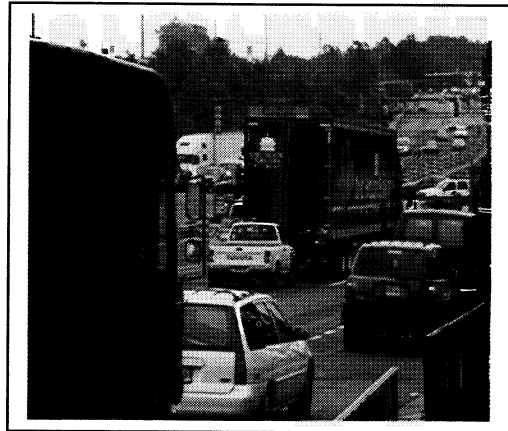
Two regional roads are planned that will serve the Shady Grove area. Both the Corridor Cities Transitway (CCT) and the Intercounty Connector (ICC) have been identified in earlier plans and master plans will continue to preserve right-of-way for both roads. Furthermore, both roads are currently under study by the state. The Shady Grove Sector Plan will make recommendations for the CCT, for a major, multi-modal transit center, and for bikeway connections to improve Metro access.

The Plan will also address the planning area's two major roadway corridors:

- **Frederick Road** (MD 355) is considered a "main street," in Montgomery County and borders the planning area's west side. Along MD 355 is the King Farm community, where residents are within walking distance of Metro, but must cross six to eight lanes of traffic to reach the station. Bus service also runs along MD 355.



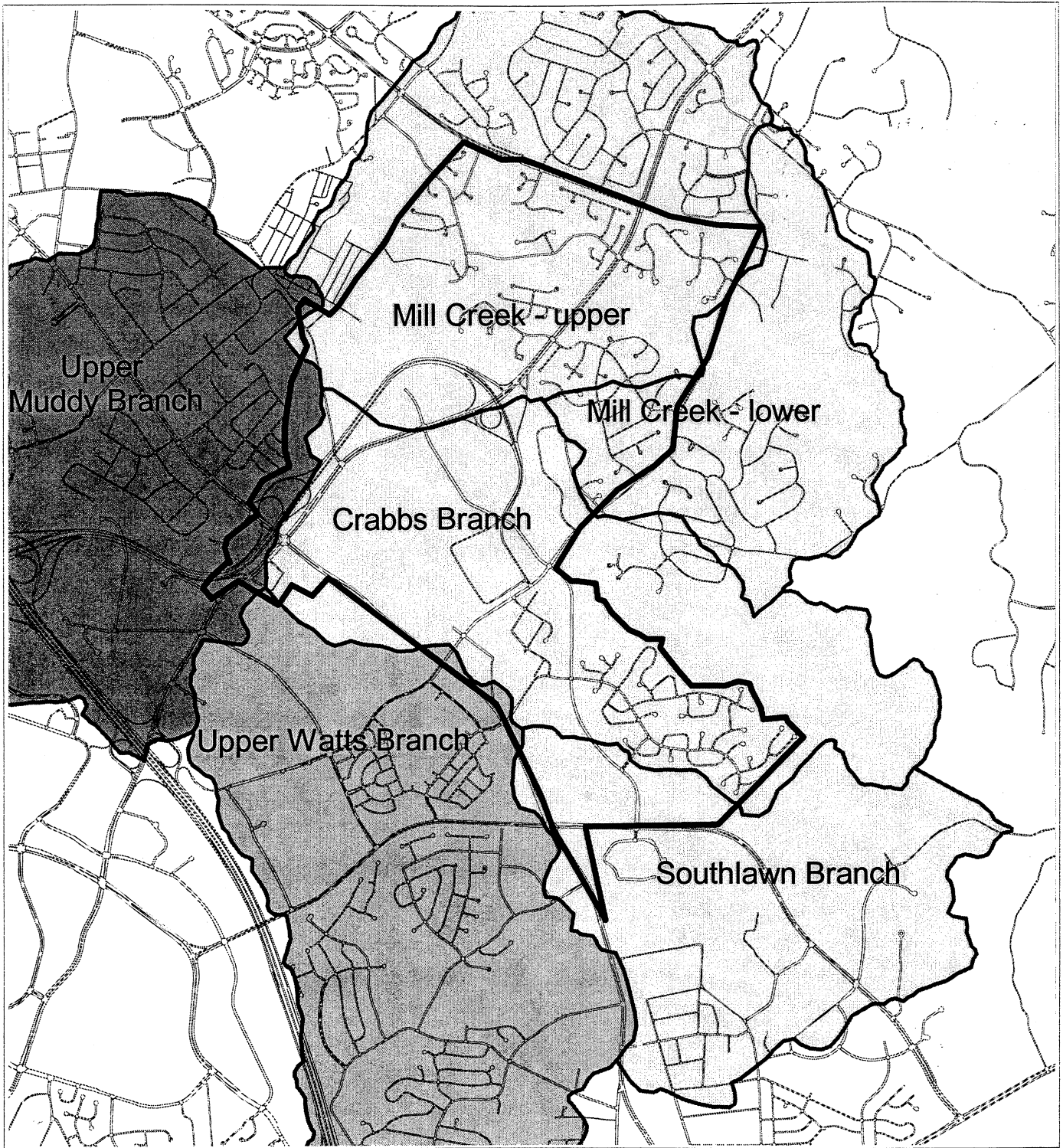
- **Shady Grove Road** runs along the western edge of the planning area. As a link between MD 355 and I-270, it experiences heavy commercial traffic, as well as providing connections to nearby residential neighborhoods. Shady Grove Road also has particularly heavy truck traffic, generated by the post office distribution center, the adjacent light industrial and retail uses, and the activities of the County Service Park. Bus service also runs along this road. Through the planning area, Shady Grove Road varies from four to six lanes, with turning lanes at some intersections. Once it crosses I-370, the road's character changes, providing access to residential communities. Along its entire length in the planning area, its physical character is disjointed and unattractive. Sidewalks are disconnected and there is little streetscaping.



Environment

This Plan will seek ways to improve the planning area's environmental quality, particularly air and water quality. The Washington region currently experiences unacceptably poor air quality primarily due to auto emissions. Water quality will also be addressed in ways appropriate to an urban center. (See figure 11, Watersheds in the Planning Area.)

Greater local commitments to air pollution reduction will be required to address the region's and the planning area's air quality. In the planning area, alternative transportation options can begin to address air quality. This Sector Plan will explore ways to make those



- Sector Plan Boundary
- ∧ Roads
- Upper Rock Creek Watershed
- Muddy Branch Watershed
- Watts Branch Watershed



alternatives safer and more convenient, including concentrating mixed uses, and sidewalks and bikeways.

The planning area is located on a ridge and drains to three watersheds. The water quality of most of the area's streams is fair to poor, reflecting the intensity of uses in the planning area. The Montgomery County Department of Environmental Protection recently completed the *Rock Creek Watershed Feasibility Study* (2001) that details potential stream enhancement and stormwater retrofit projects that could improve water quality in the Rock Creek subwatersheds. The Sector Plan should explore ways to incorporate these improvements into the planned land uses.

The planning area's developed character and its roads and rail lines create significant noise. While many of the area's existing uses are noise-compatible, care must be taken to ensure that new uses are compatible with the noise environment.

This Plan will seek ways to increase the amount of landscaping in the planning area. Any additional green spaces, including roofs, parks, streetscaping, and parking lot planting would provide visual respite, as well as ease heat build-up and pollution, and support stormwater management efforts. Redevelopment should incorporate parkland, tree planting, and green areas wherever possible.

Parks and Recreation

The Plan will explore ways to increase open space and recreation primarily within the new mixed-use center. Increased trail and sidewalk connections to adjacent residential communities will also be explored. Established neighborhoods are currently served by Redland Local Park, a ten-acre park with tennis courts, a picnic shelter, a soccer field and jogging trail, and by Blueberry Local Park, 20.7 acres of ball fields, attached to a future school site located within Parkside Estates. Additional public recreation facilities that are passive in nature are being explored within the pending preliminary plan for the Casey Property at Mill Creek. (See figure 12, Existing Local Parks.)

A Continuing Vision Themes

The following themes, first identified in the 2000 Charrette, will direct thought and work on this Plan. They give overall shape to the Shady Grove area, while giving deserved attention to specifics.

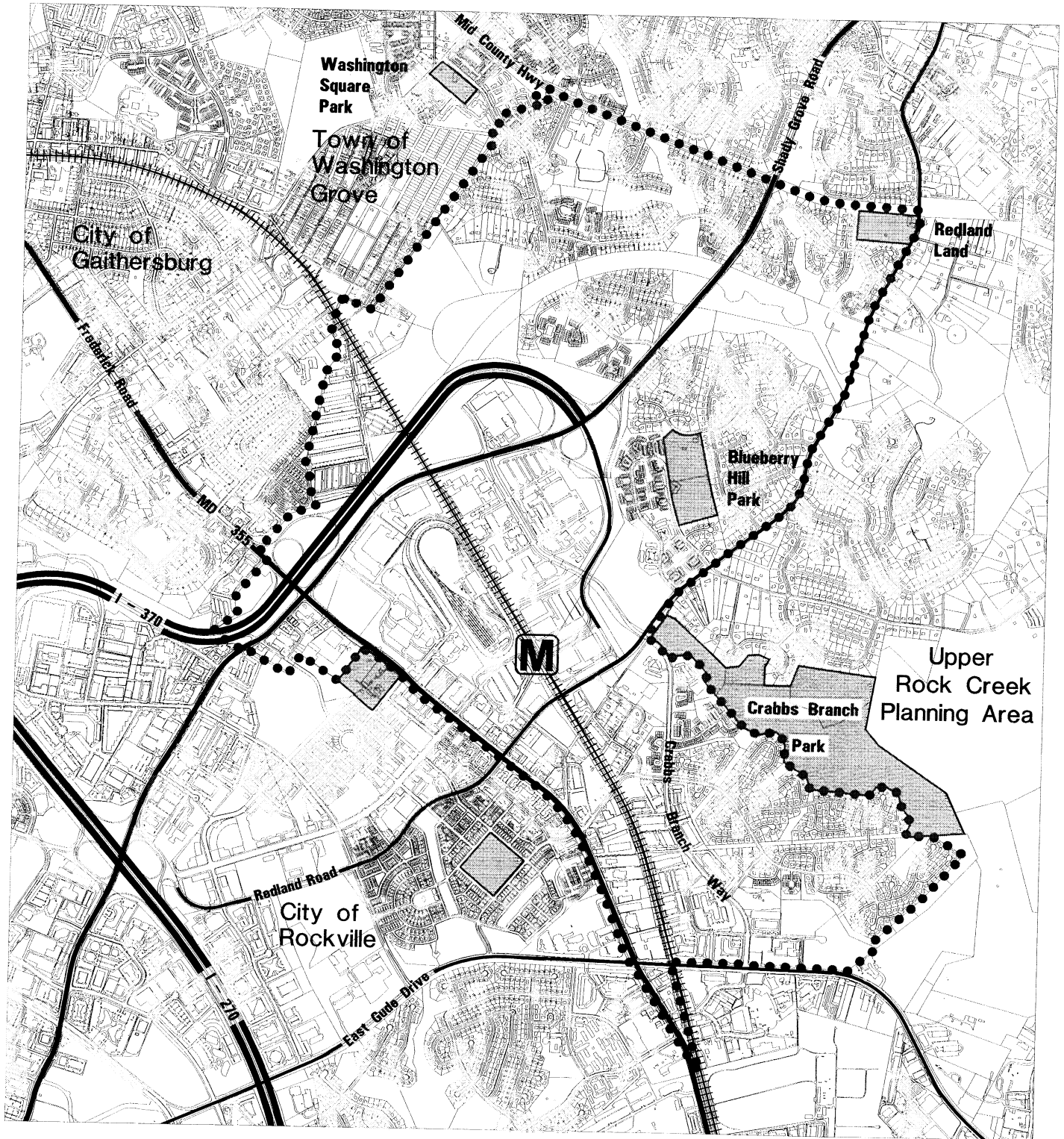
Place

The Shady Grove area does not sit in isolation, but is vitally linked with the Red Line stations through Montgomery County. Each station has the potential to be a center for jobs, housing, retail, and community facilities. This Plan will define a clear role for the Shady Grove area, as part of the larger community and as one of the linked Red Line centers.

This Plan offers an opportunity to define Shady Grove as an urban village, with proximity to Metro and an appropriate mix and balance of land uses. Residents hope that Shady Grove will be viewed as an area "in transition," with redeveloping uses and an improving

Shady Grove Sector Plan - Existing Local Parks

Figure 12



●●●●● Sector Plan Boundary



character. This Plan will define a physical character for the Shady Grove Metro Station area—one that binds the community into a distinct place and develops a transit-focused center.

Scale

Shady Grove is poised to move from being solely a station terminus to a center in its own right. It should be conceived as an urban village, a distinct destination, offering a mix of uses and Metro access at a scale appropriate to its transportation capacity and character. Its underdeveloped land has the potential to redefine the area. Once the type of place is envisioned, its scale and balance of jobs and housing can identify an appropriate density for this emerging suburban center.

Community

Shady Grove now functions as a mix of unrelated uses—a transit transfer point, a maintenance facility yard, and a retail strip, surrounded by residential communities. This Plan will identify opportunities to strengthen Shady Grove’s sense of community to transform it into a distinct place.

Connections

Connections define a place and make it work. Shady Grove’s residents and residents of adjacent communities have proximity to Metro, but not access. Parks abut the area, but are hard to reach. Sidewalks stop, start, and lead nowhere. Traffic is congested on some roads while others are underused. Residents of Shady Grove describe transportation, both roads and transit, in the planning area as “an unfinished business,” recognizing that various scenarios and their alternatives should be considered. This Plan will develop scenarios, coordinate with ongoing studies and projects, and make recommendations to improve pedestrian, bicycle, and vehicle connections, making them safe and efficient.

Corridors

Often overlooked and used as boundaries, roads can become dividers rather than examined environments. MD 355 and Shady Grove Road are vital retail and office environments, with a local as well as a regional function. But beyond their capacity to carry traffic, the roads function as visual identifiers of community and as pedestrian environments. Both are blighted by their lack of streetscaping, excessive curb cuts, overhead utilities, and inconsistent sidewalks. This Plan will explore ways to improve their convenience, function, and physical environment.

Regreening

Urban places are not uniformly concrete and paved. Successful environments balance green and gray infrastructure to moderate their microclimate, provide physical and visual respite, and create a distinct and pleasing visual image. The Shady Grove Sector Plan is an opportunity to “regreen” this area’s roads and neighborhoods.

Issues

Some of the significant issues in Shady Grove identified in the 2000 Design Charrette are listed below. The planning process will address these issues and identify actions that can help resolve them.

Mix and Type of Land Uses

Land use concepts identified in the 2000 Design Charrette call for establishing a mixed-use center at the Metro Station, creating a new sense of place and encouraging integrated development rather than single-use, unrelated development sites.

- What mix and density of jobs and housing should be created at the Metro Station area to meet the needs of the County and create a new, livable community that is compatible with the surrounding neighborhoods? What should be the balance between jobs and housing in the planning area?
- What type of land uses should be permitted on the major vacant parcels?
- How much retail use should be allowed within the planning area? Is additional retail needed to serve future employees and residents?
- How can light industrial uses within the County Service Park be redeveloped while still maintaining efficient operations? Is there any potential for relocating or consolidating uses?
- What private and public facilities such as daycare, libraries, schools, and parks are needed within the planning area in order to ensure adequate public facilities?

Transportation and Transit Orientation

The 2000 Design Charrette's transportation strategies call for a range of actions including improving Metro access for all transportation modes, especially cyclists and pedestrians, implementing the Corridor Cities Transitway, and improving traffic circulation throughout the planning area.

- What transportation improvements will allow for new growth within the planning area? What mode share and auto occupancy goals should be established for the end-state plan that will likely include a Transportation Management District?
- Should the extension of Metro, as called for in the 1977 Sector Plan, be retained as a future option?
- What guidance can the Plan give the Corridor Cities Transitway, currently in the initial planning stages with SHA and MTA, to achieve a well integrated and compatible transit system within the planning area?
- How can the County's Ride-on and Metro bus service be expanded or improved to increase transit service and decrease parking demand at the station?

- How can pedestrian and bicycle access, lighting, landscaping, crossings, and overall safety be improved while still maintaining adequate vehicle capacity and access? What pedestrian and bicycle connections should be made to countywide systems outside the planning area?
- How can the streetscape, lighting, lane widths, and intersections of planning area roadways be improved to enhance the character of these corridors while still accommodating traffic needs?
- How can traffic impacts in the planning area, particularly in the Derwood community, be significantly reduced?
- How can the auto-dependent land use pattern in the Shady Grove area be reshaped to encourage more walking, cycling, and transit use?
- To what extent can the Shady Grove Metro Station be reshaped into a significant transit transfer center?

Sense of Place

The 2000 Design Charrette calls for establishing a new sense of community with a pedestrian scale and transit serviceable characteristics.

- What amenities, recreation facilities, and open space can be provided in the planning area that will enhance the community's identity and sense of place?
- How can open space elements be connected to form a network that increases connectivity in the planning area?
- How can compatibility and a sense of community be achieved given the inherent land use conflicts between the light industrial uses of the County Service Park, the Solid Waste Transfer Facility, the State's VEIP, Metro, and the potential new community?
- How can the history of the area be celebrated and integrated into the redevelopment of the Metro Station?
- Can "Regreening Shady Grove" become a theme for the area, as a way to increase the amount of shade trees, landscaping, and overall attractiveness within the planning area?

Part II – Outreach

Planning Process

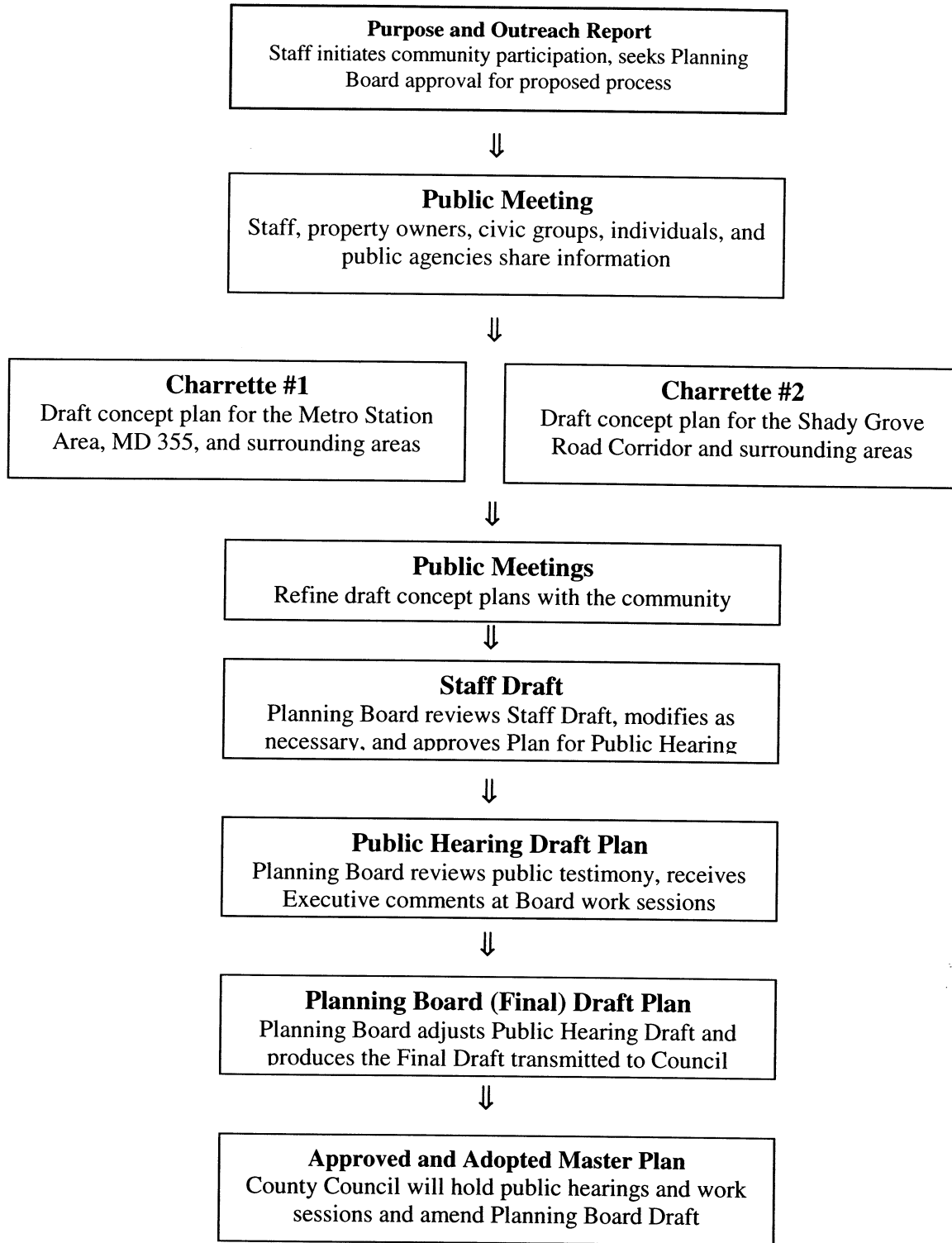
This Plan's outreach and planning process, illustrated in figure 12, has been designed to provide a wide range of opportunities for citizen and property owner participation. The series of charrettes, focus groups, and public meetings along with survey questions and electronic communication are intended to give every voice equal weight. They are also intended to elicit focused responses to issues identified in the charrette and through the planning process. Efficient participation options can create quality participation results.

This planning process is unique in starting with a community-wide charrette, held in October 2000. The charrette has given planners direct insight into the issues and concerns of residents and into the plans of some private and public property owners, such as the County and WMATA. The resulting ideas provide a starting point for this Plan.

This Plan will benefit from the enthusiasm and shared understanding established by the charrette. Due to the charrette, this Purpose and Outreach Report can offer more specific issues. Continued public discussions and focus groups, beginning this summer and continuing through the fall, will further develop goals and options into a concept plan that will be refined into a Staff Draft by the summer of 2003. This is an ambitious schedule, made possible by the charrette's jump-start of the planning process.

Since this is a relatively small planning area, with many issues already defined, staff can work directly with community groups, rather than through a Master Plan Advisory Group. As a Metro station, the planning area has a broad and large number of current and potential users. The regional importance of the area as a transit hub, possibly a new employment center and residential community transcend the immediate area connecting it to a larger context. Accordingly, outreach efforts must also make those connections.

Shady Grove Sector Plan Process



The techniques listed below also offer opportunities for groups to be involved throughout the process. Special interest and other groups testify once the Plan is under review by the Planning Board and County Council. By participating in focus groups, charrettes, and forums, these groups can get a more substantive hearing for their issues and concerns.

Techniques

The techniques outlined below are the next steps in building an ongoing relationship with interested groups in the Shady Grove area and in the larger I-270 Corridor.

Focus Groups

(Begin summer 2002, continue throughout process)

Meetings with property owners, citizens groups, governmental agencies, biotech business groups, and special interest groups will be the opportunity to understand needs, informally frame issues, and explore proposed options. Discussion with agencies in the County Service Park will be an opportunity to understand their operational constraints and their own planning efforts. All information gathered in the focus groups will be shared in public forums, mailings, and the website.

Focus groups are proposed for WMATA, the County Service Park agencies, homeowner associations, and regional advocacy groups like the Washington Area Bicyclist Association and the Washington Regional Network for Livable Communities.

Staff has also identified churches in the area that can assemble residents and will work with the County's Office of Community Outreach to contact all citizens interested in participating.

Public Meetings

(Scheduled for September 10, and throughout process)

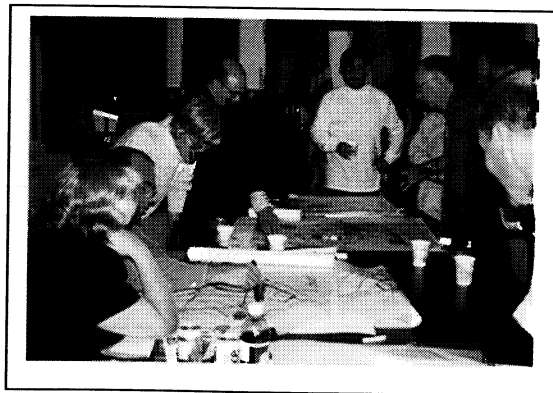
Public meetings will be held throughout the planning process, will be widely advertised, and open to all. They will be used to share information gathered in focus groups and developed by staff, and will be an opportunity to get feedback on issues and proposed options.

The first public meeting is planned for September to kick off the planning process, further develop and discuss issues, and share information gathered from focus groups held during the summer.

Charrettes

(Scheduled for November 6 and December 11)

Charrettes will be the opportunity for all who participate to develop draft concept plans for the planning area's future. The charrette



process allows participants to understand the range of constraints and opportunities, to develop and illustrate their ideas on maps, present their ideas to the larger group, and strive for consensus on proposals. It is a solution-oriented approach that can be effective in dealing with focused issues in a short time period.

These intense work sessions will focus on a particular area and its set of issues. A November charrette will address the Metro Station area, MD 355, and the surrounding communities. The charrette in December will address the Shady Grove Road corridor. The results of each charrette will form the focus and basis for discussion to create the Staff Draft.

E-communications

(www.mcparkandplanning.org/shadygrove)

For computer users, the M-NCPPC website provides substantive entrée into the planning process at the user's convenience. Regular postings will include focus group, forum, and charrette findings, updated schedules, and draft proposals. Through the website, staff can send e-newsletters to interested parties who can then send in their comments. Staff also plans to develop an e-survey to gather feedback about the community and its issues.

Additional Meetings

Staff will meet with community, special interest, and other groups interested in contributing to the Plan. All groups in the area will be contacted initially with a letter to announce planning process, and inform them of the issues, and opportunities to participate. Staff will meet with interested groups and individuals, keeping them informed of the Plan's progress.

Table 2
Proposed Schedule

Date	Task/Meeting/Product
2002	
May/June/July	Develop Purpose and Outreach Report
June 27	Meet w/ Greater Shady Grove Civic Alliance
June/July	Focus groups with public agencies (DPWT, DED, SHA, MTA and DHCA)
July 18	Present Purpose and Outreach Report to Planning Board
July-September	Meet with municipalities, property owners, County Service Park Agencies, and WMATA
September 10	Public Meeting
September	Focus group with biotech/infotech industry representatives
November 6	Charrette: draft concept plan for the Metro Station Area, MD 355, and surrounding areas
December 11	Charrette: draft concept plan for the Shady Grove Road Corridor and surrounding areas
2003	
Jan/Feb/March	Develop land use alternatives and draft recommendations
March/April/May	Meet with community groups, civics, agencies, biotech/infotech focus group, and others as needed
April	Public meeting to review Staff Draft
July	Present Staff Draft to the Planning Board Planning Board public hearing on Preliminary Draft Plan
September-Dec.	Planning Board worksessions
2004	
January	Submit Planning Board Final Draft Plan to Council and Executive
March-July	County Council public hearing and worksessions
August	County Council approval and Planning Board adoption
September-Dec	Process Sectional Map Amendment
2005	
January/February	County Council approval of Sectional Map Amendment