

PARKING LOTS TO PLACES

Urban Design Guidelines for

Rock Spring & White Flint 2 Sector Plans

Draft May 15, 2019



Abstract

The Urban Design Guidelines for Rock Spring and White Flint 2 Sector Plans will be used to guide the transformation of the plan areas by providing recommendations for the design of buildings and public spaces. The guidelines are based on an existing conditions analysis, stakeholder feedback and current best practices for transforming auto-oriented places into complete communities. These guidelines aim to deliver high quality buildings and spaces as well as streets with ample pedestrian comfort and multi-modal connectivity.

Design guidelines help provide information about how plan recommendations and zoning code requirements can be best met. They provide overall guidance as well as context-based recommendations for specific districts and individual sites. Design guidelines are approved by the Montgomery County Planning Board for use by public entities and developers in preparing design proposals, and planners and the Board in reviewing them. These guidelines may need to be reviewed and updated by the Planning Board as best practices and conditions evolve over time.

Source of Copies

The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910-3760

The urban design guidelines are available online at:

<https://montgomeryplanning.org/planning/communities/area-2/rock-spring-and-white-flint-2-design-guidelines/>

The 2017 Rock Spring Sector Plan is available online at:

montgomeryplanning.org/community/rockspring

The 2018 White Flint 2 Sector Plan is available online at:

montgomeryplanning.org/community/whiteflint2

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Chapter 1:

Introduction

1.1 How to Use the Guidelines

Purpose

One of the main goals of the Rock Spring and White Flint 2 Sector Plans (plans) is to promote the transformation of auto-oriented, single-use areas into vibrant, mixed-use places served by a variety of transportation alternatives. Design guidelines illustrate appropriate relationships between buildings and the pedestrian realm, and ensure that walking, biking and transit are incorporated into the design of streets. They also show ways of minimizing any adverse impacts of redevelopment on surrounding lower-scale residential neighborhoods.

New development in the plan areas should enhance the quality of life for existing and future residents and workers in the area. These guidelines help to achieve that goal by providing clarity and certainty for stakeholders in illustrating how key properties within the two plan areas may develop over time.

Applicability

This document should be used in conjunction with recommendations in the Rock Spring and White Flint 2 Sector Plans to guide development projects and improvements to the public domain within the two plan areas. Standard Method and Optional Method projects under Site Plan review should substantially conform with the goals and recommendations of the sector plans and design guidelines.

Guidelines Flexibility

Design guidelines provide a range of strategies to appropriately meet the intent of recommendations of both plans. They are not rigid requirements, but offer predictability for applicants about what will be expected during development review and provide Montgomery Planning staff and the Planning Board with a framework to guide the review process. Design proposals and alternative solutions will be evaluated during the development review process based on the surrounding context, site conditions and ways in which the projects address applicable plan goals and the intent of the design guidelines.

Design Excellence

Montgomery Planning's Design Excellence program was established in 2015 to encourage the creation of attractive, safe and sustainable places in the county to live, work and play. The Rock Spring and White Flint 2 plan areas are experiencing considerable growth and complex projects with architectural significance are being developed within their boundaries. Developers working within the two plan areas are strongly encouraged to go through the Concept Plan process and have an early meeting with Planning staff to ensure the best outcomes for their proposals.

In 2017, the Montgomery County Planning Department created a Design Advisory Panel (DAP) to review and provide direction to the Planning Director and staff on Bethesda development applications submitted to the Planning Department. The goals of the DAP are to ensure the highest quality design for the planned and built environments. This panel helps to resolve issues that arise during the regulatory process, particularly when urban design principles conflict with other county regulations, by providing review and discussion early in the process. In addition, the DAP prioritizes public benefit points in Commercial

Residential (CR) zones based on the CR Guidelines and the applicable plan.

Given the large scale of development projects within the Rock Spring and White Flint 2 plan areas, it may be beneficial for those responsible for the projects to request a courtesy review from the DAP. While this process is not a prerequisite for regulatory review, it is being offered by the Planning Department as a way for developers to receive objective feedback from industry professionals, potentially streamlining resolution of design issues and making subsequent regulatory reviews more efficient. This review will also ensure a focus on design excellence. These guidelines, therefore, state that any project developer working within the two plan areas may request a courtesy review from the DAP. The DAP will be guided by the applicable plan, accompanying design guidelines and the CR zone criteria in its reviews.

Structure of the document

The urban design guidelines are organized into five chapters as follows:

Introduction:

Describes the purpose of the document and how to use these guidelines.

Vision:

Provides an overall context for the two plan areas, summarizes the vision set forth by the two plans and outlines general recommendations that apply to both plan areas.

Guidelines for Rock Spring:

Outlines recommendations for the three districts within the Rock Spring Sector Plan area and provides more detailed guidance for the design of buildings, open spaces and streets within key properties. Cross sections are provided for all streets within the plan area to illustrate the expected design of the right-of-way.

Guidelines for White Flint 2:

Outlines recommendations for the four districts within the White Flint 2 Sector Plan area and provides more detailed guidance for the design of buildings, open spaces and streets within key properties. Cross sections are provided for all streets within the plan area to illustrate the expected design of right-of-way.

Community Led Placemaking:

Contains detailed information and resources for pursuing community-led placemaking projects within the two plan areas and beyond their borders.

For development projects:

1. General Guidance

Consult Chapter 1 for urban design principles guiding the overall layout of streets, buildings and open spaces.



2. Site and Building Guidelines

Consult chapter 2 or 3 for the applicable master or sector plan that provides guidance for:

- Streetscape dimensions for all streets.
- Urban design guidance for districts within each plan area.
- Guidance for key properties that outline recommended circulation, open space design and building form.



3. Community Led Placemaking

Consult Chapter 5 to explore potential for Community Led Placemaking opportunities on the particular site.



4. Regulatory Review

Submit application for review by the Design Advisory Panel and the applicable regulatory processes.



Chapter 2: **Vision**

2.1 Context

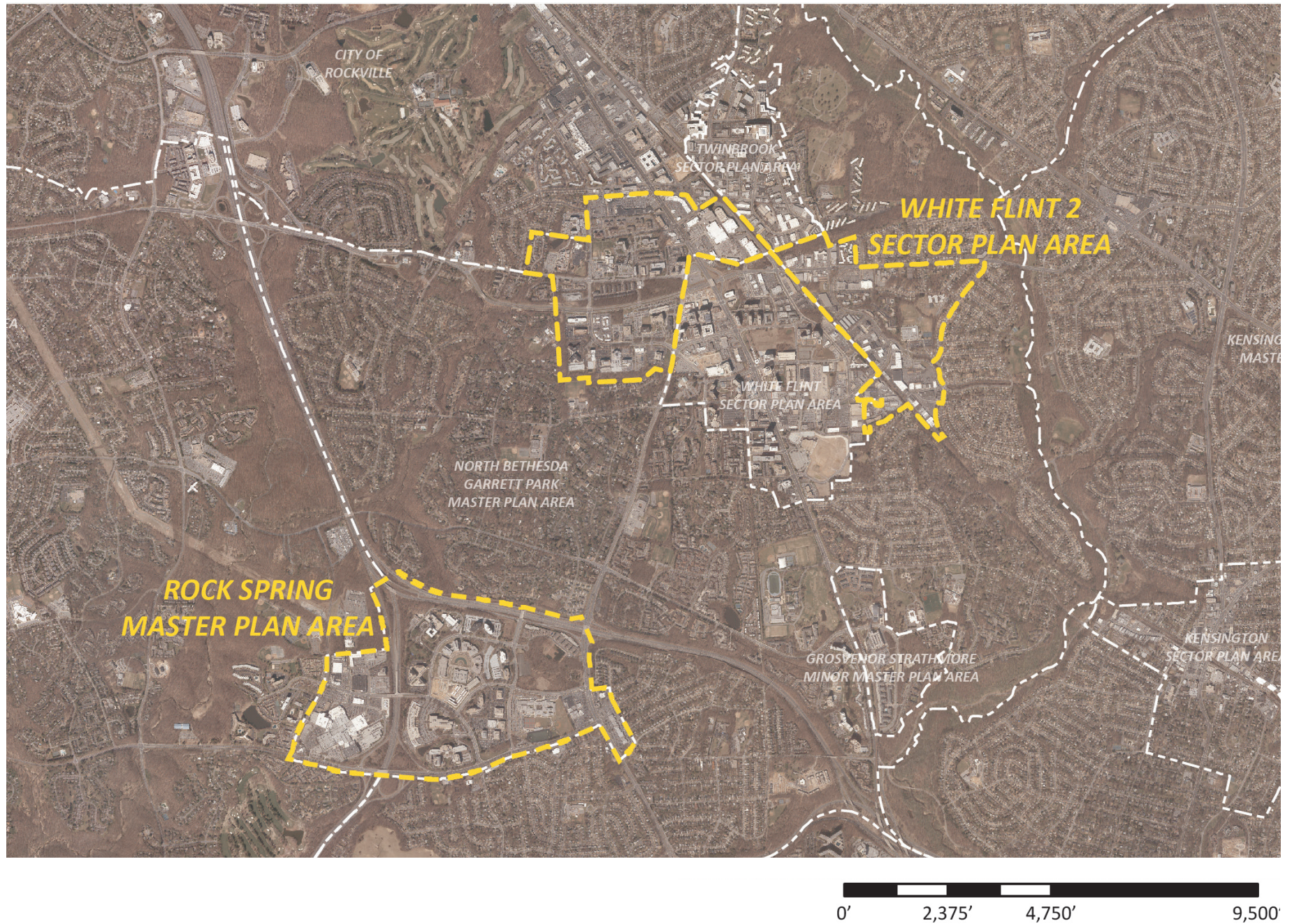
The Rock Spring and the White Flint 2 Sector Plan areas are just a mile-and-a-half apart, linked by Old Georgetown Road. Both plans were prepared concurrently by the Planning Department, partly due to the similar challenges faced in both plan areas, particularly high office vacancy rates. Both the Rock Spring and White Flint 2 areas have office buildings that are secluded uses, generally surrounded by parking lots and garages, and do not offer the type of retail or residential environments that have become essential for attracting new office tenants, residents and shoppers in today's marketplace.

Both plan areas feature arterial roads that are generously sized for automobile traffic, but lack adequate pedestrian and bike facilities, making destinations inaccessible by foot, bike and transit. Old commercial and light industrial uses scattered throughout the two plan areas are considered essential for supporting the surrounding communities, but their physical layout and operations often clash with the desire for attractive streetscapes and safe walking and biking environments. Growth pressures on both planning areas highlight issues of building compatibility and school capacity. Given these common challenges, the guidelines outline overarching design principles that apply to both plan areas. This overall guidance is provided in this chapter titled "Vision."

At the same time, the design guidelines recognize the importance of respecting the distinctive features of the two plan areas. Rock Spring's core is an office park with retail destinations at each end, while White Flint is a collection of neighborhoods, each with its own character. White Flint 2's office buildings are concentrated along a linear boulevard that serves the broader area-- Executive Boulevard and Jefferson Street between Old Georgetown Road and Montrose Parkway. In contrast, Rock Spring is a conventional, sequestered office park where some roads were built specifically to provide access only to the office buildings. White Flint 2 is located adjacent to two Metrorail stations, while Rock Spring is serviced primarily by bus and private vehicles.

To address these differences, the guidelines' recommendations for districts and key properties are more specific and context-sensitive, and separated into individual chapters for the two plan areas. Overarching design principles will have to be tailored to apply to specific districts and properties within each of the two plan areas.

Figure 2.1: Plan Areas Map



2.2 Urban Design Principles

The urban design principles outlined below reinforce the vision set forth in the Rock Spring and White Flint 2 Sector Plans to create interconnected communities that are livable, healthy, offer transportation choices and support growth with adequate infrastructure. These principles illustrate how innovative urban design solutions can integrate new development into existing communities while enhancing the quality of life for all residents.

Transformation

Promote the conversion of single-use areas into mixed-use places.

Both Plans establish a flexible zoning framework that allows the development of mixed-use projects throughout most of the plan areas. As sites are redeveloped within the two plan areas, single uses will give way to blended, compatible uses to create



Mixed-use buildings create vibrant streets

vibrant destinations. These guidelines provide recommendations as to the elements needed to create such successful mixed-use projects, ranging from the location of buildings to their façade designs and desirable public space features. Strategies for successful infill and adaptive reuse projects within existing office, retail and industrial properties are also discussed.

Connectivity

Integrate mobility alternatives with a focus on pedestrian and bike connections to amenities and destinations.

Destinations within both plan areas are hard to reach by foot, transit or biking. Large, auto-dominated streets create unsafe and unattractive walking and biking environments. These conditions are impediments to achieving Vision Zero and the recommendations set forth in the two plans and the 2018 Bicycle Master Plan. Recommendations within these guidelines illustrate the desired layouts for streets, sidewalks, landscaping and



Multi-modal streets encourage walking and biking

building frontages that lead to a safe and attractive experience for all transportation modes. Within the streetscape guidance for each chapter, an illustrative cross section is provided for each street within the two plan areas. These sections were developed in consultation with the Montgomery County Department of Transportation (MCDOT) and the Maryland State Highway Administration (SHA).

Human-Scale Design

Design buildings, public spaces and streets for pedestrian engagement and comfort.

The transformation envisioned in the two Plans requires a compelling change in the way buildings and public spaces look and function. Currently, certain office buildings within the two plan areas are large and monolithic and lack design features that provide pedestrian comfort at the street level. As a result, recommendations within these guidelines are focused on specific ground-floor components of buildings, such as entrances and other elements experienced by pedestrians, that must be designed sensitively to ensure the architecture relates



Places with human-scaled elements attract people

beautifully to people and the public realm. The recommendations in this document seek to create buildings that relate to the human scale and will be appreciated and maintained, regardless of use and market trends.

Innovative Schools

Encourage the design of new school prototypes that employ adaptive reuse, co-location and multi-level buildings.

Montgomery County is projected to experience continued growth in population, including within Rock Spring and White Flint 2. Both areas belong to one of the most coveted school clusters in the county. The sector plans for both areas identify the school infrastructure and physical planning strategies that Montgomery County Public Schools (MCPS) intends to deploy to ensure school capacity can keep up with the increasing student populations within the two Plan areas. As outlined in the two Plans, analyzing every property for a potential school site is a requisite. However, the standard format sites historically used by MCPS for schools are extremely large and difficult to secure. The

recommendations in this document highlight innovative school designs that create more compact building footprints through multi-level layouts and co-location with parks and recreation facilities. As part of the guidelines, case studies provide examples where vacant office buildings have been converted into schools. This conversion strategy could be considered as a particularly appropriate solution to relieve pressure on existing schools given the large number of vacant office buildings in the plan areas that are ripe for redevelopment.

Vibrant Public Spaces

Complement urban development with easily accessible and high-quality public and private parks, and open spaces.

Both Plans propose a system of parks and open spaces that will result in a combination of public and private facilities. The new open spaces should support vibrant and sustainable urban centers by including facilities that are comfortable, attractive, easily accessible, safe and provide a range of experiences, including festivals and outdoor events.

Sustainable Design

Apply sustainable design practices to protect natural resources and improve the health of residents in the plan areas.

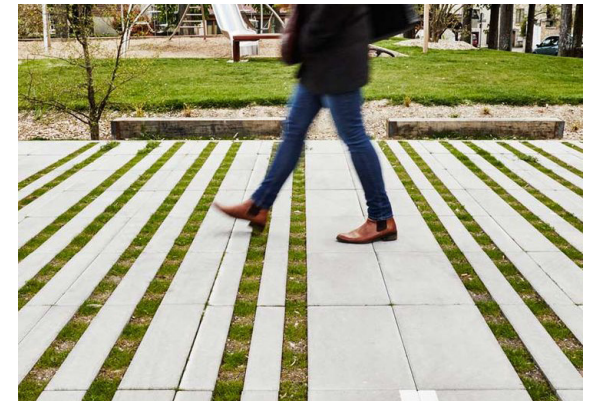
Montgomery County is committed to environmental stewardship and awareness. Both Plans emphasize the importance of sustainable development practices. Goals outlined in the plans include protecting and improving water and air quality, minimizing impacts of sedimentation and erosion, minimizing noise levels and promoting energy efficiency. They aim to transform the current auto-centric environments in both areas that have resulted in degraded water quality, air pollution and heat island effects. Reducing the stress of development on the environment will increase the health of our communities as well as our natural resources. Following the goals outlined in these guidelines will contribute to increased physical activity, safer streets and improved mental health through access to nature and low stress transportation alternatives, such as walking and biking.



Innovative school types encourage learning through interaction in well designed spaces



Parks and open spaces with activities are inviting



Creative solutions to environmental site design can enhance the urban environment

2.2.1 Transformation

Goal: Promote infill and redevelopment of retail centers into mixed-use places with strong connections to surrounding communities.

- Utilize parking lots as development sites for added density and compatible uses.
- Establish a framework of streets and sidewalks that supports ground-floor retail and makes movement within and through the site more efficient.
- Create public open spaces that connect new and old development and anchor retail tenants by providing space for seating, outdoor programming and visibility from the surrounding streets.

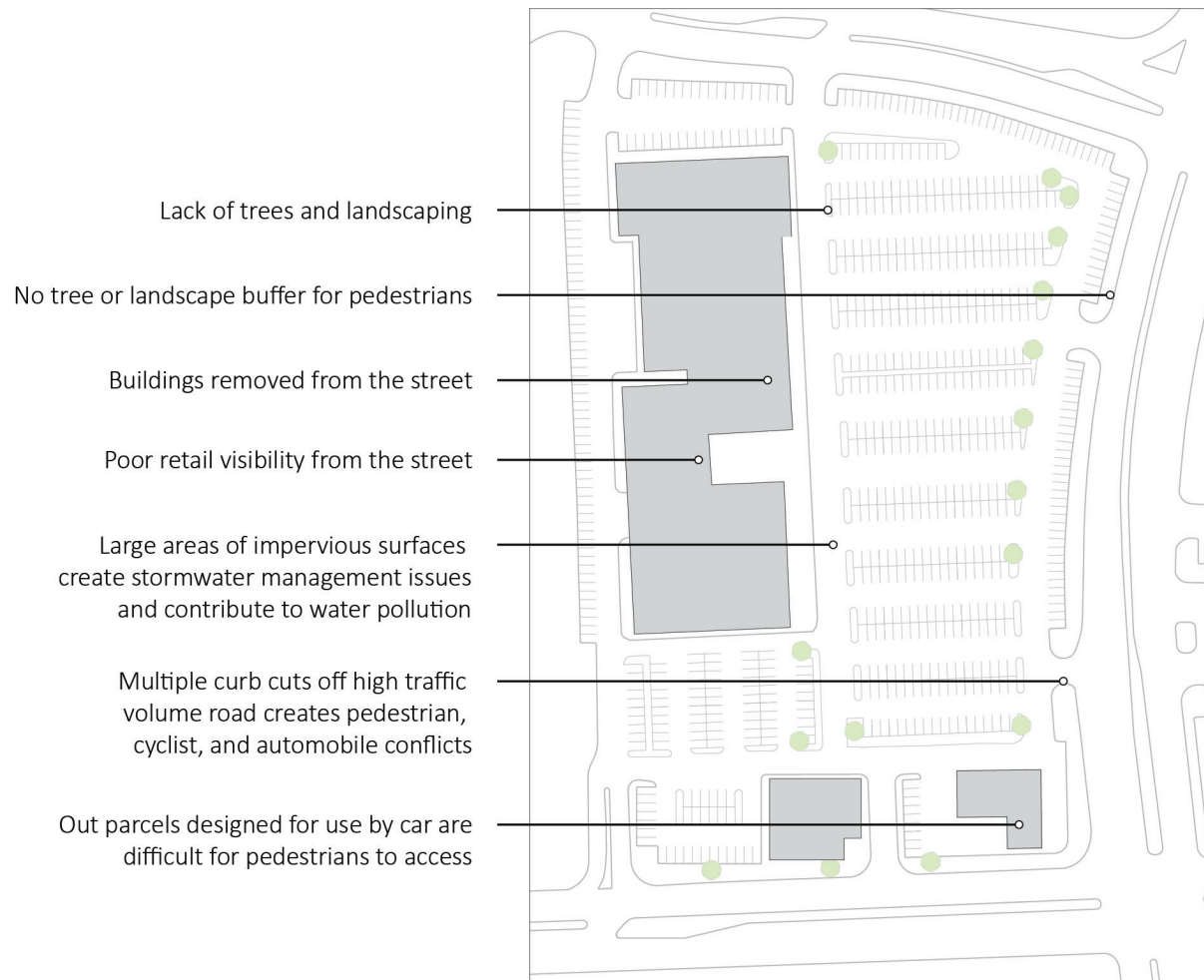


Figure 2.2: Diagram of existing conditions in a typical shopping center

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



Figure 2.3: Diagram of potential development in a typical shopping center

Diagram shows potential infill and partial redevelopment of a typical shopping center that creates a pedestrian friendly street network, welcoming open spaces and added density in urban buildings.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



Infill created new streets at the Belmar Shopping District in Lakewood, Colorado



Small attractions like this plaza can be inserted into residual spaces between existing buildings

Goal: Facilitate infill and adaptive reuse of office buildings and sites to introduce a mix of uses near existing office workers and activate such areas during evenings and weekends.

- Convert underperforming office buildings into residential or civic uses.
- Utilize shared parking strategies to reduce the amount of land dedicated to parking.
- Retain office buildings where feasible and integrate them into the overall block structure.
- Create public open spaces that connect existing buildings to the surrounding streets and new development.
- Locate new development at the edges of large blocks to create a walkable environment and screen parking and servicing areas from public view.

- Single office land use does not activate the street
- No tree or landscape buffer for pedestrians
- Buildings removed from the street
- Poor retail visibility from the street
- Large areas of impervious surfaces create stormwater management issues and contribute to water pollution
- Land uses are taken up by large surface lots that are underutilized
- Large block sizes create an unfriendly pedestrian environment
- Large areas of private underutilized and unprogrammed open space

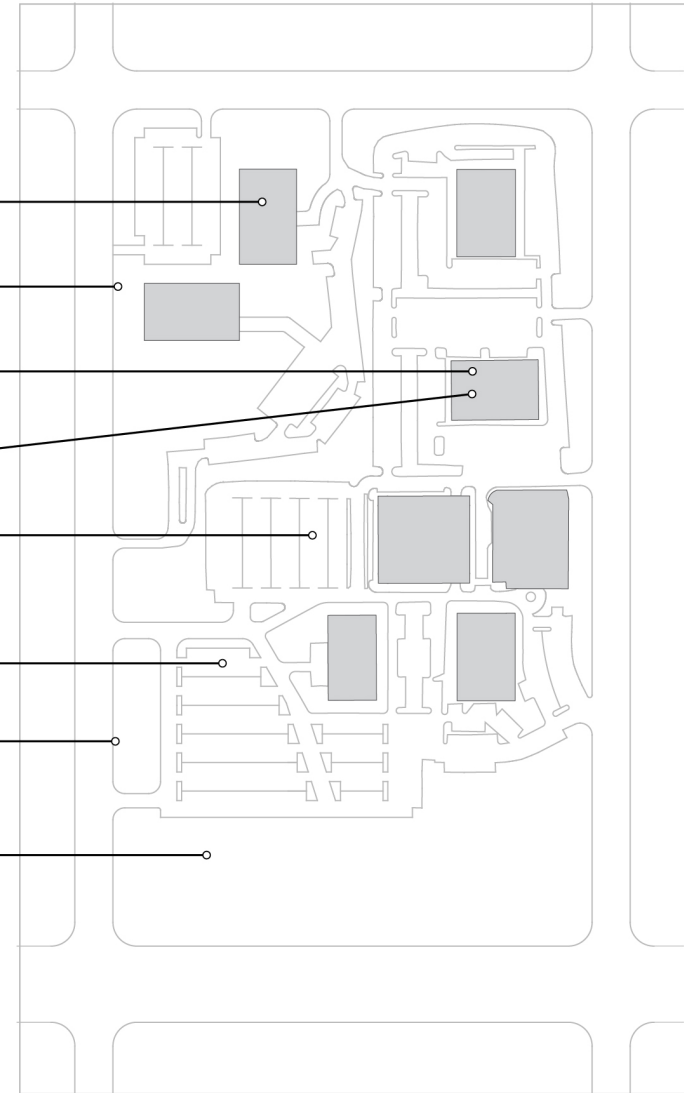


Figure 2.4: Diagram of existing conditions in a typical suburban office park

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

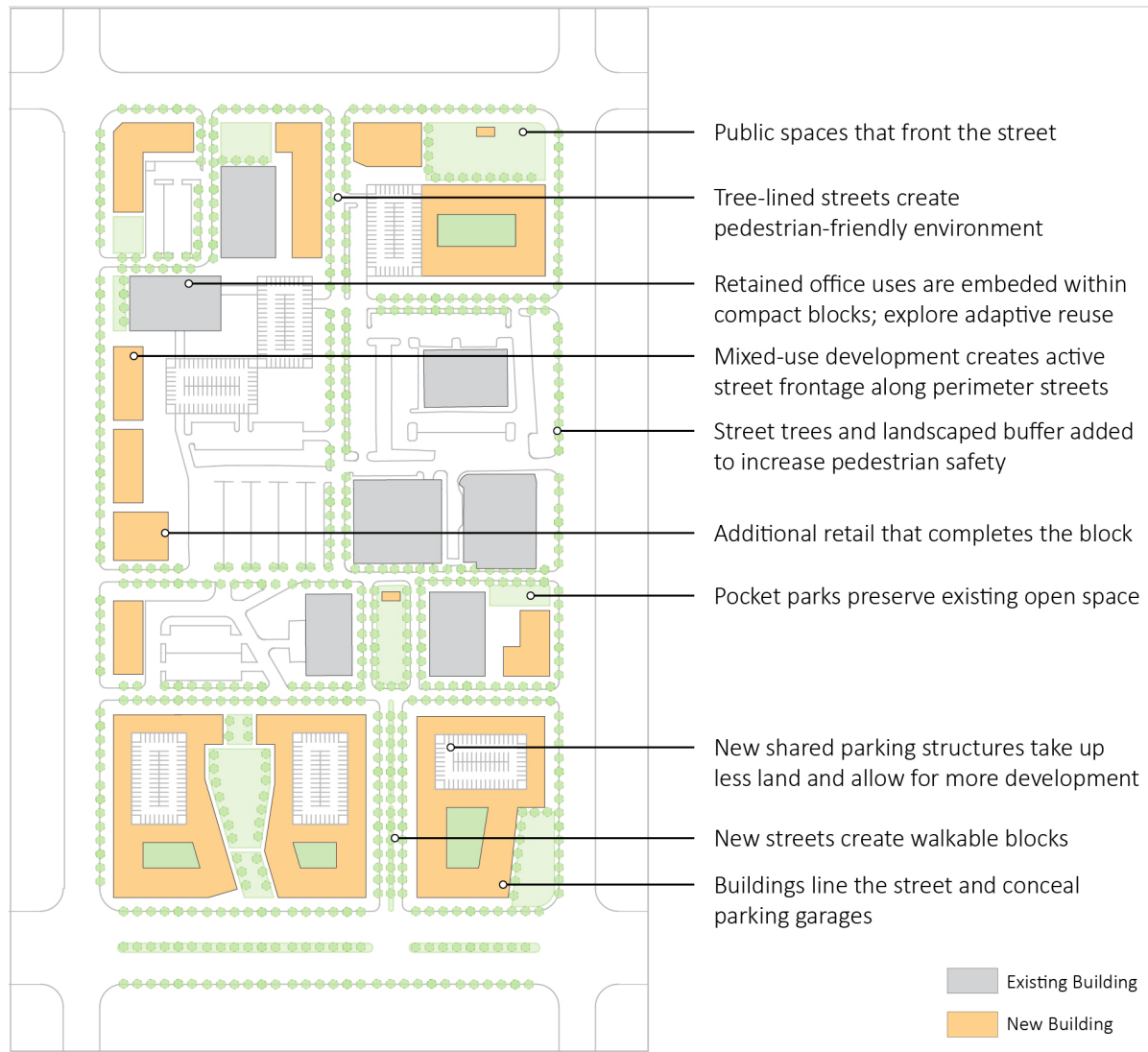
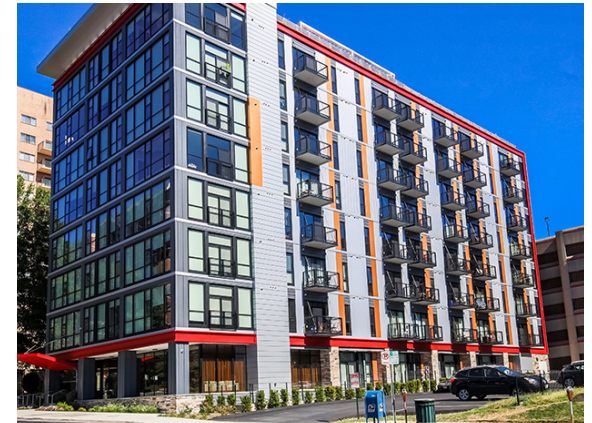


Figure 2.5: Diagram of potential development in a typical suburban office park

Diagram shows potential infill, adaptive reuse, and partial redevelopment of a typical office park that creates smaller development blocks connected by a complete street network and varying open spaces.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



The Octave adaptively reused an office building with a narrow floor plate into residential condominiums in downtown Silver Spring



Legacy Town Center in Plano, Texas infilled large tracts of land with walkable, mixed used buildings



Octave Condominiums were a Class-B office building prior to conversion

Case Study: Octave Apartments

Silver Spring, MD

Transit-served locations, less parking and affordability in urban centers can drive recycling of offices into residences and other uses.

Octave, a 102-unit condominium building housed vacant offices and an eatery in its basement. The transformation of the 10-story building highlights important lessons for adaptive reuse projects within the two Plan areas:

Location is key: The most likely candidates for conversions continue to be in locations that are well served by transit and situated within a walkable framework of blocks and streets. Both Plan areas are implementing a framework that will provide these key ingredients.

Onsite parking is no longer a prerequisite: Parking today is less critical to development as boomers age out of driving and millennials forgo driver licenses altogether. Especially within transit-served areas, pulling the plug for on-site parking in lieu of shared parking or parking lot districts is a reasonable development strategy.

Building quirks can be assets: Adaptive reuse often presents conditions that can create more distinctive and attractive designs. The Octave features a “sky lounge” on the top floor that was formerly a boiler room for the office building. With 20-foot ceilings and unobstructed views, it was a unique selling point for the developer and has quickly become a central gathering space for residents. Similarly, on the basement level, a former service ramp has been converted into outdoor terraces for units are some of the most sought-after units in the building.

Home ownership options: In a market dominated by rental apartments, selling condos may seem counter-intuitive. But when Promark analyzed the Downtown Silver Spring market, the developer saw numerous rental apartments in the pipeline and no options for multifamily ownership. Promark also acknowledged that it could not compete with the standard 200-300 unit new rental buildings on the Octave’s small site in terms of amenities and rates.



Loading docks converted into outdoor patios



The project contains ample bike storage but no car parking on site



Balconies extend living spaces outdoor



A former boiler plant was converted into a roof top amenity space



The building facade was reskinned and its scale broken down using balconies, bays, canopies and different architectural materials

Goal: Promote development within industrial areas that retains critical neighborhood services and adds vitality to these properties through the addition of compatible uses and public realm and streetscape improvements.

- Consolidate curb cuts off high traffic roads and streamline vehicular movement through the sites.
- Introduce wayfinding, alternative paving surfaces and landscaping to clearly demarcate areas for walking through the sites.
- Use large parking lots for outdoor programming and events during off peak hours.
- Regularize and make parking layouts more efficient and use regained space for greening and stormwater management opportunities.
- Explore vertical stacking of compatible uses and utilize extra space for mixed-use infill development.
- Engage with local food, art and fitness businesses to host community events in residual spaces and parking lots.

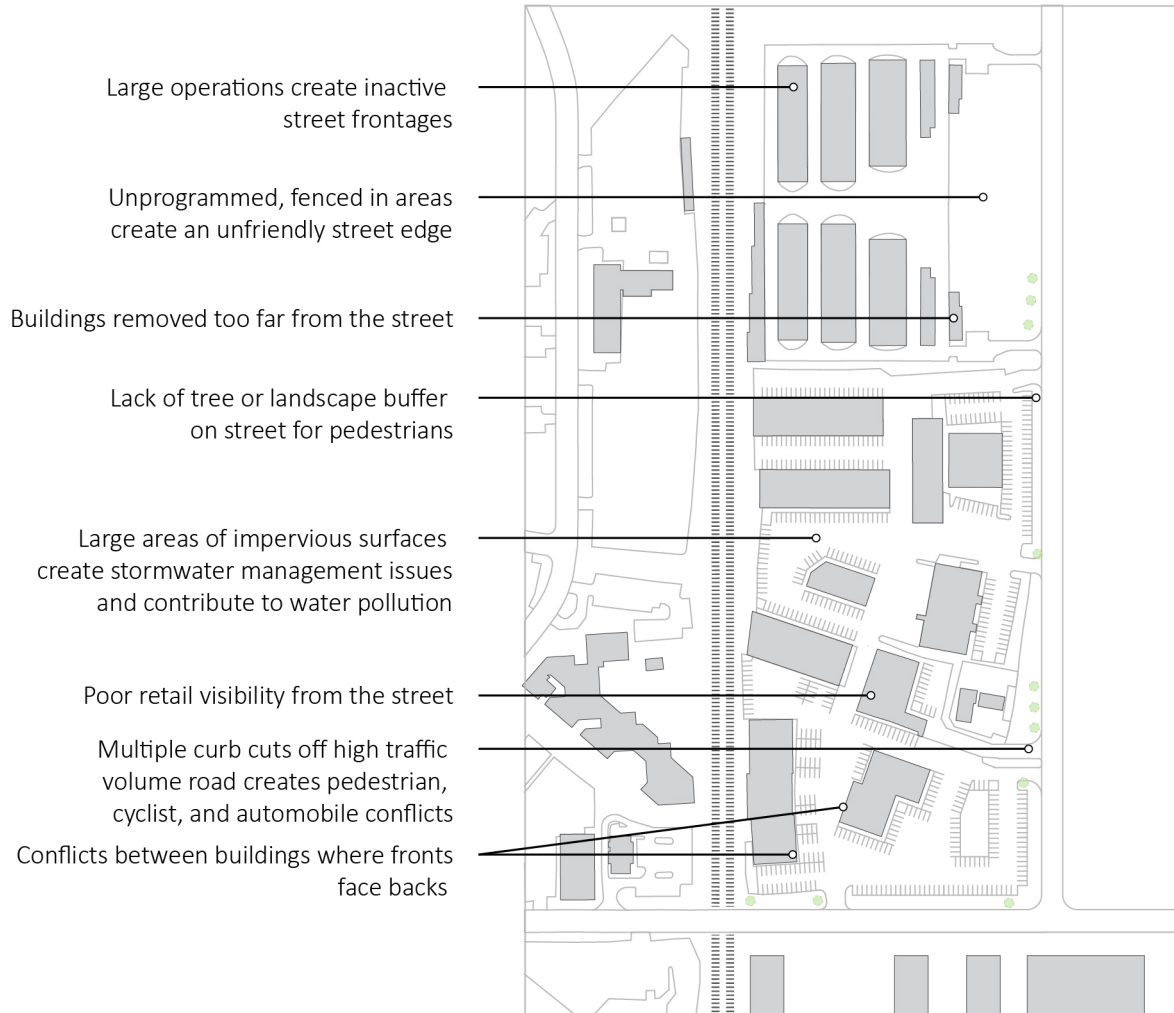


Figure 2.6: Diagram of existing conditions in a typical industrial area

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

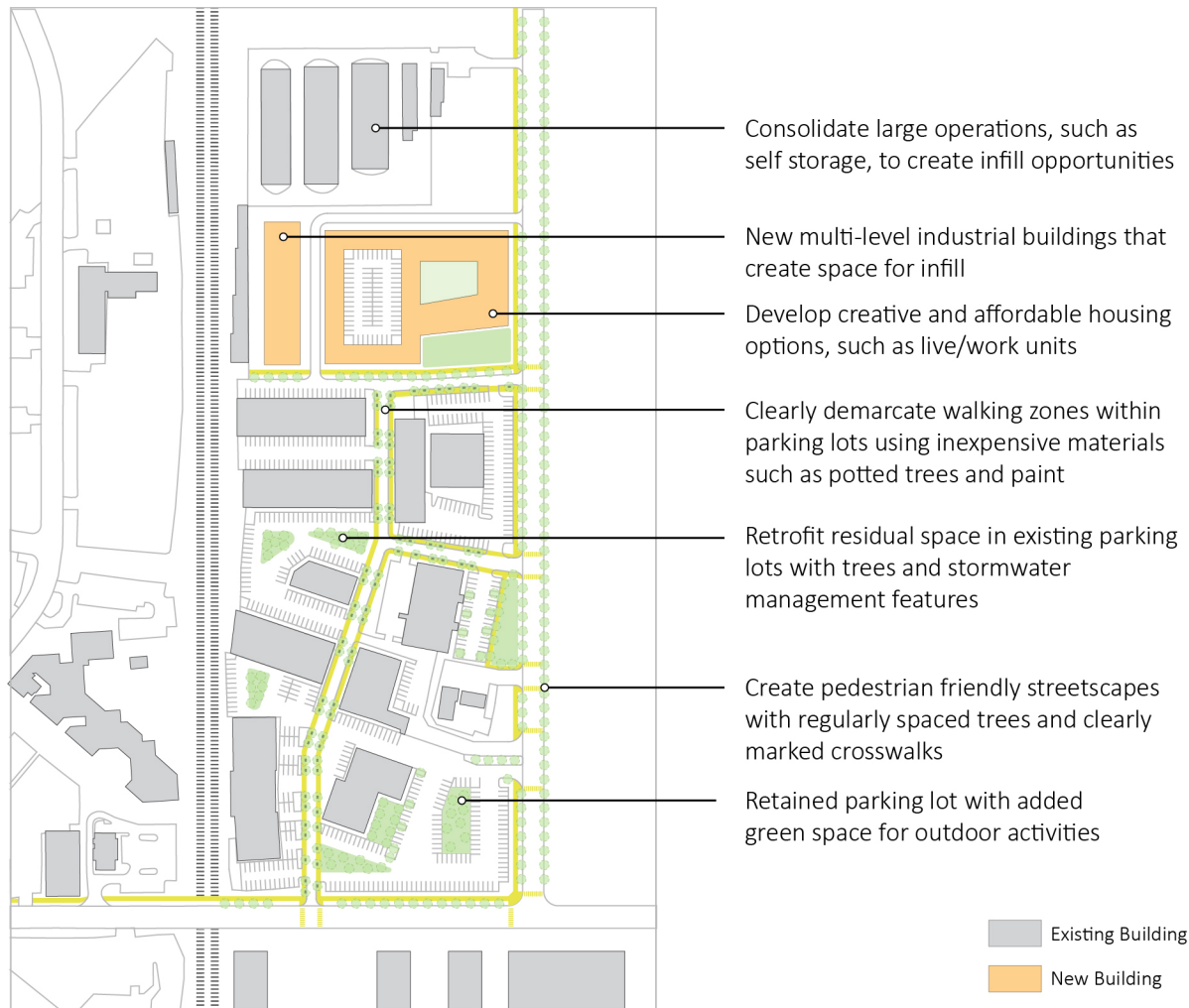


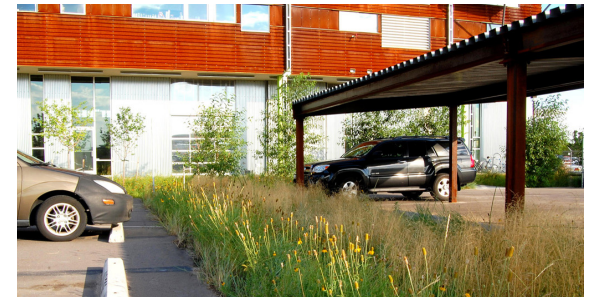
Figure 2.7: Diagram of potential development in a typical industrial area

Diagram shows infill and streetscape strategies that retain industrial uses, improve circulation, enhance environmental performance, and adds new uses to a typical industrial site.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



Large parking lots can be used for community activities during evenings and weekends



Plantings in parking lots enhance environmental performance of industrial sites



Clearly demarcated walking zones within existing parking lots reduce conflicts between cars and pedestrians

2.2.2 Connectivity

Goal: Use infill and redevelopment opportunities to break up large properties into smaller blocks that are more walkable and create urban frontages.

- Subdivide large properties, especially those with surface parking lots, into a series of developable blocks with pedestrian-friendly frontages.
- Blocks longer than 600 feet are discouraged. If longer blocks are unavoidable, pedestrian and bike-friendly mid-block connections should be provided.
- Redevelopment and infill on large properties should evenly distribute amenities for pedestrians to provide frequent opportunities to rest and socialize.

Case Study: Mosaic District

Walkable mixed-use infill within a former movie theater site.

Mosaic District provides a great model for redeveloping single use sites with large surface parking lots into compact walkable blocks that can support mixed use development. Prior to its redevelopment, the area contained an auto repair shop, an industrial equipment rental business and a multiscreen movie theater. The transit adjacent location is bounded by Lee Highway and Gallows Road, two regional arterials. Its location and large tract size provided a great opportunity to redevelop the site into a 31-acre mixed-use district that has become a regional destination.

A key component of the mixed-use core is a network of pedestrian friendly streets. The original super block was almost 1500 feet long and was subdivided into a dozen smaller blocks. Parking is accommodated in lined parking structures tucked within perimeter blocks, that create a walkable streetscape with broad, tree-lined sidewalks, and outdoor seating. Typical block sizes for new blocks range from 200 to 500 feet in length. The building types constructed within these blocks are similar to the types being considered for development within the two Plan areas.



The site in 2002 contained a movie theater and light industrial uses surrounded by surface parking lots



Mosaic District today is a collection of compact blocks supporting mixed-use development



Pedestrian friendly streetscapes encourage walking



Townhouses provide an ideal transition to lower intensity neighboring uses



Public spaces of varying sizes cater to users of all ages, encouraging groups to stay longer



A central gathering green space anchors the development and is programmed frequently with community events

Goal: Create streetscapes that treat streets as places not just to move through but also to socialize and gather, especially for walkers, bikers and transit users.

- Allow sufficient setbacks from the curb for adequate curb zone, planting / furnishing zone, pedestrian zone and building frontage zone.
- Accommodate outdoor seating, awnings, signage and landscaping within the frontage zone along commercial ground-floor uses such as retail.
- Create privacy and a transition from the public realm through landscaping within the frontage zone next to the ground floors of residential buildings. Incorporate



A successful street frontage along commercial uses



Good streetscapes provide plenty of seating opportunities



Trees provide shade, pedestrian comfort and buffer from traffic

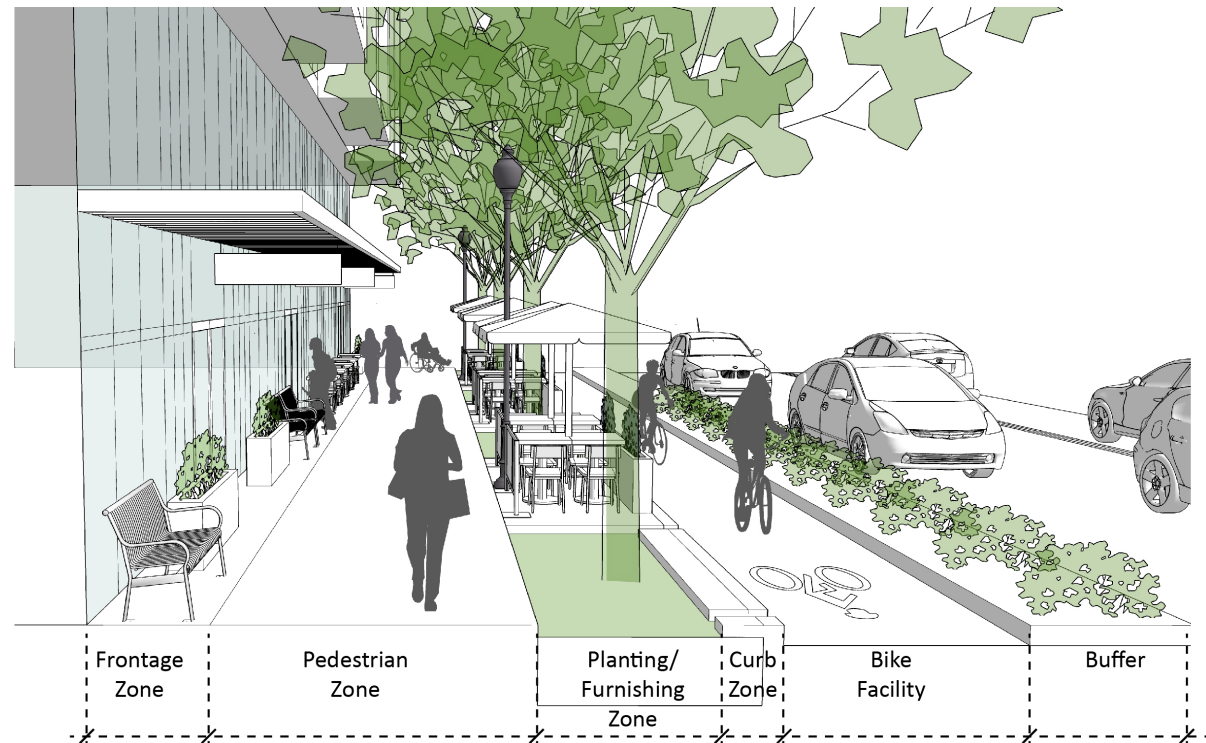


Diagram showing the various zones within a typical sidewalk

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

recommendations from the Montgomery County Bicycle Master Plan into the design of streets throughout the two plan areas.

- Work with staff from Montgomery Planning, Montgomery County Department of Transportation and Maryland State Highway Administration to implement recommendations from the Montgomery County Bicycle Master Plan during the regulatory review process. See chapters on streetscape recommendations for recommended street sections for the various streets within the two plan areas.
- Design and build private streets to accommodate the same level of bicycle and pedestrian facilities as adjoining public streets, at a minimum.

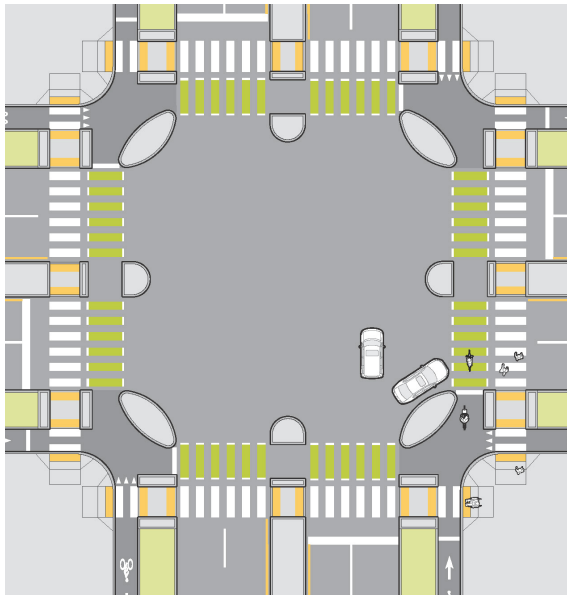
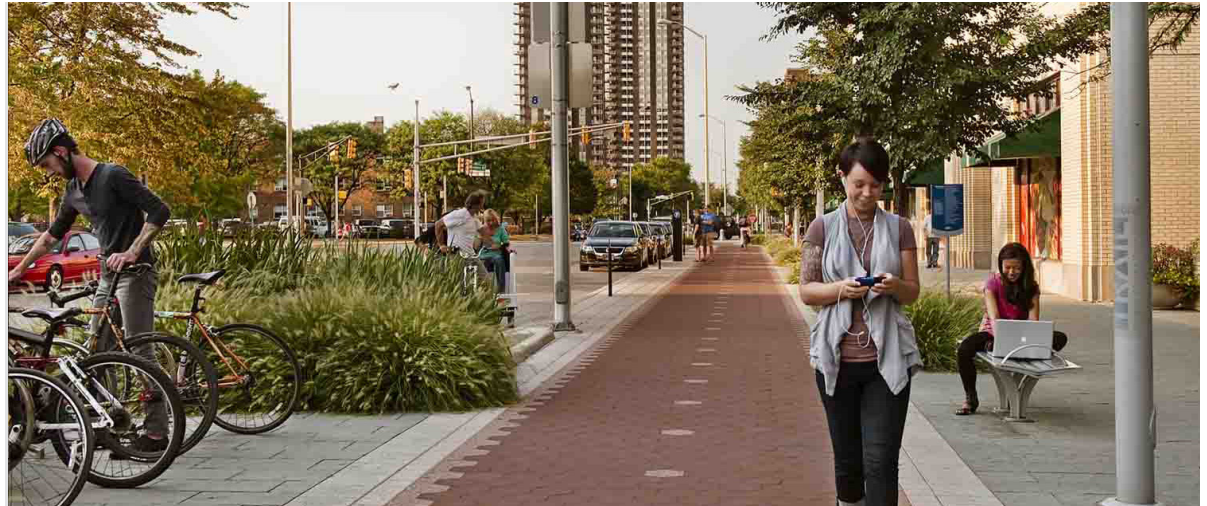


Diagram showing a protected intersection that allows smooth traffic flow while protecting cyclists and pedestrians
Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



A shared use path can serve both pedestrians and cyclists where separate facilities are not feasible



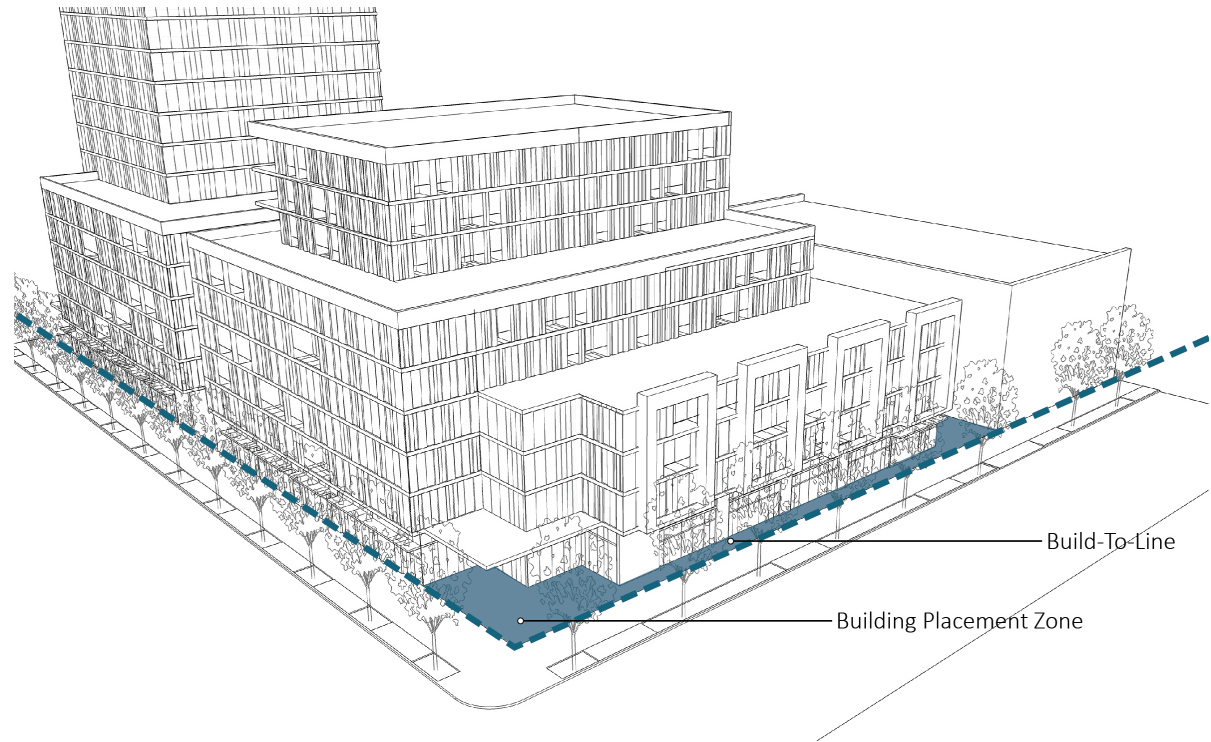
A separated bike lane buffered by landscape provides a safe and efficient route for cyclists

2.2.3 Human-Scale Design

Building Placement

Goal: Locate buildings to frame streets and open space and create comfortable “rooms” for pedestrians.

- Place the base of buildings along the edges of streets, parks and open spaces to enclose and define the public realm.
- Locate the façade of the building base within the build-to-area or along the build-to-line.
- Provide greater building setbacks, where appropriate, to improve pedestrian amenities, including more space for tree planting, sidewalks, forecourt plazas and other publicly accessible open spaces.



Building Placement Diagram

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



Building facade lining a public open space



Building base provides a continuous frontage along the street



Greater setback creates a forecourt plaza and connection to green space

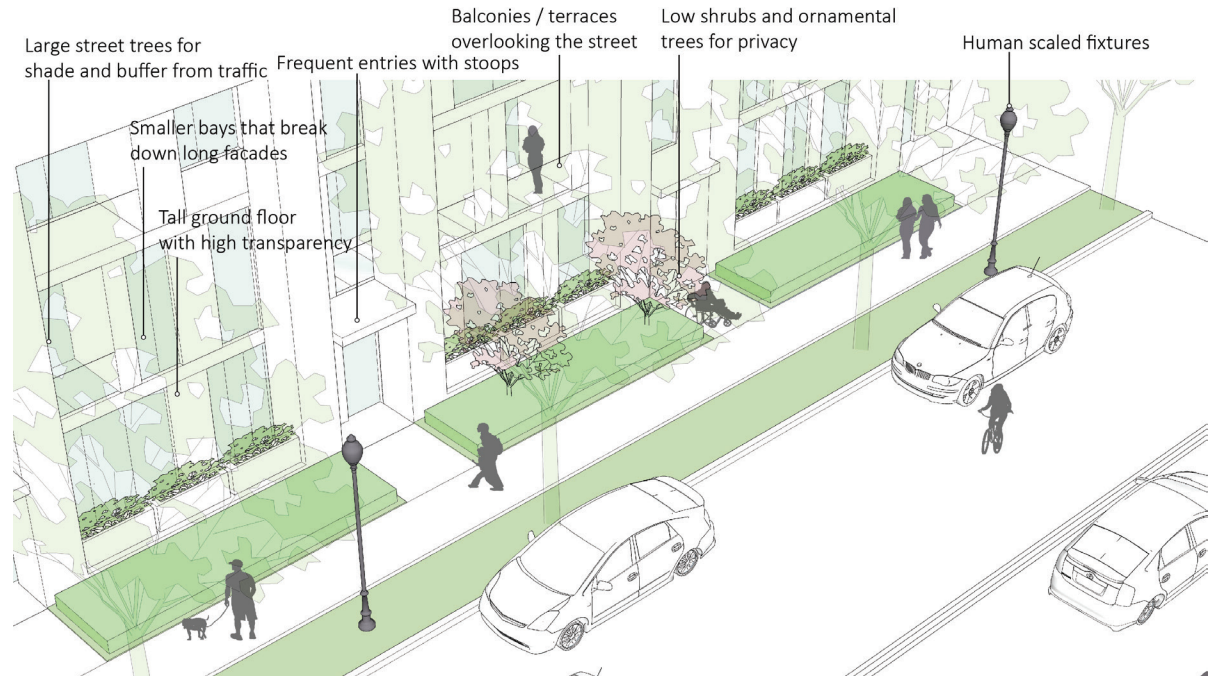
Street Activation

Goal: Provide ground floor and base design elements that engage with the sidewalk and street environment.

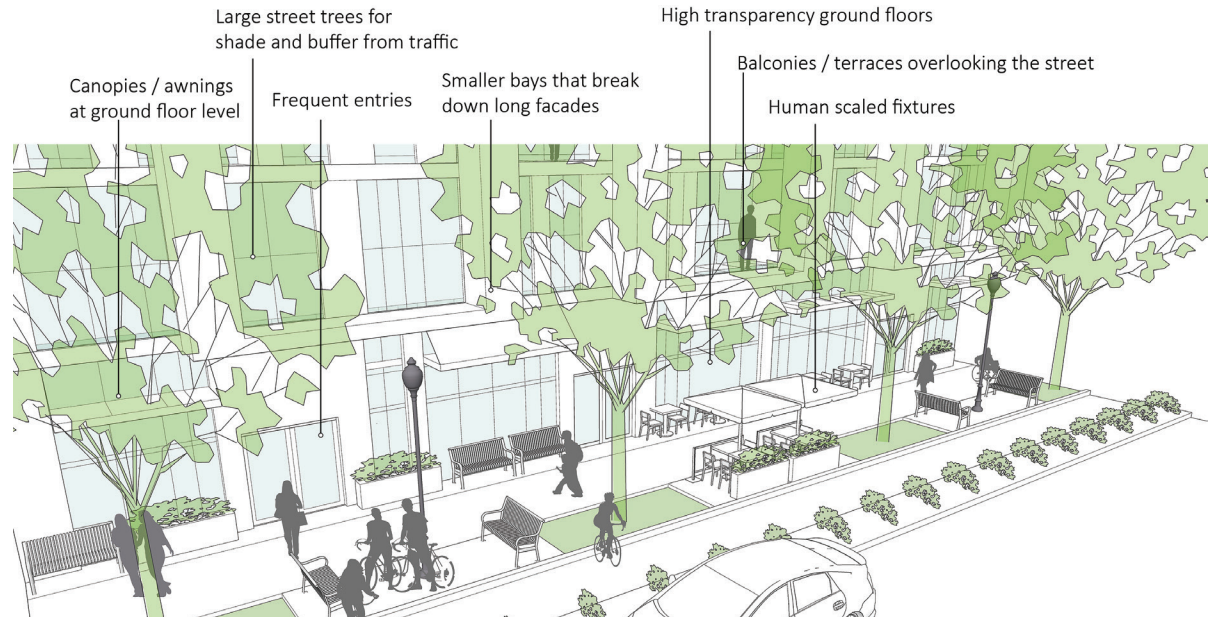
- Provide frequent entries, transparency and operable storefronts where possible to encourage visual and physical connections between a building's ground floor and public sidewalk. Avoid long blank walls along the sidewalk.
- Orient private balconies and terraces toward the street to encourage an interface between the private and public realms, and provide eyes on the street.
- Include elements such as public art, awnings, signage, plantings and seating to create a visually engaging and inviting ground floor to frame the sidewalks and open spaces.



Ground floor retail that opens on to the sidewalk



Residential ground floor activation diagram



Commercial ground floor activation diagram

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Corner Treatments

Goal: Anchor street intersections with a continuous building wall and striking design features.

- Provide signature design elements on prominent corners or intersections that will establish a distinctive identity for the plan areas. Prominent locations include sites adjacent to open spaces and sites that terminate view corridors within the two plan areas.
- The full height of tall buildings may be expressed at corners as a way to provide emphasis and variation along the building's facades.
- Consider placing retail and other activating uses, such as entrance lobbies, at building corners.



Corner expressed through tower element with unique geometry



Full height of tower expressed at key corner



A rounded architectural treatment at the corner



Corner emphasized by a taller entry portal into the building

Building Bulk

Goal: Design the massing of buildings in a way that reduces the perceived bulk of buildings, limits shadows cast onto the public realm and improves the quality of the indoor environment.

Buildings within the Rock Spring and White Flint 2 areas should be designed to avoid blank facades, bulky massing and proportions that do not respond to the human scale. Recommendations in these guidelines for achieving well designed buildings are organized according to building typology. They seek to create pedestrian-friendly, ground-floor experiences, allow access to light and air, contribute to a safe and vibrant public realm and celebrate architectural diversity. These recommendations apply to both new construction and adaptive reuse projects, with an understanding that the latter may encounter unique constraints that make achieving



Uniform application of materials across the facade

some of the goals difficult. However, the intent of these recommendations as outlined above should be addressed for all projects within the two plan areas.

A. Townhouse Scale Development (3-4 stories tall)

- Provide human scaled entryways and ground-floor windows that line sidewalks and open spaces.
- Project bays and balconies on the façade that are either grounded or supported by robust architectural elements.



Bays and balconies articulate the facade of a string of townhouses

- Establish a clear and strong cornice at the roofline that expresses continuity across attached units.
- Keep roof forms simple and provide dormers and roof decks when compatible with the architectural vocabulary.
- Apply materials across the façade that reflect the underlying structure of the building. Avoid a haphazard application of different materials as purely surface treatments.

B. Low-Rise Development (5-7 stories tall)

- Provide tall ground floors with active uses and generous lobbies lining sidewalks and open spaces.
- Extend canopies and awnings over individual entryways to distinguish ground-floor residential units, businesses and amenities.
- Break down the scale of large facades with architectural elements like bays, balconies and façade projections.
- Animate the roofline with varying heights, significant vertical elements and roof canopies as well as façade projections.
- Apply materials across the façade to reflect the underlying structure of the building. Avoid a haphazard application of different materials as purely surface treatments.



Tall ground floor expression and active uses on the ground floor create an inviting street frontage



Large facades are broken down using elements such as bays, balconies and terraces

C. Mid Rise Development (8-12 stories tall)

- Incorporate active uses into tall ground floors with generous lobbies lining sidewalks and open spaces.
- Distinguish entryways to ground-floor residential units, businesses and amenities with canopies and awnings.
- Create a clear base, middle and top for the building. The base or podium should have a height of three to six stories with details that respond to the human scale.
- Break down the overall mass into distinct pieces and avoid large, contiguous floor slabs.
- Break down the scale of large facades with architectural elements like bays, balconies and facade projections.
- Animate the roof line with varying heights, significant vertical elements and roof canopies as well as façade projections.
- Express corners as slender tower-like elements topped with iconic roof forms.
- Apply materials across the façade that reflect the underlying structure of the building. Avoid a haphazard application of different materials as purely surface treatments.



Building with a clear base, middle and top section capped by an expressive roof canopy



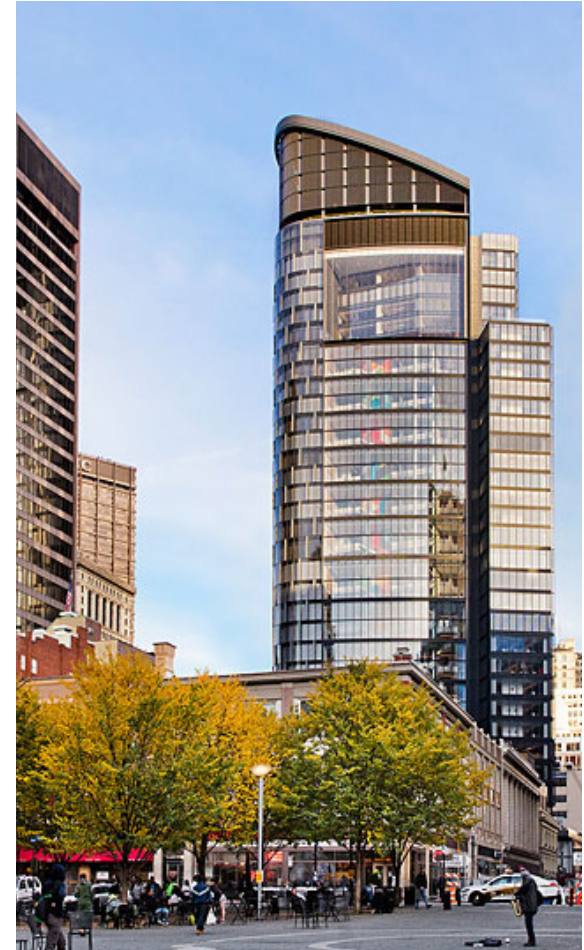
Clearly expressed low rise podium with human-scaled design elements

D. High Rise Development (greater than 12 stories tall)

- Provide tall ground floors with active uses and generous lobbies lining sidewalks and open spaces.
- Extend canopies and awnings over entrances to distinguish ground-floor residential units, businesses and amenities.
- Create a clear base, middle and top for the buildings. The base or podium should have a height of three to six stories with details that respond to the human scale.
- Limit tower floor plates to a reasonable size and keep their proportions slender so they don't overwhelm nearby structures.
- Break down the scale of large facades with architectural elements like bays, balconies and facade projections.
- Sculpt building tops into expressive shapes that enhance the area's skyline and create gateways at key intersections.
- Apply materials across the façade that reflect the underlying structure of the building. Avoid a haphazard application of different materials as purely surface treatments.



Tower floor plate is divided into distinct masses with slender proportions



Rooftop utliites are screened using an aesthetically pleasing building top

Building Compatibility

Goal: Ensure that new buildings respond to and strengthen the character of existing districts within the two plan areas.

- Step down buildings to create a smooth transition in scale to existing structures. Follow compatibility requirements per the Zoning Ordinance where applicable.
- Draw on architectural vocabularies that express compatibility with buildings in the surrounding area in terms of scale, elements, materials and articulation strategies.
- Celebrate local culture and heritage through public art and signage.



Building mass reduces in scale to create a pedestrian scaled mid-block connection



Building steps down to meet the scale of adjacent properties

Utilities, Servicing and Parking

Goal: Loading, servicing and parking should be designed to minimize conflicts between vehicles, pedestrians and cyclists while reducing the visual impacts of vehicle access and parking on the public realm. Site design should prioritize public sidewalks and bikeways over private vehicular driveways.

- Provide a continuous, level and clearly delineated pedestrian through zone across driveways to encourage drivers to yield to pedestrians. Apply the same materials, across these vehicle access points as the adjoining sidewalks.
- Locate loading and servicing at the rear and within the interior of a building, whenever possible. Service alleys are recommended to access these areas.
- Minimize the width and height of driveways and vehicular entrances. Where possible, combine loading dock and garage access and coordinate with adjacent and confronting properties.
- Screen vehicle and servicing access areas and trash storage with landscaping or other vertical elements, and design vehicle access doors to incorporate high-quality materials and finishes that are consistent with the rest of the building.
- Avoid placing entries to loading docks, service areas and parking garages on neighborhood residential streets or a public open space when alternative access is feasible.
- Provide queuing spaces for pick-up and drop-off where feasible to reduce idling in the travel lanes.
- Ensure continuous tree canopy along service areas and lay-by areas to the greatest extent feasible.
- Locate parking lots at the back of the building, with the frontage left uninterrupted along the primary streets and sidewalks.
- For interim lots, design the parking to provide flexibility for temporary events, such as pop-up events and public gatherings, to maintain an active street edge.
- Design structured parking floors to be flexible for future retrofit to other uses where possible.
- Line structured parking with retail or other uses with transparency to maintain an



Loading dock with quality architectural treatment



Designated spaces along streets for drop-off



Temporary festival in an existing parking lot



Parking lots with landscaping and shading structures can accommodate other temporary uses like farmers' markets

active building edge.

- Where active uses are infeasible, screen parking floors through architectural treatments that are composed as a part of the larger building facades. It is recommended that screening utilize building materials similar to the rest of the architecture and be placed away from

prominent corners and high visibility streets.

- Where garage screens are unavoidable, they may be designed as a public art element to enliven the parking garage façade.
- Garage entries may be highlighted through the use of artistic elements.



Residential liner screens a parking garage along the street



Parking is screened in select locations to minimize exposure



Parking garage with multiple artistic screening elements that break down its large scale



Building with a completely lined parking garage



Parking garage with ground floor liner and a well composed architectural facade with shading and solar panels

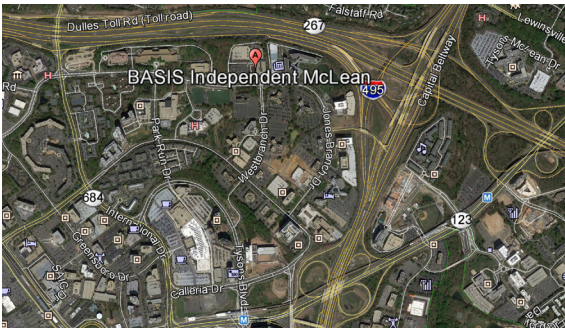


Parking garage entrance highlighted through the use of public art elements

2.2.4 Innovative Schools

Goal: Encourage the use of new school prototypes that employ adaptive reuse, colocation and multi-level compact designs for better integration into the surrounding communities.

Both the Rock Spring and White Flint 2 areas are served by desirable school clusters with limited student capacity. The plans for these areas clearly state that “each and every development application should be thoroughly evaluated for a potential school site, notwithstanding any previous development approvals.” Since finding a site of 7.5 to 35 acres (minimum sizes for of an ideal leveled site) will be difficult, new opportunities for new school prototypes should be explored. Potential models could include multi-level buildings, smaller land areas with more efficient circulation and parking, shared playfields and adaptive reuse of office buildings. Detailed proposals for school sites should be considered in coordination with Montgomery County Public Schools and property owners.



Map of Basis Independent School in McLean, Virginia

Case Study: Basis Independent School

Shrinking space per office worker and pressures on school capacity are leading to adaptive reuse of office buildings into school facilities.

Basis Independent is a private school that sits within 120,000 square feet of a former office building in Tysons Corner. The transformation at Basis Independent is impressive and there are some key lessons for undertaking similar efforts within the two planning areas:

Location is a key determinant. Basis Independent is located near the Jones Branch Park, providing co-location benefits for recreational needs of students. The site is nestled between office complexes and is in close proximity to large retail centers and flagship hotels. It has great highway access and abundant parking. As places like Tysons Corner continue to add high and mid density housing to their commercial centers, such schools over time will become a part of mixed-use districts, making it convenient to walk, bike or take transit to such locations.

Office buildings with the right bones. Basis Independent is a low rise, three-story building that used to be the corporate headquarters for the defense contractor

BDM. It is a building with a great structural skeleton, long clear spans and flexible spaces. All these attributes make this particular building a great candidate for such a transformation.

Using the architecture that exists makes sense. It is cost effective to keep interventions to a minimum. In the case of Basis Independent, the office building already housed a cafeteria and an auditorium, which were retained. A central atrium space was preserved as a social gathering spot, with the introduction of a grand staircase where the escalators once existed. The gym was tucked into a portion of the building that was constructed to hold a double height space and a former loading dock was converted into a separate entrance for the pre-K classes.

Transformations should be incremental. Adaptive reuse often creates buildings and spaces that are atypical and have to be tested against market demands and competition from standard building types. Transformations undertaken incrementally can minimize risk and adapt as a project grows. In the case of Basis Independent, half the office building has been moth-balled for future expansion, if it makes sense. Any lessons learnt in this phase will certainly make future phases perform better.



Two story volume converted into a gym



Classrooms line the edges for maximum natural light



Separate entrance created for younger students off an existing loading dock



Central hall with grand staircase



Central atrium was retained and retrofitted with secure access



Exterior of the building was largely retained, but a canopy added for protection from the elements

2.2.5 Vibrant Public Spaces

Goal: Create a hierarchy of parks and open spaces throughout the two plan areas.

The 2017 Park, Recreation and Open Space (PROS) Plan recommends that for each urban area, an open space system should be planned and tailored to serve the projected demographics of residents, workers and visitors. Both Sector Plans recommend the creation of an interconnected network of open spaces with diverse functions. The urban design vision that was developed through the two plans and detailed in these guidelines will help steer the design, pattern, location, siting and amount of open space. The new open space system should support a vibrant and sustainable urban center by including areas that will be comfortable, attractive, easily accessible, safe and provide a range of experiences, including festivals and outdoor events.



A multi purpose open lawn can support intimate gatherings as well as large community festivals



An actively programmed internal courtyard



Social gathering space



Contemplative pocket park

Park Hierarchy

The 2017 PROS Plan recommends that each urban area include a system of public spaces based on the different roles of each type of space. The amount and size of open spaces may vary within each Plan area but should be directly proportional to the project density. Each park and public space should respond to the character of existing public spaces and other neighborhood needs. The following hierarchy should be applied:

A. Within the Sector Plan:

- Social gathering spaces (civic green, plaza)
- Active recreation destinations (local park, urban recreational park)
- Contemplative places (urban greenway)
- Interconnected network of sidewalks, trails, parks and public spaces

B. Within Neighborhoods:

- Neighborhood parks or neighborhood greens

C. For Buildings and Residences:

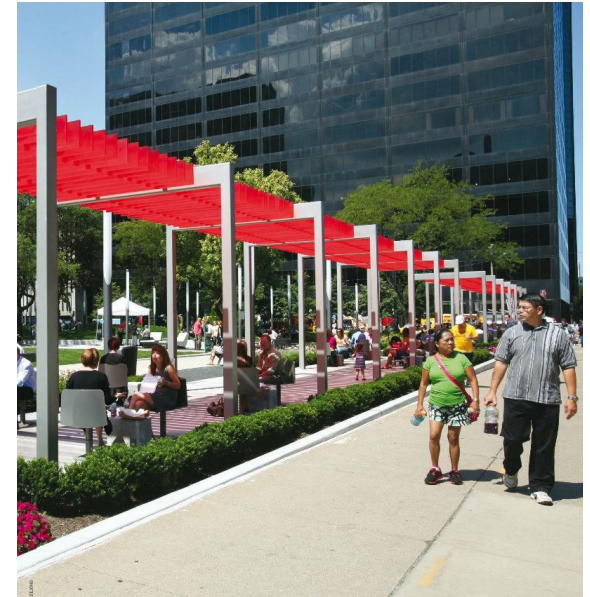
- Private or communal outdoor spaces

Park Design Elements

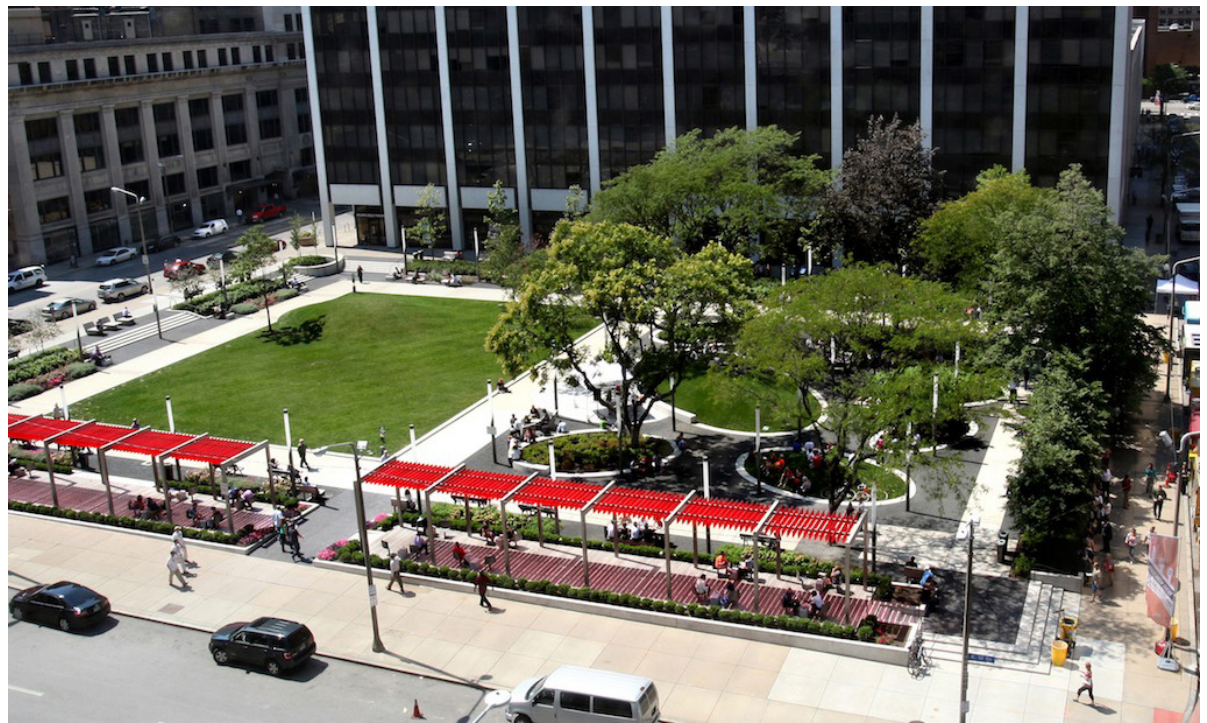
The design elements are described generally for each urban park type. The new *Energized Public Spaces (EPS) Design Guidelines* provide additional design guidance for each park type and should be consulted in conjunction with this document. Designers should consult case studies in the *EPS Design Guidelines* for creative ideas that may promote diverse parks and open spaces in different sizes and configurations. For more information, please refer to Chapter 2 of the *EPS Design Guidelines* for areawide design guidance, and Chapter 3 for design guidance appropriate for specific park types.

Civic Green

- Service Area: Sector Plan.
- Main Program: Accommodate social gatherings, special events and casual play elements.
- Key Features: Large central lawn as focal point with seating, trees or shade structures. Designed with several activity zones and is an inclusive space for all ages. Include interactive public art and identity features.
- Site Placement: Locate in area of highest concentration of commercial and civic uses. Should be centrally placed and highly visible from the major street frontages.
- Size: ½ acre minimum, 1.5 acre ideal.



Seating under shade along the edges of the green



Civic Green with a large central green lawn for flexible use

Urban Plaza

- Service Area: Sector Plan.
- Main program: Public use space integrated into commercial or mixed-use development, to serve as focal point for community activity.
- Key Features: Central hardscape as focal point, with seating, trees and shade structures. Defined by building walls containing ground-floor activating uses. Include visitor amenities and interactive public art. Design as inclusive space for all ages.
- Site Placement: Locate in area of highest concentration of commercial and civic uses. Should be centrally placed and highly visible from the main street frontages.
- Size: ½ acre minimum, 1 acre ideal.



Seating areas with shade structures along the edges



Urban Plaza with central hardscaped area surrounded by active ground floor uses

Urban Recreational Park

- Service Area: Sector Plan and beyond.
- Main Program: Local and regional destination with a focus on active play.
- Key Features: Primarily recreational program such as a playground, a basketball court, a dog park/spot or a skate park/spot. Design as inclusive space for all ages.
- Site Placement: Locate near community facilities such as schools, libraries etc. when possible. Should be highly visible from the main street frontages.
- Size: Varies based on community served.



Play courts for active recreation



Active recreation facilities along a walking path

Neighborhood Green

- Service Area: Neighborhood.
- Main Program: Mix of social gathering, active recreation and contemplative areas.
- Key Features: May include a play area, skate spot or community garden, or other similar neighborhood-serving recreational facilities. Includes plantings and landscaped areas for sitting.
- Site Placement: Surrounded by local streets and medium density development. Visibility and access from adjacent sidewalks, streets and buildings.
- Size: 1/4 acre minimum.



Plantings and landscaped areas for sitting



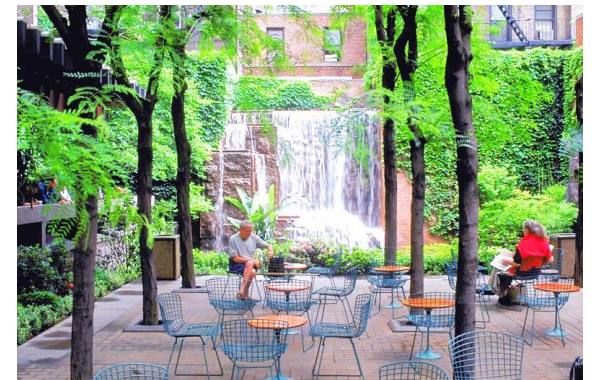
Central gathering space within a Neighborhood Green

Pocket Green

- Service Area: Neighborhood.
- Main Program: Small scale urban open space tucked into and scattered throughout urban fabric. Serve as contemplative spaces for the immediately local population.
- Key Features: Hardscape, landscape or a mix, with trees for shading, seating and art. Designed as a single “room” but may include space for small gatherings.
- Site Placement: Direct access to a local street. Visibility and access from adjacent sidewalks, streets, and buildings.
- Size: 1/10 to 1/4 acre.



Pocket green with hardscape and seating



Pocket green with a water feature and shade trees

Goal: Incorporate stormwater management into the design of parks and public open spaces without impeding their functionality for users.

- Limit the use of stormwater management facilities within public open spaces.
- Locate stormwater management facilities in a manner that does not restrict the use of public open space for active recreation and programming.
- Use compact treatment methods that do not require excessive land dedicated to stormwater management within public open spaces.



Flexible lawn with minimal stormwater treatment facilities around the edges maximize its usability



Structured bio-retention areas take up less space



Stormwater management integrated into the streetscape

Goal: Promote community led placemaking activities throughout the two plan areas.

The Rock Spring and White Flint 2 Sector Plans outline a vision for the long-term transformation of the two plan areas. However, they present several opportunities for stakeholders to achieve short-term changes that improve their quality of life and celebrate their community's cultural assets. One of these opportunities is community-led placemaking that brings residents, property owners and public agencies together around a particular site or a local issue, highlight an area's untapped potential and form partnerships that can result in longer term transformative projects.

Collaborative placemaking provides a platform for promoting local and small businesses, testing ideas for improving pedestrian and bike safety and creating interim public open spaces that are desired by a community. The Planning Department recently teamed up with the Better Block Foundation, Montgomery Parks, Montgomery County Department of Transportation, Randolph Hills Civic Association and Kronstadt Realty, owner of the Randolph Hills Shopping Center, to host the White Flint Placemaking Festival. Held in mid-October 2018 after six months of planning, this weekend event transformed a patch of grass and an underutilized parking lot into a pop-up park and community gathering space. Similar projects should be explored and undertaken throughout Rock Spring and White Flint 2 to demonstrate the improvements recommended in the plans. A step-by-step guide to undertaking community led placemaking projects has been included in the chapter of these guidelines titled "Community Led Placemaking" for reference.

Using this resource, stakeholders should:

- Explore the potential of retrofitting streets, alleys, excess rights-of-way and medians into public spaces for gathering, playing and relaxing.
- Transform parking lots into interim public spaces for seasonal use and events.
- Activate existing parks and open spaces with temporary seating, programming and public art to make them more usable and inviting.
- Use construction sites and staging areas as opportunities for artistic fencing and pop-up activities.



Community led placemaking should offer multiple activities to engage a broader set of people



Underutilized spaces can be activated with temporary seating and programming to provide gathering places

2.2.6 Sustainable Design

Goal: Extend the life of existing structures through adaptive reuse and retrofit strategies to accommodate new uses and upgrade systems.

- Explore creative solutions that incorporate the retrofitting of existing buildings to increase energy efficiency, automate building systems to reduce waste, promote up-to-date sustainable practices and contribute to a healthier environment.
- Adapt and reuse existing buildings to accommodate new uses supported by current market demands.
- Concentrate infill development on existing surface parking lots.
- Retrofit facades of existing buildings to extend the life of viable structures.



The George in Wheaton reused an existing office structure and converted it into a residential building by adding more floors on top

Goal: Reduce and slow untreated stormwater runoff to improve water quality in surrounding streams and creeks.

- Plant street trees for stormwater interception and design tree wells to capture and infiltrate runoff.
- Install soft landscaping in open space areas to allow for adequate drainage and reduce strain on stormwater systems.
- Improve water quality through filtering using permeable pavement, stormwater management facilities and tree coverage.
- Retrofit existing surface parking lots with stormwater management features and increased tree coverage.
- Incorporate Environmental Site Design elements such as bioretention systems, bioswales, rainwater harvesting, underground detention/retention vaults and vegetated roofs.



Open space designed to treat stormwater

- Use native plants that require less watering and fertilization in landscaped areas.
- Plant trees and other green features in public and private open spaces.
- Encourage use of rainwater for watering planted areas.
- Utilize intensive green roofs with a minimum of six inches of soil depth or greater to maximize water treatment.



Intensive green roof with skylights for daylighting



Stormwater management within street design reduces run-off

Goal: Sequester carbon, reduce urban heat island and improve air quality.

- Increase the urban tree cover along streets, in open spaces and existing parking lots.
- Use native vegetation in landscaping and tree planting.
- Develop mixed-use communities with walkable and bikeable destinations that reduce dependence on vehicular travel.
- Place soft landscaping in open areas to reduce heat island effect.



Trees mitigate urban heat island effect and sequester carbon

Goal: Promote energy conservation and on-site energy production.

- Encourage the installation of solar panels on buildings, parking lots and garages to shade parking spaces and generate clean energy.
- Seek opportunities for on-site renewable energy generation.
- Consider block and building orientation to maximize passive solar heating, cooling and lighting, and optimize siting for solar energy generation.
- Encourage the design and construction of green roofs to reduce heating and cooling demand.
- Use building construction design, materials and systems that save energy.
- Design buildings to maximize natural ventilation and air flow.



The Bullitt Center in Seattle produces all its energy on site using a rooftop solar array



A combination of green roof and solar panels can lower energy consumption and produce on site energy for a building



Chapter 3:

Guidelines for Rock Spring

Introduction

The Rock Spring Sector Plan envisions three distinct mixed-use districts connected by a central spine, which includes the proposed North Bethesda Transitway. The 2013 Countywide Transit Corridors Functional Master Plan recommends four potential bus rapid transit stations along the central spine, which will become nodes for concentrated development set within walkable and bikeable streets. The three districts are:

- Rock Spring East/Village Center, which includes the properties east of Rockledge Drive/Rockledge Boulevard.
- Rock Spring Central/Mixed-Use Business Campus, which includes the office park, located between the I-270 spur and Rockledge Drive.
- Rock Spring West/Mixed-Use Regional Marketplace, which includes the regional mall and retail uses west of the I-270 spur and north and south of Westlake Terrace.

The Rock Spring Sector Plan recommends that every development proposal within the plan area should be evaluated for the provision of a school site or recreational fields. The urban design recommendations for districts and key properties within the master plan do not cover the provision of a school site. General principles for providing a school and / or recreational fields are covered in the Vision Chapter under Urban Design Principles. The layout of the school / recreational fields, if provided, will be evaluated during the regulatory review or mandatory referral process, in coordination with Montgomery County Public Schools.

Urban Design Opportunities

- Accommodate infill buildings, adaptive reuse of existing structures and tear downs and rebuilding of new projects on large properties within the Rock Spring plan area.
- Support new development on swaths of land currently used for surface parking, general landscaping and surface stormwater facilities .
- Recognize the adequate structural strength of existing, well-built, Class A office buildings to undergo extensive renovations and adaptive reuse.
- Forge connections between the plan area and nearby local and regional parks.
- Realize large scale transformations of the plan area through undeveloped large parcels and vacancies within existing office buildings.

Urban Design Challenges

- Traveling on foot or bike is difficult due to wide roads throughout the plan area.
- Demolishing the large concrete office buildings to make way for new uses is expensive and challenging.
- Converting large office building floor plates into residential uses is sometimes impractical.
- Accessing isolated retail uses is difficult on foot or by bike.

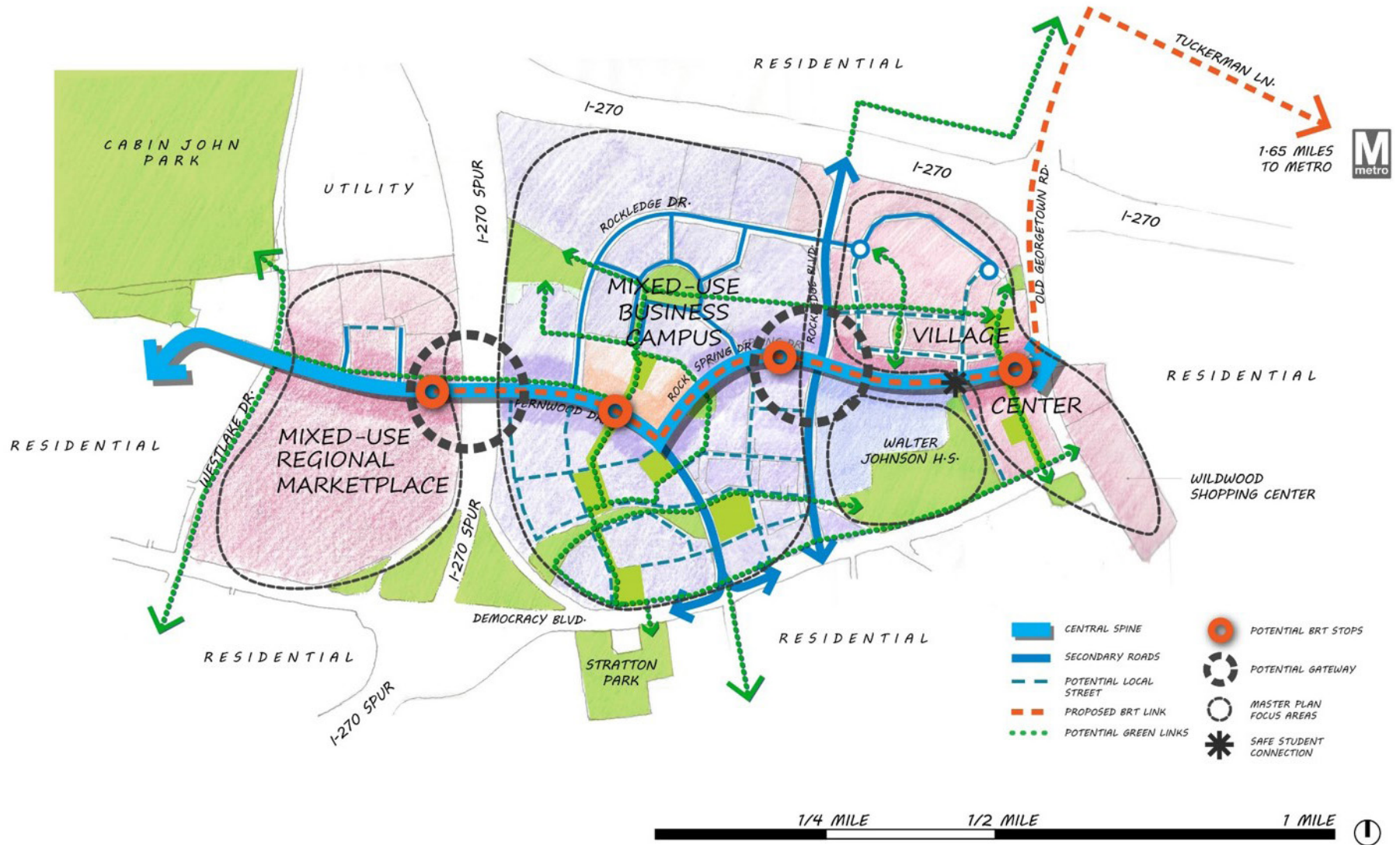


Well-built, Class A office buildings have adequate structural strength to undergo extensive renovations and adaptive reuse operations.



Underutilized assets like swaths of land currently used for surface parking, general landscaping, and surface stormwater facilities can support substantial infill development.

Figure 3.8: Rock Spring Sector Plan concept with three envisioned districts



Park, Trail, and Open Space System

The following section outlines the parks, trails and open space goals for the Rock Spring Sector Plan area, as envisioned by the plan recommendations:

- Increase the amount of publicly accessible green and open spaces within the plan area, including privately owned public spaces and public parkland.
- Improve the utility of existing publicly accessible open spaces.
- Strengthen pedestrian and cyclist connections to parkland and trail networks surrounding the plan area.
- Enhance pedestrian and cyclist connections between existing and proposed open spaces within the plan area.

Figure 3.9: Recommendations for major parks and open spaces within the Plan area



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3.1 District: Rock Spring East

Rock Spring East/Village Center includes the areas east of Rockledge Drive/Rockledge Boulevard. It contains strip style centers and office buildings within the Wildwood Shopping Center and the Aubinoe property east of Old Georgetown Road. Across the street lies Georgetown Square, the largely undeveloped Rock Spring Centre site and Walter Johnson High School. All commercial properties and Rock Spring Centre enjoy high visibility from Old Georgetown Road and form the gateway into the plan area from the east.

As these properties develop or redevelop over time, they should:

- Introduce a mix of uses through new development and orient these uses toward the proposed transitway stop and public and private roads.
- Create pedestrian-friendly environments and accessible amenities for new residents, retail patrons and existing neighborhoods.
- Integrate new projects into existing or pipeline development, extending the street network across properties.
- Size and proportion new buildings to provide adequate transitions to surrounding residential communities.
- Locate higher densities and taller building heights along major street frontages.
- Situate lower densities and less intense uses next to existing residential areas.
- Include building and site design sustainability features, landscaped amenity areas and public art within new development.

Pedestrian friendly environments promote walking to local destinations



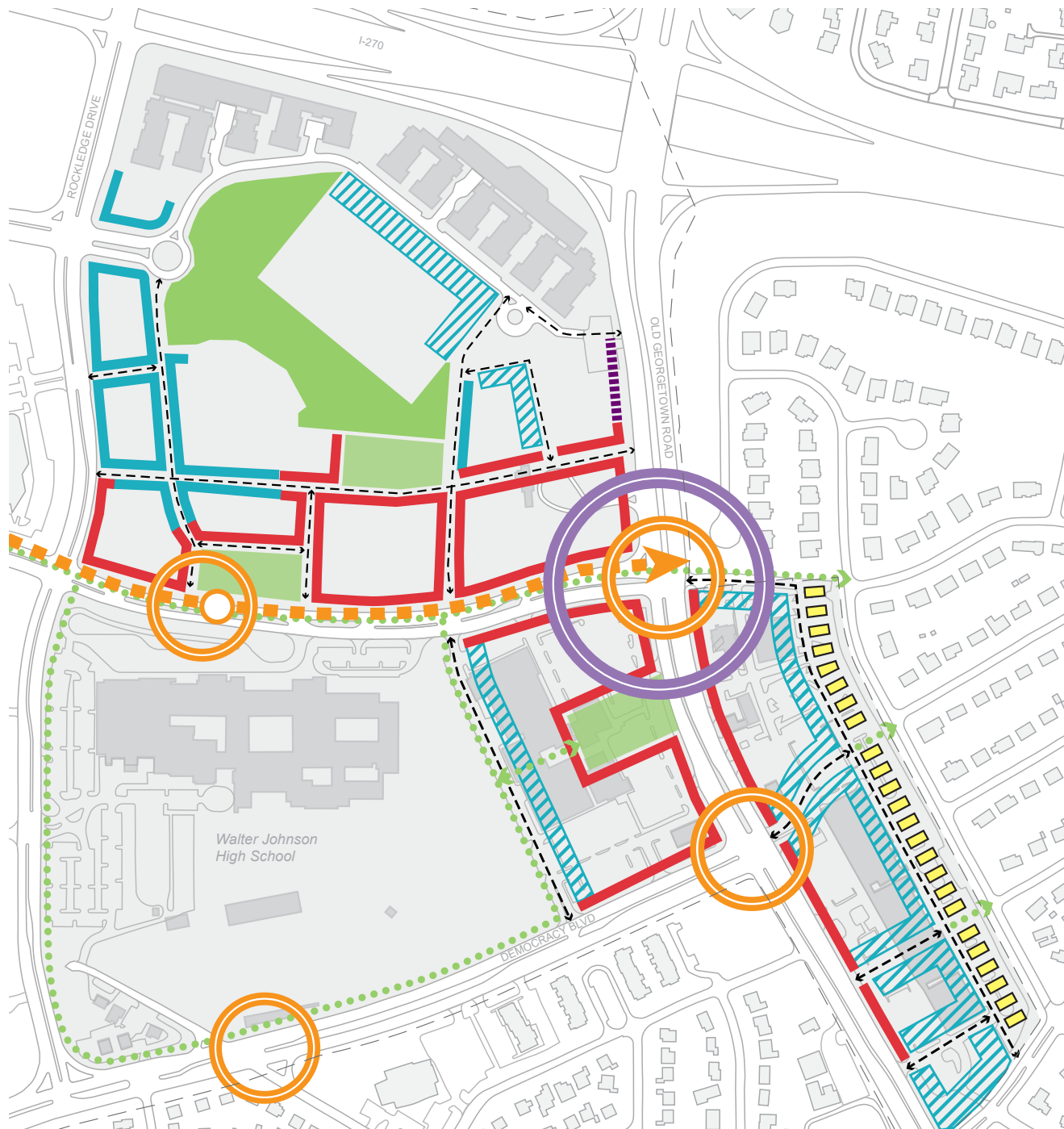


Figure 3.10: Rock Spring East Concept Diagram

LEGEND

- Potential New Road
- Build to line with activated ground floor
- Build to line
- Built to area
- Transition zone with lower heights
- Artistic and Landscape Buffer
- Recommended Open Space
- Green Link with pedestrian and bike connections
- Proposed BRT Line
- Potential BRT Stop
- Enhanced Intersection
- Potential Gateway

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

3.1.1 Key Properties

Aubinoe Property, Wildwood Shopping Center and associated gas station

The Aubinoe property has an office building and bank developed on this site. An approval currently exists for the development of 58 multi-family units south of the existing office building on what is currently a surface parking lot.

Wildwood is a highly utilized neighborhood shopping center, configured in a traditional strip shopping center pattern with a linear row of stores located in the middle of the site, which is surrounded by surface parking. A gas station, under the same ownership as the Wildwood Shopping Center, is located on the northwest corner of the site on Old Georgetown Road.

Guidelines:

- Redevelopment adjoining or confronting existing R-90 zoned neighborhoods should be compatible with the low scale character of these residential areas.
- Lower-scale uses should be placed along Berkshire Drive, with larger commercial uses and mixed-use development concentrated along Old Georgetown Road. Building massing along Berkshire Drive should be limited to a height of 35 feet within 50 feet of the Berkshire Drive right-of-way.
- Provide a green space of at least 30 feet in width measured from the public right-of-way on the Aubinoe property along Berkshire Drive, and on the Wildwood Shopping Center, provide a green space of 40 feet in width measured from the curb along Berkshire Drive. This green space should act as a buffer to screen the adjacent single-family neighborhood from surface parking areas and other more intense commercial or mixed-uses on this property. The

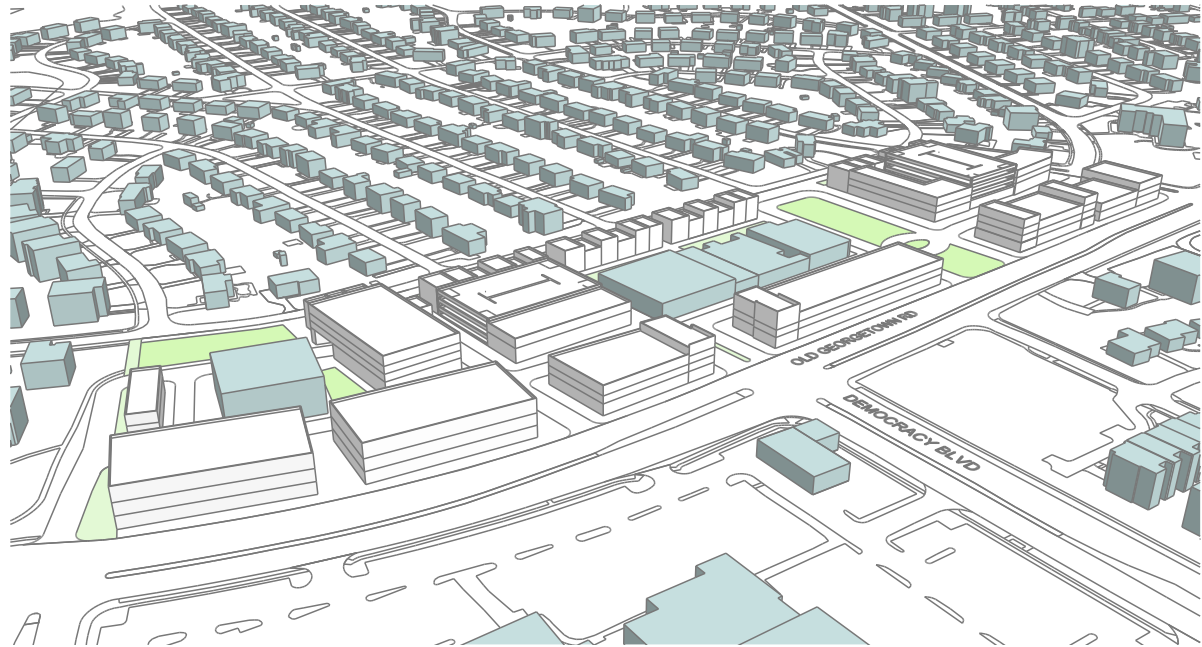


Figure 3.11: Illustrative Concept Drawing for Aubinoe Property and Wildwood Shopping Center

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

only construction to be permitted within this area shall be to provide screening, landscaping, or to provide elements to support the passive recreational use of the area, such as seating areas or trails.

- If residential or mixed-use development is proposed either on the Aubinoe Property or the Wildwood Shopping Center, a centrally located public open space should be provided, accessible to shopping center patrons and Wildwood Manor residents. A pedestrian connection to the public open space from Berkshire Drive should be provided.



Figure 3.12: Illustrative Plan for Aubinoe Property, Wildwood Shopping Center, and associated gas station

- Pedestrian and bike through connection
- Neighborhood pocket park to soften transition to single family homes
- Maintain lower heights along Berkshire Drive per Plan recommendations
- Pedestrian through block connection
- Shared structured parking masked behind buildings
- Landscape buffer between new development and single family homes per Plan recommendations
- New development incorporates retained uses
- Pedestrian alley transitions between retained retail and new housing
- Urban plaza or civic green
- Pedestrian friendly network of tree-lined streets
- Mixed-use liner buildings

Existing Building
New Building

0 150' 300'



Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

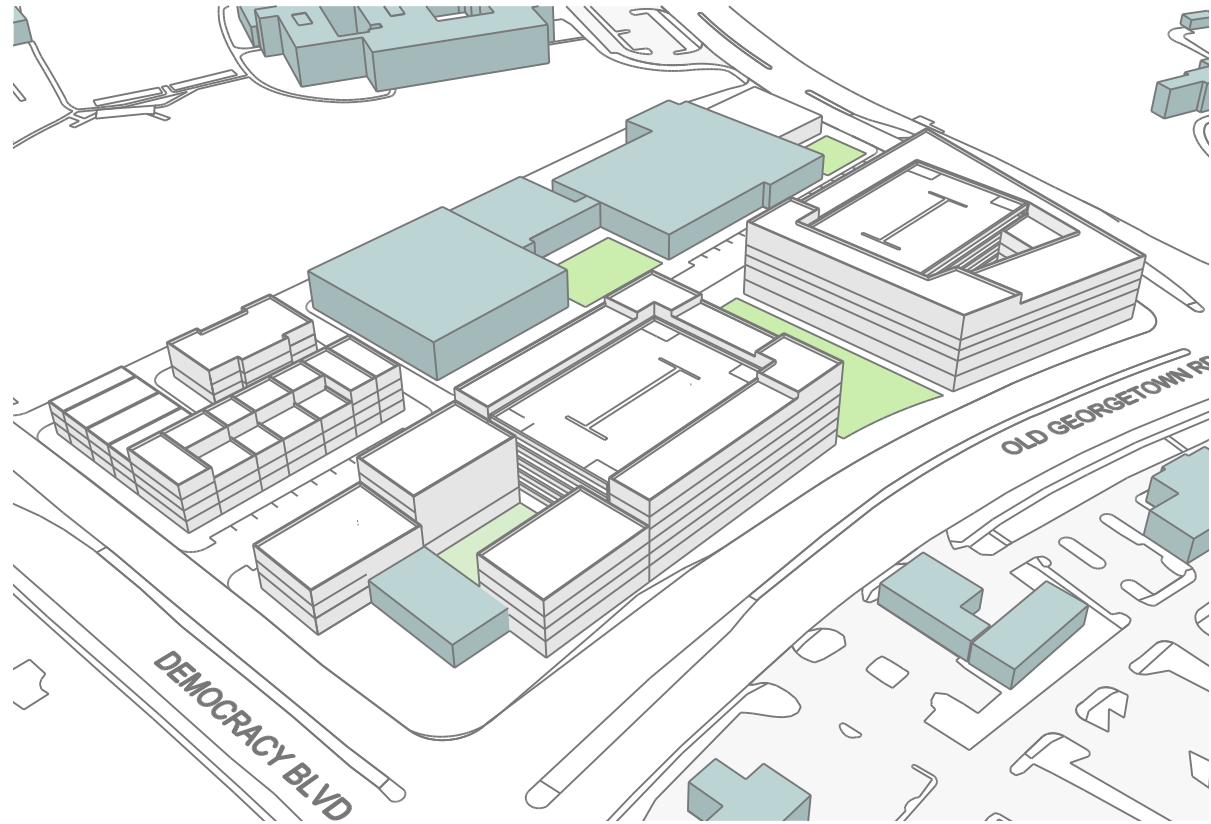
Georgetown Square Shopping Center

Georgetown Square, on the west side of Old Georgetown Road and opposite from Wildwood Manor, is anchored by a Giant grocery store as well as smaller retailers and restaurants. This community-serving shopping center is designed with its shops set back from the street and separated from the street by surface parking.

Guidelines:

- Ensure buildings face the central spine (Rock Spring Drive) and Old Georgetown Road with active frontages and pedestrian-friendly streetscapes.
- Segment large scale redevelopment into smaller blocks to relate to the surroundings and street grid.
- Provide a street through the property to connect Rock Spring Drive to Democracy Boulevard, along the eastern edge of the Walter Johnson School Site.
- Consolidate public open space within a highly visible area and design the space as an urban plaza.

Figure 3.13: Illustrative Concept Drawing for Georgetown Square



Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Figure 3.14: Illustrative Plan of Georgetown Square



Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Rock Spring Centre

Rock Spring Centre is the largest undeveloped property within the Rock Spring Sector Plan area and sits at the prominent intersection of Rock Spring Drive and Old Georgetown Road. In 1999, a preliminary plan was approved for approximately one million square feet of commercial uses and 1,250 multi-family dwelling units. The preliminary plan subdivided the large property into smaller blocks lined with a mix of uses. The first and, thus far, the only built phase of this approved plan was completed in 2004 and includes 386 apartment homes, called the Berkshires at Rock Spring. The Adequate Public Facilities (APF) validity period for the approved preliminary plan expires in November 2019. Should the APF expire or other amendments to approved plans be applied for, it is recommended that the property owners work with Montgomery Parks and Planning staff and the Planning Board to modify the project to address the following guidelines.

Guidelines:

- Locate highest intensity uses near the intersection of Rock Spring Drive and Old Georgetown Road.
- Connect to the already built and previously approved grid of streets to create smaller blocks on the property.
- Design buildings along Rock Spring Drive with appropriately sized bases that correspond to low-rise buildings on the Walter Johnson High School site.
- Consolidate and locate public open space along the central spine (Rock Spring Drive) and design the space as a civic green.
- Incorporate County-owned parcel along Old Georgetown Road into a larger active recreation amenity, such as athletic fields and a dog park.
- Explore the feasibility of incorporating a local community center / meeting space for current and future residents.

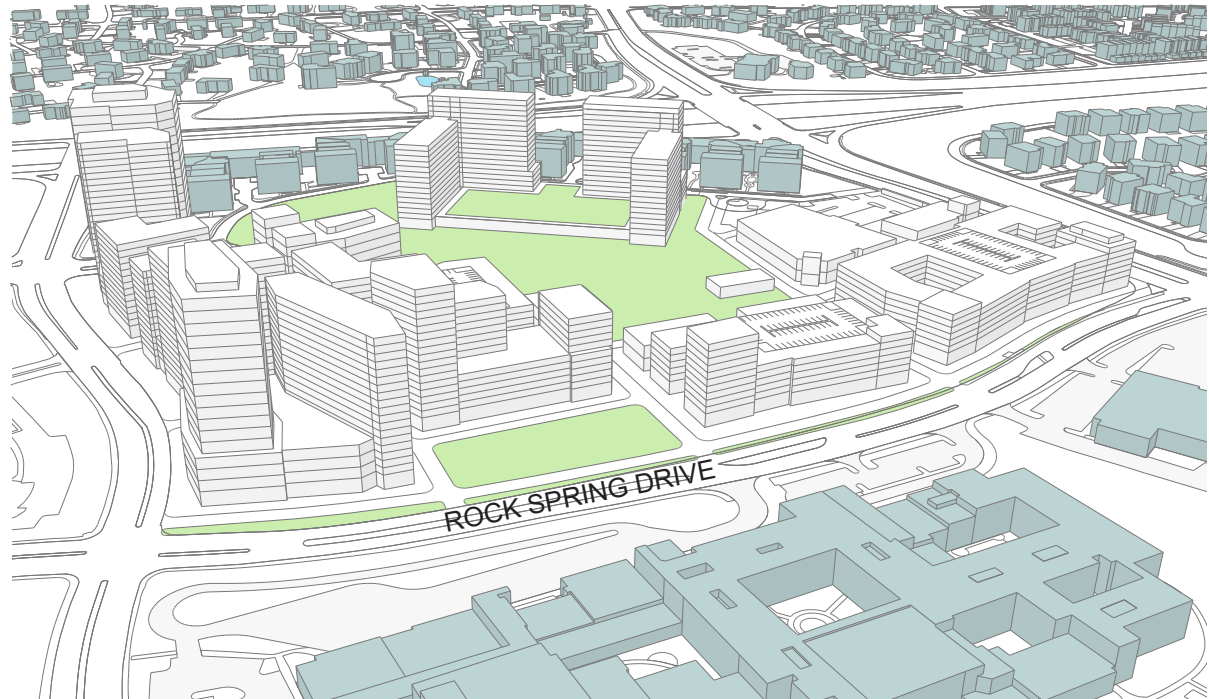


Figure 3.15: Illustrative Concept Drawing of Potential Rock Spring Centre

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

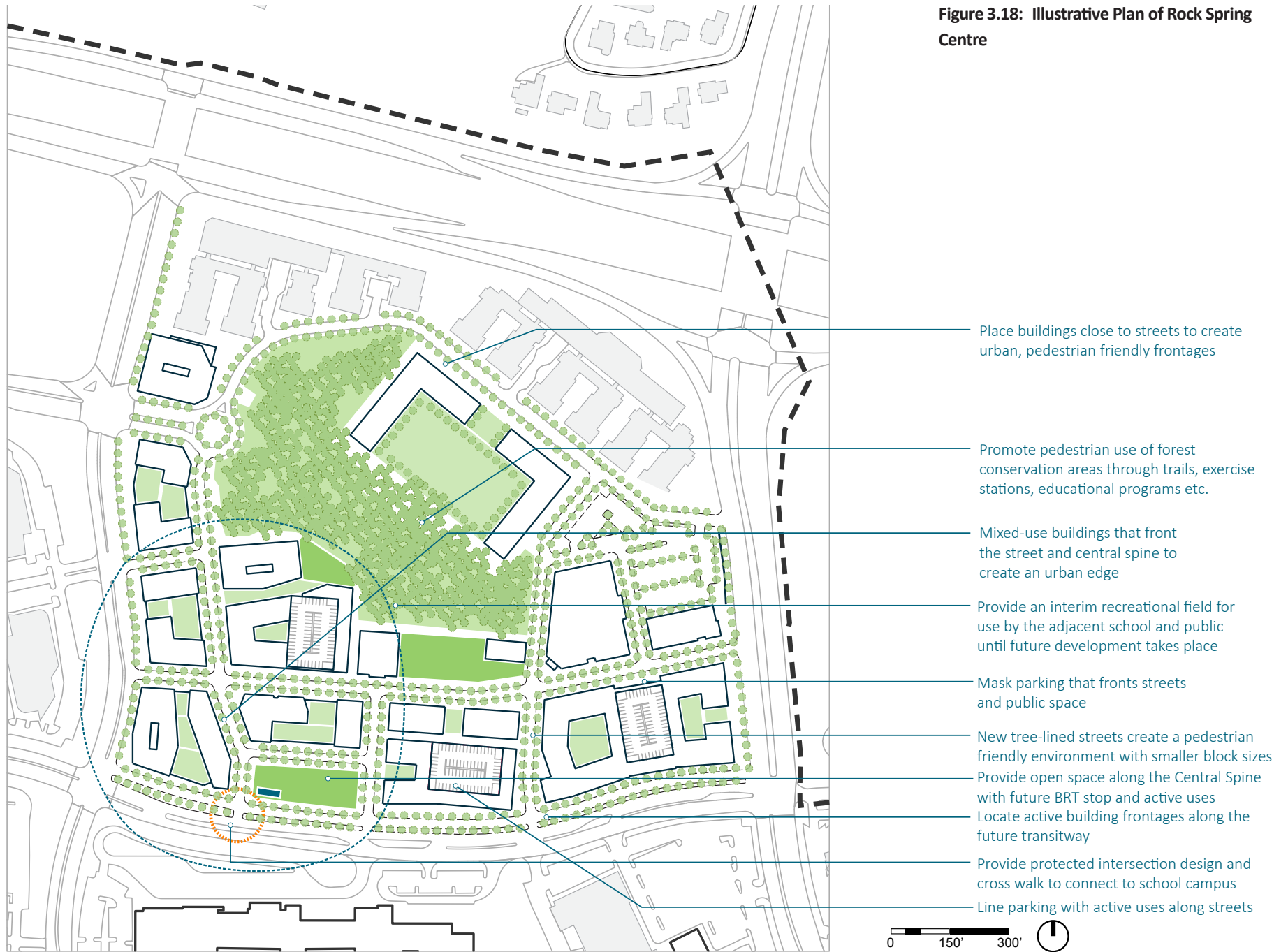


Figure 3.16: Illustrative concept plan (2010) of approved Rock Spring Centre site plan, Phases III and IV.



Figure 3.17: Illustrative drawing of approved Rock Spring Centre site plan, Phases III and IV, with previously approved Phase II residential towers in the background.

Figure 3.18: Illustrative Plan of Rock Spring Centre



Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

3.2 District: Rock Spring Central

Rock Spring Central includes the properties between Rockledge Drive/Rockledge Boulevard on the east and the I-270 spur on the west. This central portion of the Rock Spring Sector Plan area contains the Rock Spring office park, built between the 1970s and 1990s with more than 5 million square feet of space in 30 buildings. The recently constructed Montgomery Row townhouse development is situated in the middle of the office park, at the corner of Fernwood Road and Rock Spring Drive. Other than these 168 townhouses, all the properties in this district are office buildings with associated structured and surface parking.

As these properties develop or redevelop over time, they should:

- Prioritize the establishment of the central spine as a pedestrian-friendly environment by orienting development toward the spine and future transitway locations along it.
- Place taller buildings along the I-270 spur and Democracy Boulevard so they act as gateways into the plan area and enhance its skyline.
- Build on the existing network of open spaces by creating new parks and civic greens.
- Implement compact development patterns that introduce short blocks, a variety of interconnected open spaces and high levels of internal connectivity.
- Introduce a mix of uses and pedestrian-friendly amenities into underutilized areas like parking lots to promote walkability, especially to and from the central spine.
- Create local character by incorporating public art into new developments and retrofits that enhance public spaces, highlight architecture and screen auto-oriented uses like parking and loading.



The Mohawk Valley Gateway Overlook creates an inviting pedestrian atmosphere using landscaping, seating, lighting, and paving patterns that coordinate with public art.

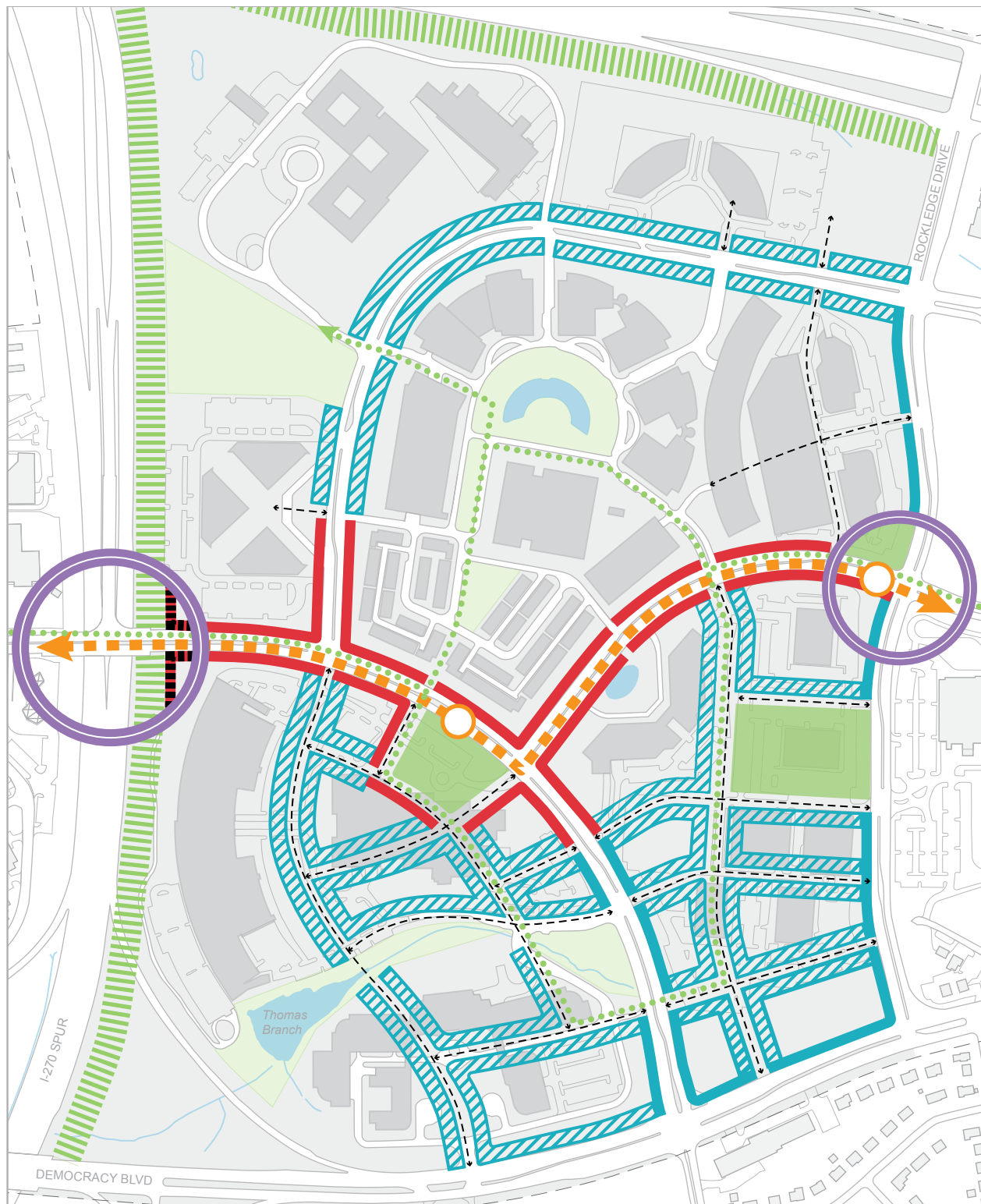


Figure 3.19: Rock Spring Central Concept Diagram

LEGEND

- ←--→ Potential Road
- Build to line with activated ground floor
- Build to line
- Built to area
- Recommended Tall Building
- Recommended Park or Open Space
- Existing Park or Open Space
- Green Link
- Green Buffer
- Proposed BRT Line
- Proposed BRT Stop
- Enhanced Intersection
- Potential Gateway

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



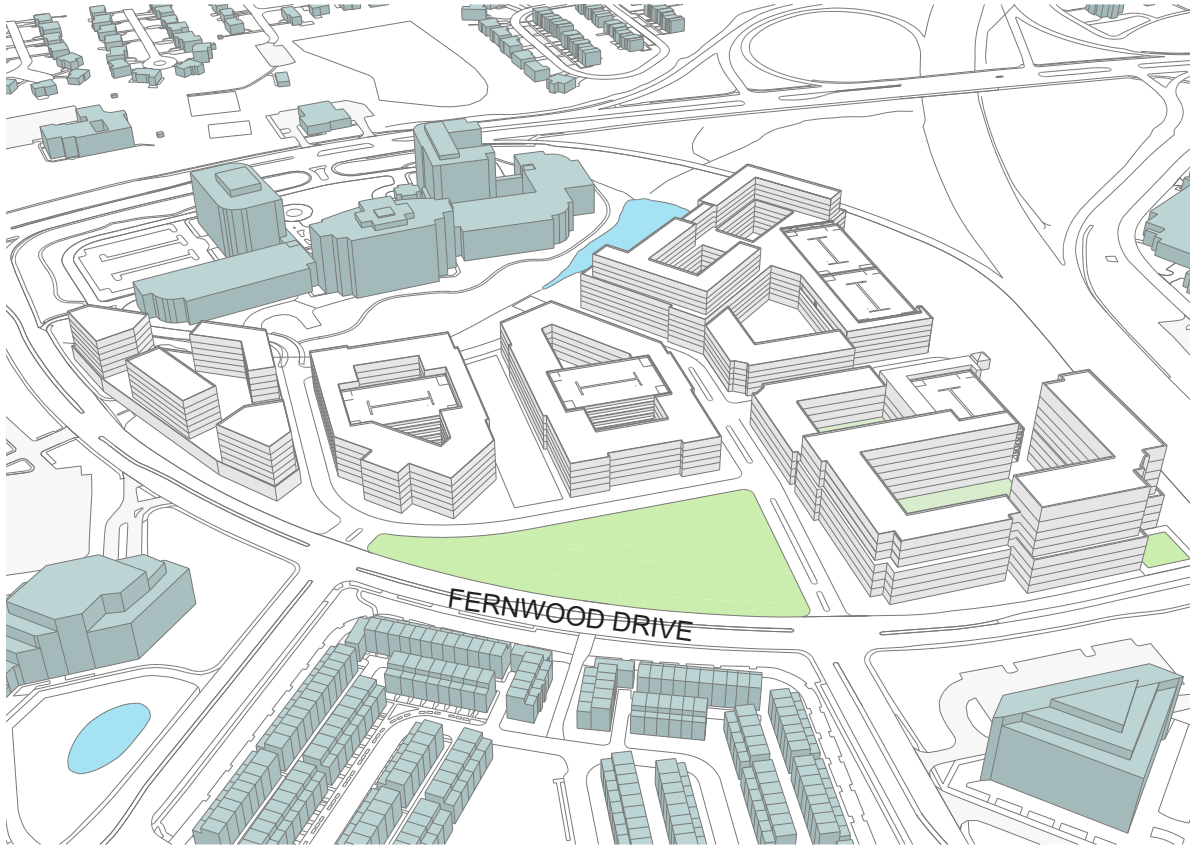


Figure 3.20: Illustrative Concept Drawing of Marriott International Headquarters Site Showing a Potential Redevelopment Scenario

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

3.2.1 Key Properties

Marriott International Headquarters Site

The headquarters of Marriott International is currently located on 34 acres bounded by Fernwood Road to the north and east and the I-270 spur to the west. Marriott is currently in the process of relocating its employees to a new headquarters in downtown Bethesda. Marriott is already in the process of finding a new owner for the building and property in Rock Spring Park. This large site currently contains a 7-story tall office building, a structured parking garage, surface parking, as well as green areas. Given its large size, this property could accommodate a variety of adaptive reuse, infill or tear-down-and-rebuild strategies.

Guidelines:

- Segment the large Marriott property in Rock Spring into smaller, more walkable blocks when proposing infill and rebuilding scenarios.
- Adaptive reuse strategies should connect buildings to the surrounding streets through pedestrian-friendly open spaces and streetscapes.
- Locate the tallest buildings on site closest to the I-270 spur.
- Create pedestrian-friendly frontage along Fernwood Road with buildings opening directly on to the street with active uses.
- Consolidate public open space and locate it in a highly visible area along Fernwood Road. The open space should be designed as a civic green.
- Buffer new development from noise from the I-270 spur.

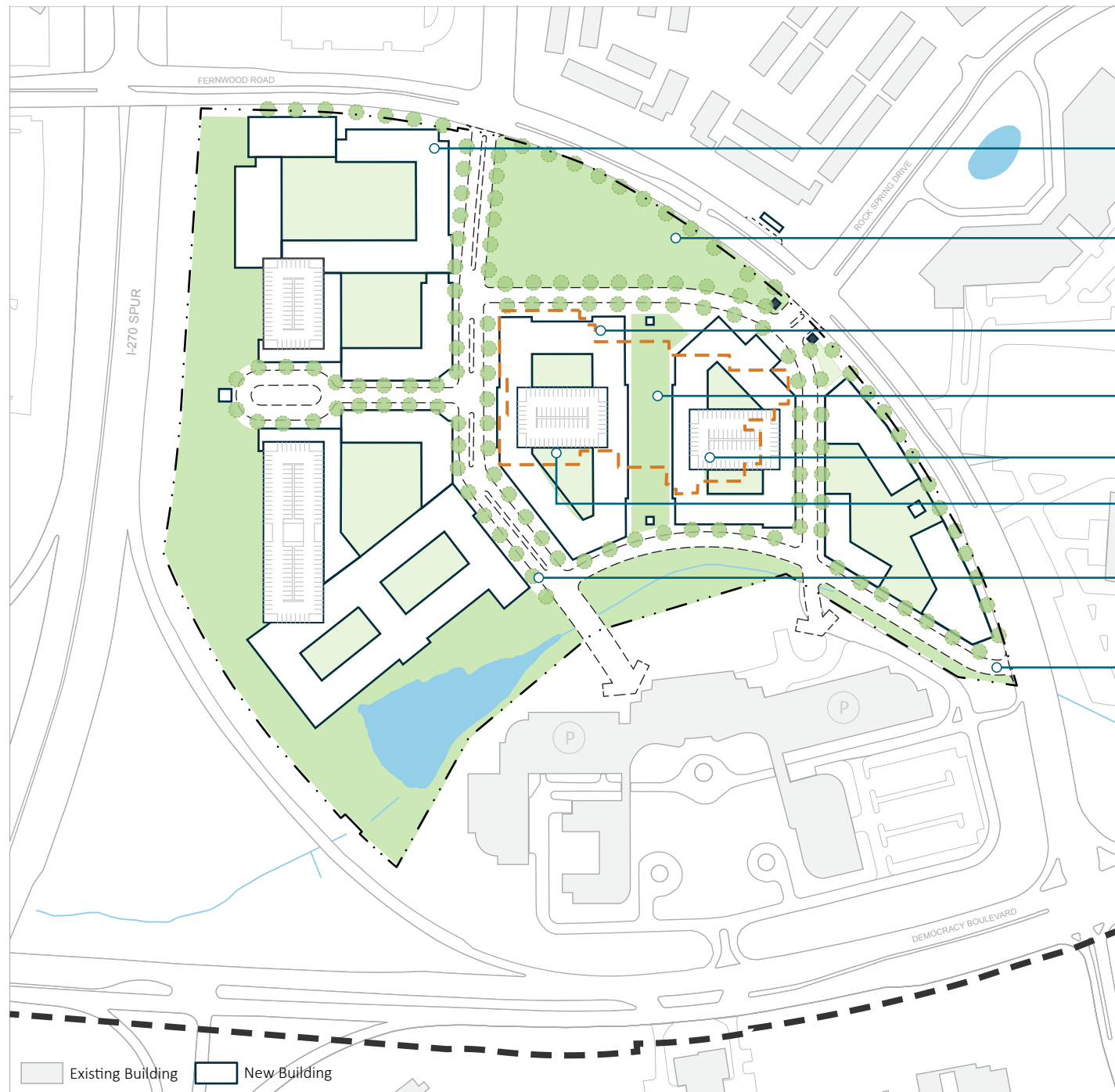


Figure 3.21: Illustrative Plan of Marriott International Headquarters Site Showing a Potential Redevelopment Scenario

- Mixed-use buildings that front the street and central spine to create an urban edge
- Civic Green along the central spine and across from future Bus Rapid Transit Station
- Potential re-use of existing building within new street grid
- Mid-block connection links civic green to existing open space
- Parking located behind buildings
- Mask parking that fronts public space
- Tree-lined streets create a pedestrian friendly environment
- New streets create smaller block sizes

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

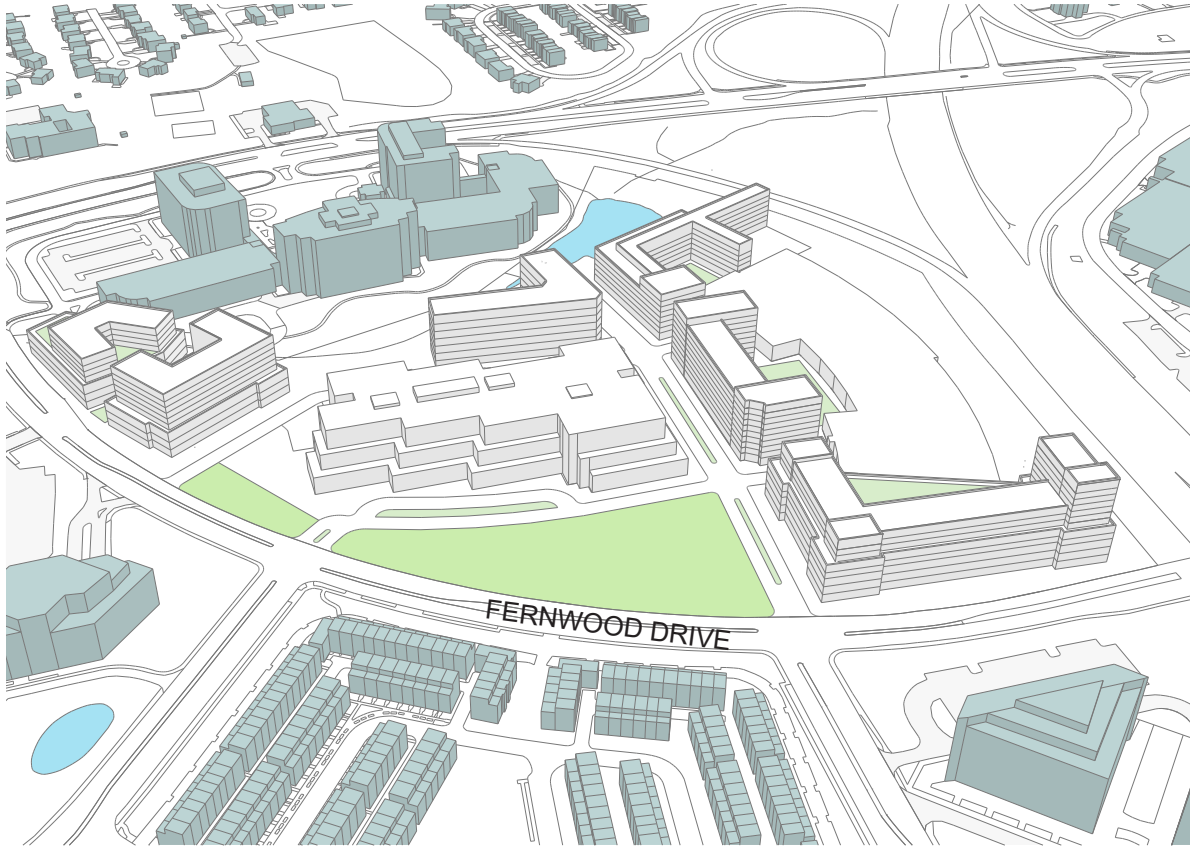


Figure 3.22: Illustrative Concept Drawing of Marriott International Headquarters Site Showing Potential Reuse of Existing Building and Parking Garage

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



Figure 3.23: Illustrative Plan of Marriott International Headquarters Site Showing Potential Reuse of Existing Building and Parking Garage

- Mixed-use buildings with integrated parking front the street to make an urban edge
- Civic Green along the central spine and across from future Bus Rapid Transit Station
- Re-use of existing building within new street grid
- Connect open spaces through green links as proposed in the Master plan
- New streets create smaller block sizes
- Through block connection provides increased pedestrian access for larger blocks
- Tree-lined streets create a pedestrian friendly environment
- Re-use existing parking garage and infill around to create street frontages
- Mask exposed parking garages with buildings

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

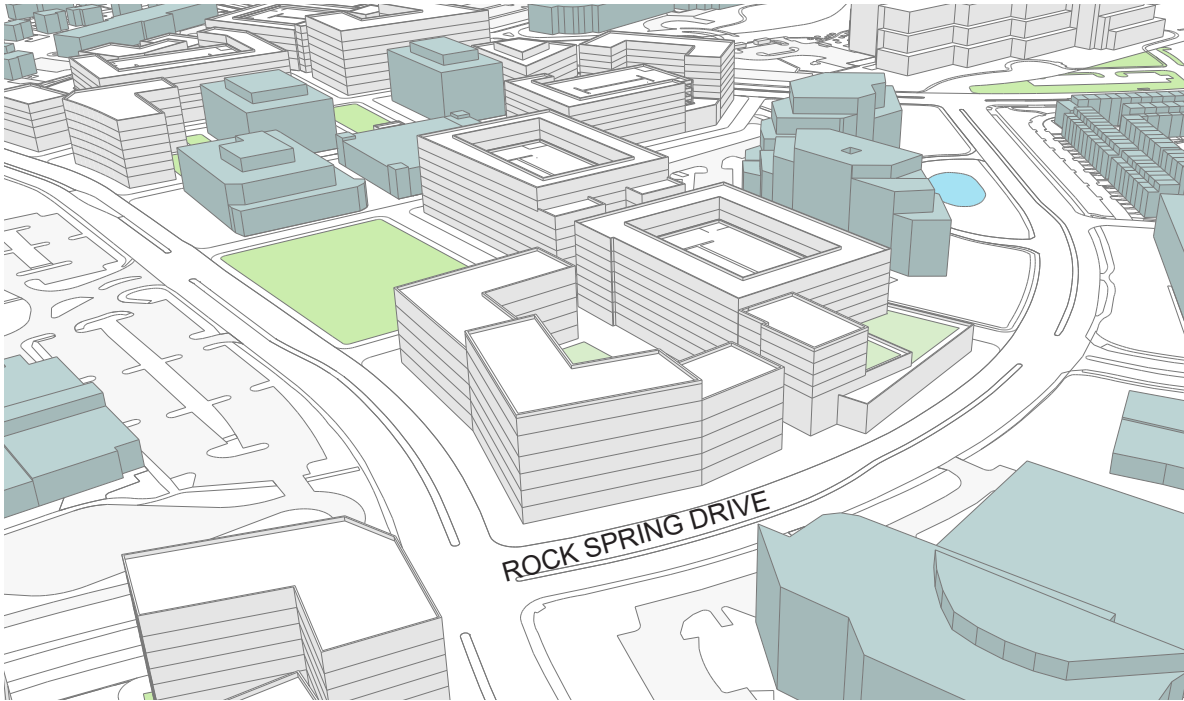


Figure 3.24: Illustrative Concept Drawing of Rock Spring Court and Rock Spring Plaza Sites

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Rock Spring Plaza and Rock Spring Court Sites

The combined properties called Rock Spring Plaza and Rock Spring Court are bounded by Rock Spring Drive to the north, Fernwood Road to the west, Democracy Boulevard to the south and Rockledge Boulevard to the east. Current tenants include medical offices, insurance, real estate and financial companies. The four- to six-story office buildings are currently set back from the surrounding streets and serviced by surface parking and some parking garages. The area includes a swath of undeveloped land along Democracy Boulevard. Given the large size of these two properties, they could accommodate a range of scenarios that include adaptive reuse, infill and redevelopment strategies.

Guidelines:

- Break up the large property into smaller, more walkable blocks for all infill and rebuilding scenarios.
- Adaptive reuse strategies should connect buildings to the surrounding streets through pedestrian-friendly open spaces and streetscapes.
- Prioritize the creation of pedestrian-friendly building frontages along Rock Spring Drive and Fernwood Road. Buildings should open directly on to the street with active uses.
- Consolidate public open space and locate it in close proximity to the adjacent high school in the form of an urban recreational park.

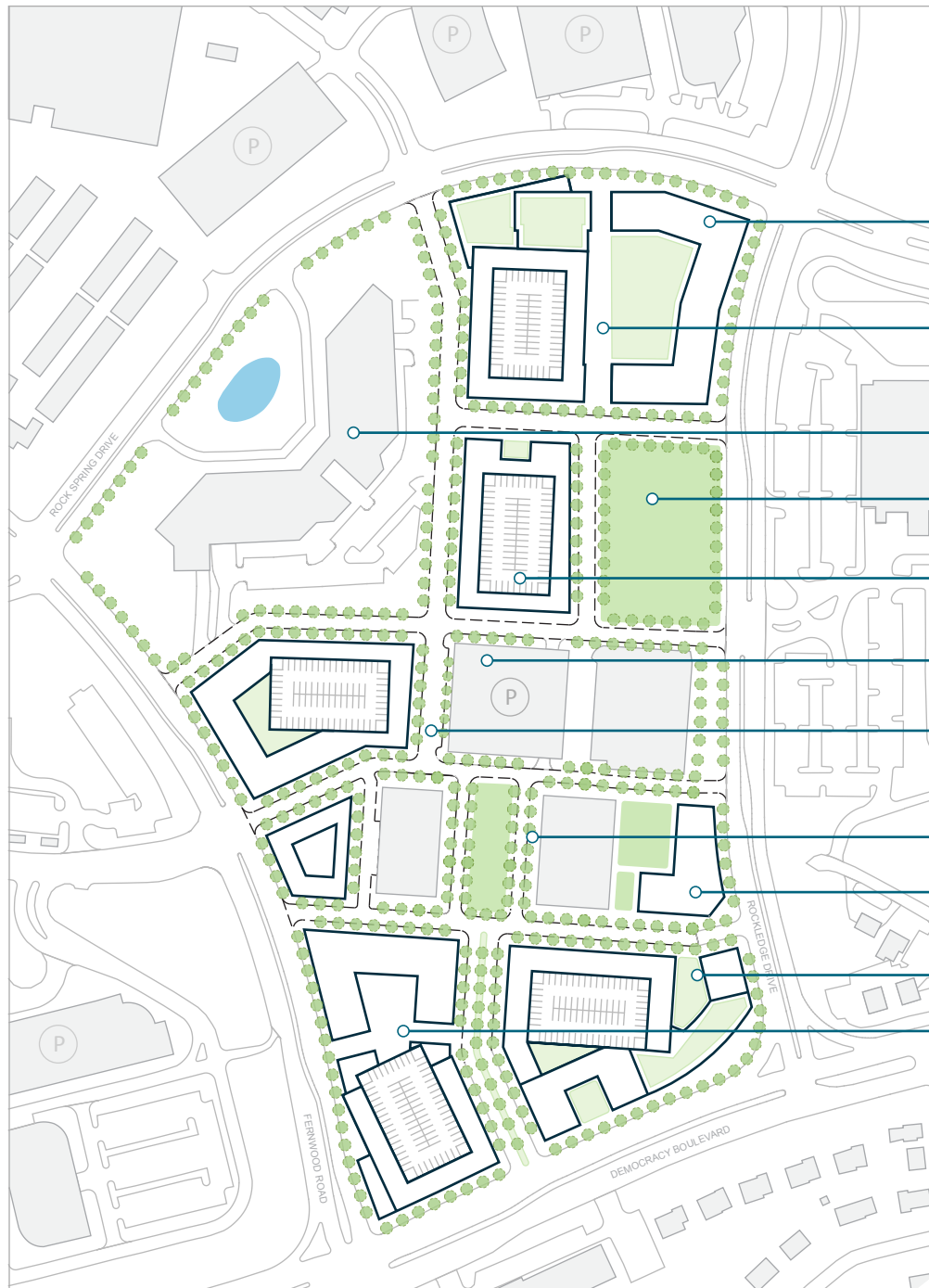


Figure 3.25: Illustrative Plan of Rock Spring Plaza and Rock Spring Court Sites

- Mixed-use buildings that front the street and central spine to create an urban edge
- Through block connection provides increased pedestrian access for larger blocks
- Existing building retained and woven into new street grid
- Recommended urban recreational park is highly visible from main thoroughfares and located adjacent to the high school
- Parking located behind buildings
- Retrofit facades of existing parking garages to mask them from street
- Tree-lined streets create a pedestrian friendly environment
- New streets create smaller block sizes
- Infill is integrated with existing buildings and uses
- Range of open space including courtyards, plazas, and parks provided
- Pedestrian through block connection provided

Existing Building
New Building

0 150' 300'

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

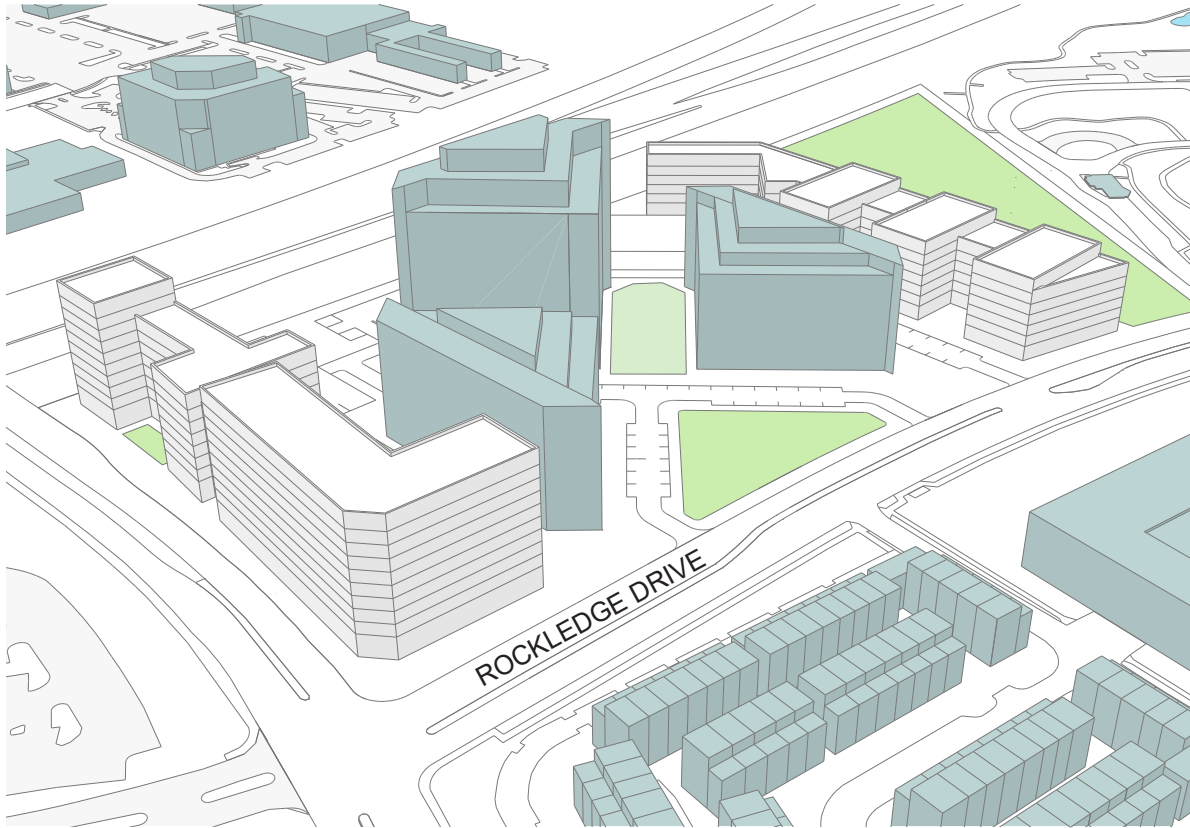


Figure 3.26: Illustrative Concept Drawing of Democracy Center

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Democracy Center Site

Democracy Center comprises three office buildings bounded by Rockledge Drive to the east, Westlake Terrace to the south and the I-270 spur to the west. Two buildings, 6905 and 6901 Rockledge Drive, are 9 stories. The third building, 6903 Rockledge Drive, is 15 stories high. Current tenants consist primarily of financial services. A privately-owned open space of approximately 4.5 acres occupies the northern portion of the site. The triangular buildings are laid out in a square surrounded by surface parking, with plaza space between the buildings and a triangular, grassy area along Rockledge Drive. These existing plaza and open spaces could be retained for public use in future development. Enough space surrounds the buildings to allow for infill should redevelopment occur.

Guidelines:

- Break up the large Democracy Center property into small, walkable blocks for all infill and rebuild scenarios.
- Orient redevelopment toward the central spine and future transitway to create a well-defined street.
- Adaptive reuse strategies should connect buildings to the surrounding streets through pedestrian-friendly open spaces and streetscapes.
- Provide public access to the existing private green space, which includes a basketball court and walking trail. Retaining this open space if property is redeveloped in the future is highly encouraged.
- Create multi-family housing for infill development with a gateway feature where Westlake Terrace crosses over the I-270 spur.
- Incorporate public art into new development to enhance public spaces and highlight this property as a gateway.

Figure 3.27: Illustrative Plan of Democracy Center



Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

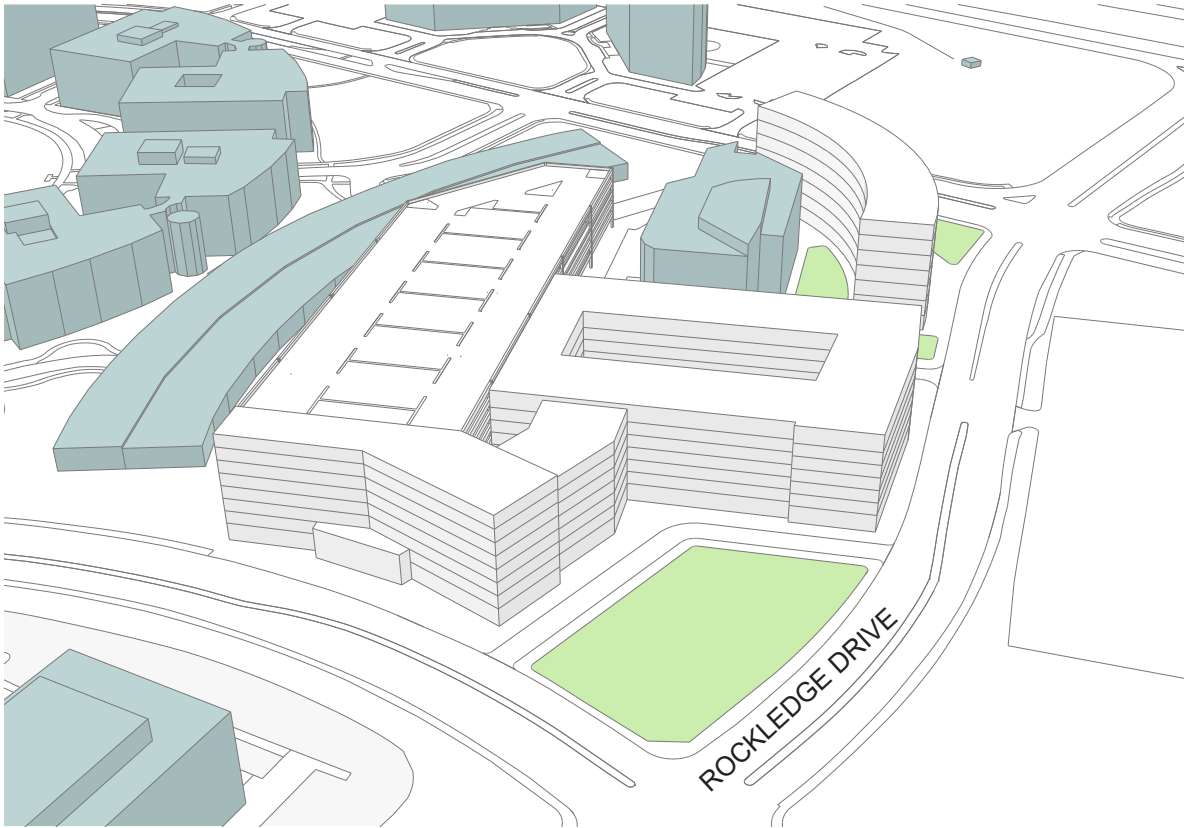


Figure 3.28: Illustrative Concept Drawing of Rockledge Executive Plaza

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

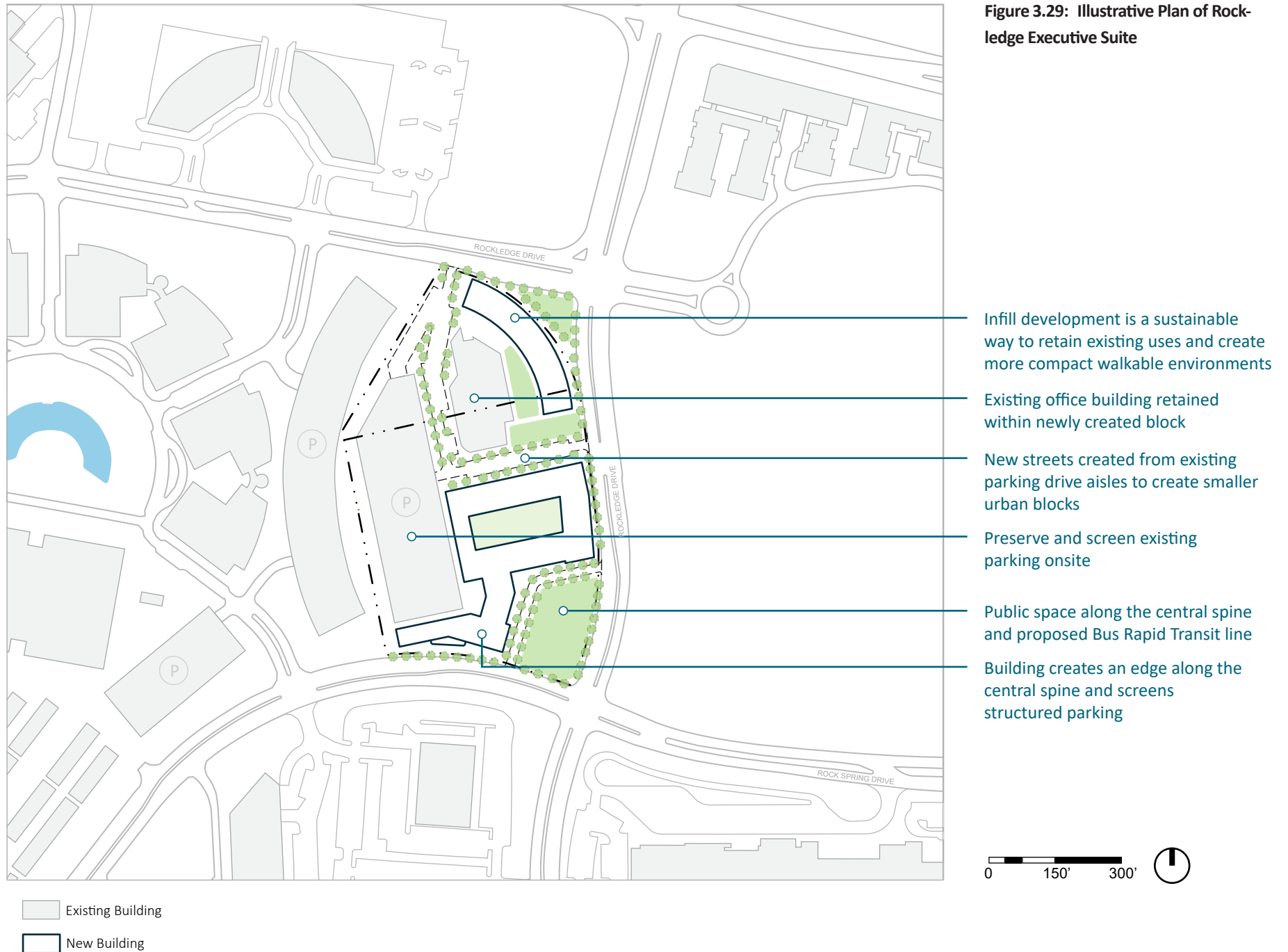
Rockledge Executive Plaza

Two office buildings and two-story parking structures exist on this site. Both buildings primarily service one tenant each, a local business corporate headquarters and a medical research institute. The property is bordered by Rockledge Drive to the north and east, and Rock Spring Drive to the south. The buildings are set back from the street, allowing for infill development in the future. Several infill and adaptive reuse strategies could be used in the future, in addition to tear-down-and-rebuild strategies.

Guidelines:

- Break up the large property into small, walkable blocks for all infill and rebuild scenarios.
- Provide highly visible public space along the central spine and proposed transitway station.
- Redevelopment should orient toward the central spine with pedestrian friendly frontages.
- Introduce compatible uses, including residential or hotel.
- Place higher density development along the central spine.

Figure 3.29: Illustrative Plan of Rockledge Executive Suite



Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

3.3 District: Rock Spring West

This district includes properties located west of the I-270 spur and north and south of Westlake Terrace. The area is linked to the Rock Spring office park by Westlake Terrace/Fernwood Road, which bridges the I-270 spur. This district comprises destination retailers, with Westfield Montgomery Mall located on the south side of Westlake Terrace. Across from Westfield Montgomery Mall, on the north side of Westlake Terrace, is a Home Depot, as well as automobile sales and service uses, including Jim Coleman Toyota/Infinity/Cadillac and the former site of Ourisman Ford.

Guidelines:

- Supplement existing retail by introducing compatible uses, including residential, hotel and new format office uses, such as co-working and incubator spaces.
- Focus new development intensity along Westlake Terrace and prioritize its transformation into a pedestrian-friendly environment.
- Design infill development so it fronts existing and proposed streets, while creating connections between existing uses and these street frontages.
- Create highly visible open spaces for public use along the central spine and streets that are easily accessible to workers, residents and neighboring communities.
- Enhance the existing intersections along Westlake Terrace and Westlake Drive to improve crossing conditions for pedestrians, access to Cabin John Regional Park and connectivity between north and south areas of this district.

Infill development around the Pentagon City Mall seamlessly connects to surrounding community through a central open space



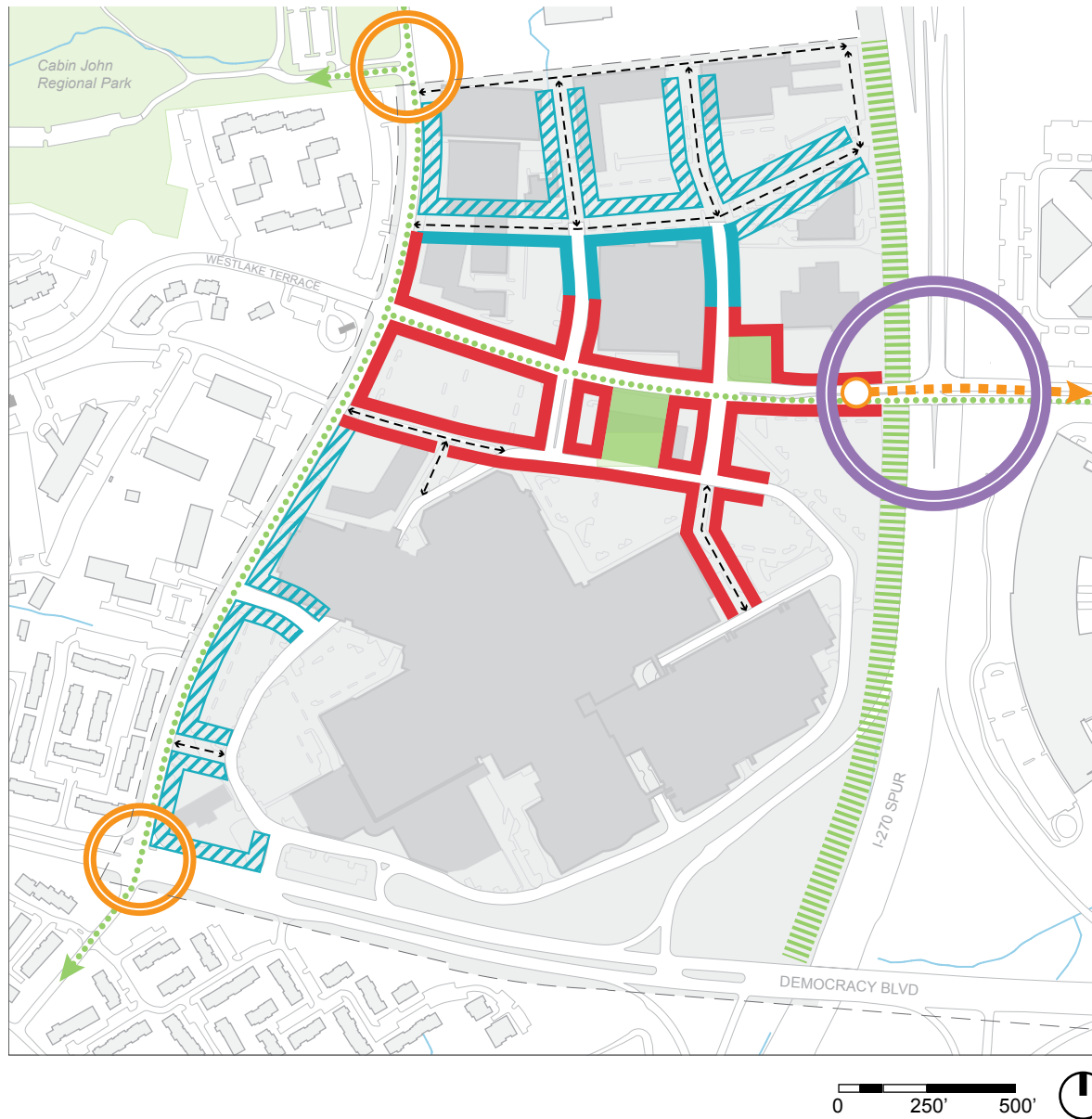


Figure 3.30: Rock Spring West Concept Diagram

LEGEND

- Potential Road
- Build to line with activated ground floor
- Build to line
- ▨ Built to area
- Recommended Urban Plaza
- ... Green Link
- Green Buffer
- Proposed BRT Line
- Proposed BRT Stop
- ⊙ Enhanced Intersection
- ⊙ Potential Gateway

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

3.3.1 Key Properties

Ourisman Ford Site

The site formerly occupied by the Ourisman Ford car dealership is one of the four approved pipeline projects in the Rock Spring Sector Plan area. A 340-unit multi-family high-rise residential building with ground-floor commercial was initially approved for the property. A subsequent revision to the site plan requested the removal of retail from the project and adjusted the number of dwelling units to approximately 344. Through the development review process, Planning staff worked with the applicant to address the following guidelines. These guidelines should continue to apply to subsequent modifications or redevelopment of the site.

Guidelines

- Create pedestrian-friendly frontage along Westlake Terrace.
- Locate public open space along Westlake Terrace and design this space as an urban plaza.
- Buffer the development on this site from noise from the I-270 spur.
- Coordinate the frontage along Westlake Terrace to incorporate the design for the future bus rapid transit station and follow the recommendations of the countywide Bicycle Master Plan.
- Mark the intersection of Westlake Terrace and the I-270 spur with an architecturally significant corner structure.
- Establish individual entrances to residential units or uses along Westlake Terrace and Motor City Drive to activate these streets.

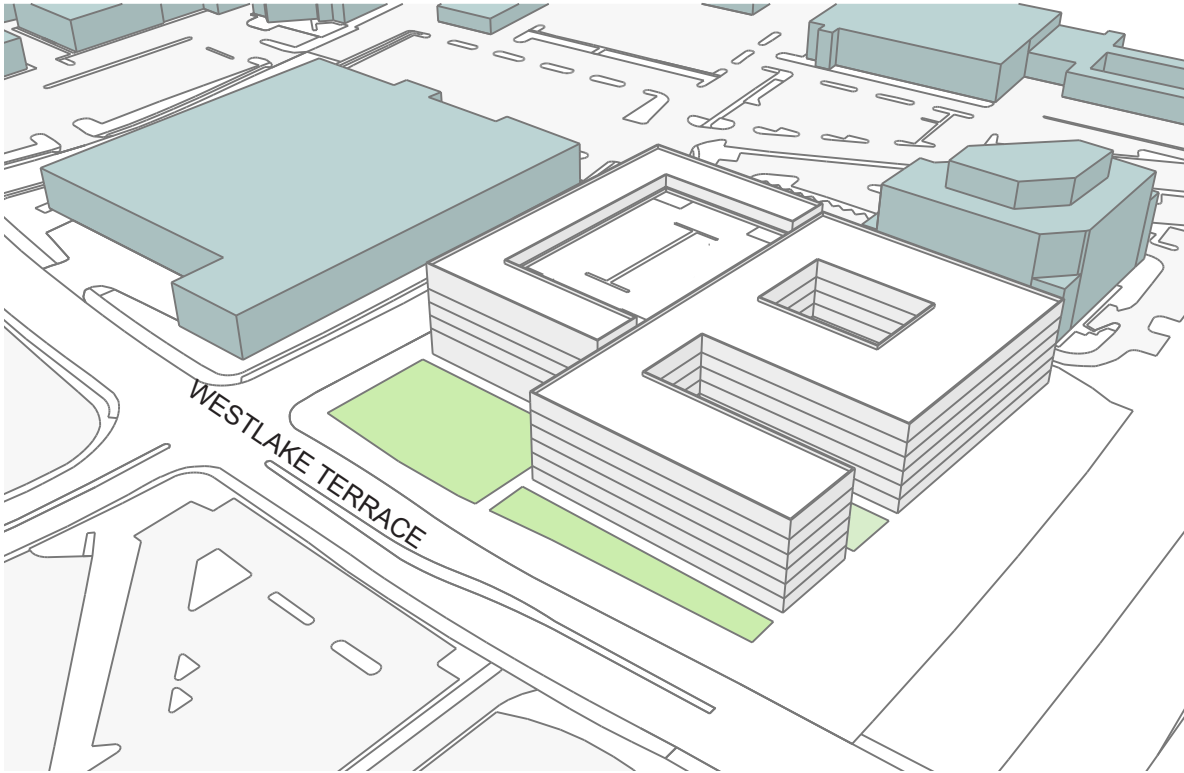
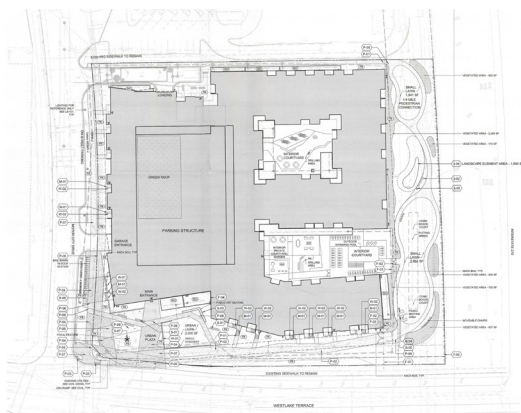


Figure 3.31: Illustrative Concept Drawing of Ourisman Ford Site

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

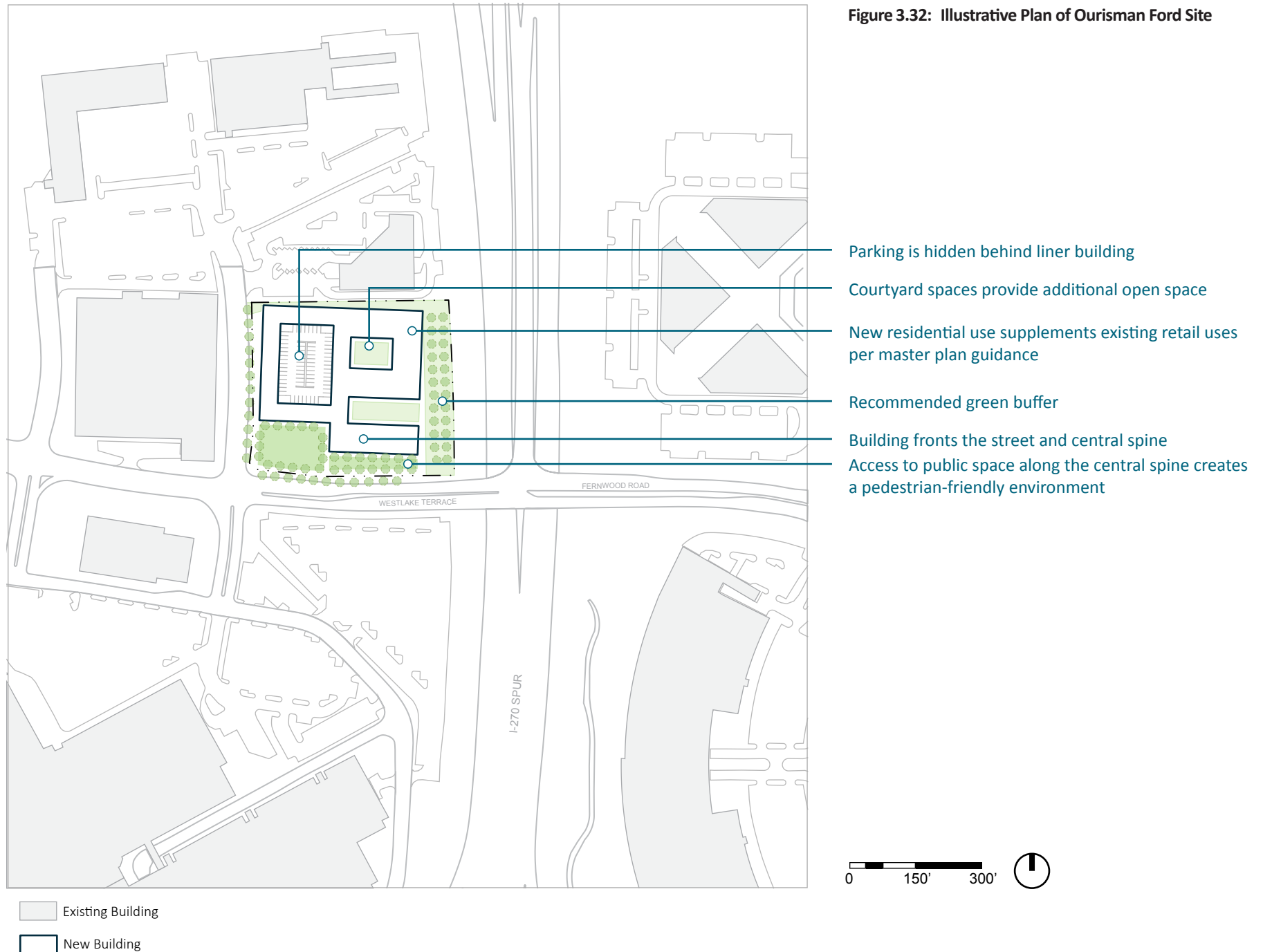


Approved Site Plan shows Public Open Space along Westlake Terrace and buffer from I-270



Approved Building Massing

Figure 3.32: Illustrative Plan of Ourisman Ford Site



Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Westfield Montgomery Mall

This site includes the Westfield Montgomery Mall, a small shopping center called Westlake Crossing and a gas station. To continue expanding the regional shopping mall, the property owner is exploring possible additions, including residential uses and / or a hotel. Such development at the mall site should address the following:

Guidelines:

- Front Westlake Terrace with new buildings incorporating active uses, frequent entrances and direct connections through pedestrian-friendly spaces to the existing mall.
- Extend Autopark Avenue and Motor City Drive through the site to create compact blocks that expand the existing street grid.
- Create open spaces lined with active uses that front Westlake Terrace.
- Establish new development with an architecturally significant corner at the intersection of Westlake Terrace and Motor City Drive.
- Link new development to the transit station through strong pedestrian connections.
- Coordinate the frontage along Westlake Terrace to incorporate the design for the future bus rapid transit station and recommendations from the countywide Bicycle Master Plan.

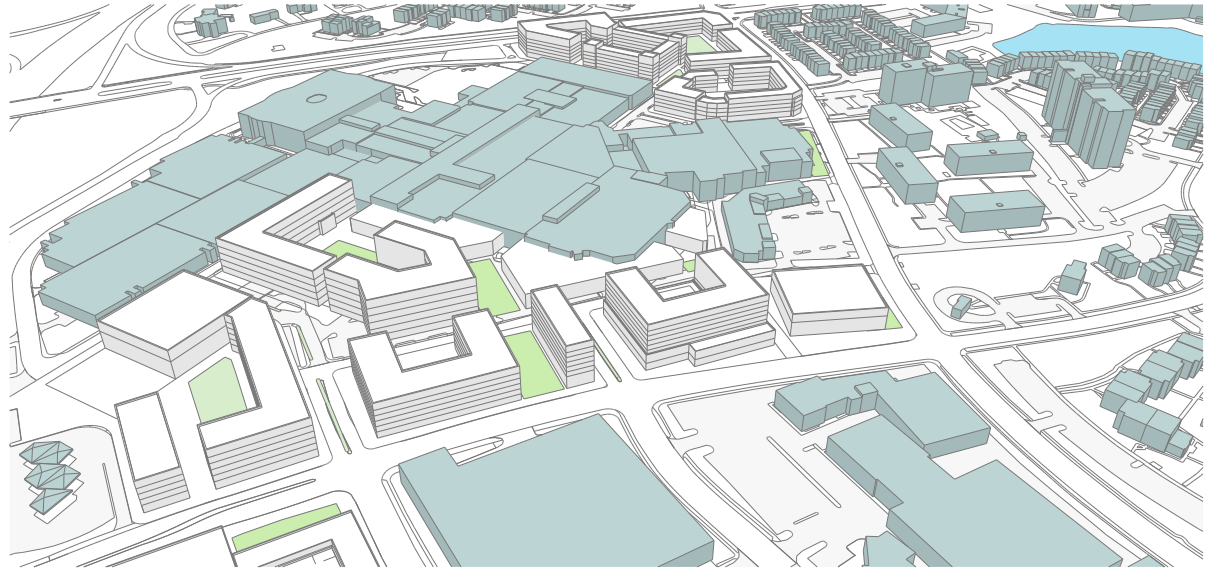


Figure 3.33: Illustrative Concept Drawing of Westfield Montgomery Mall

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

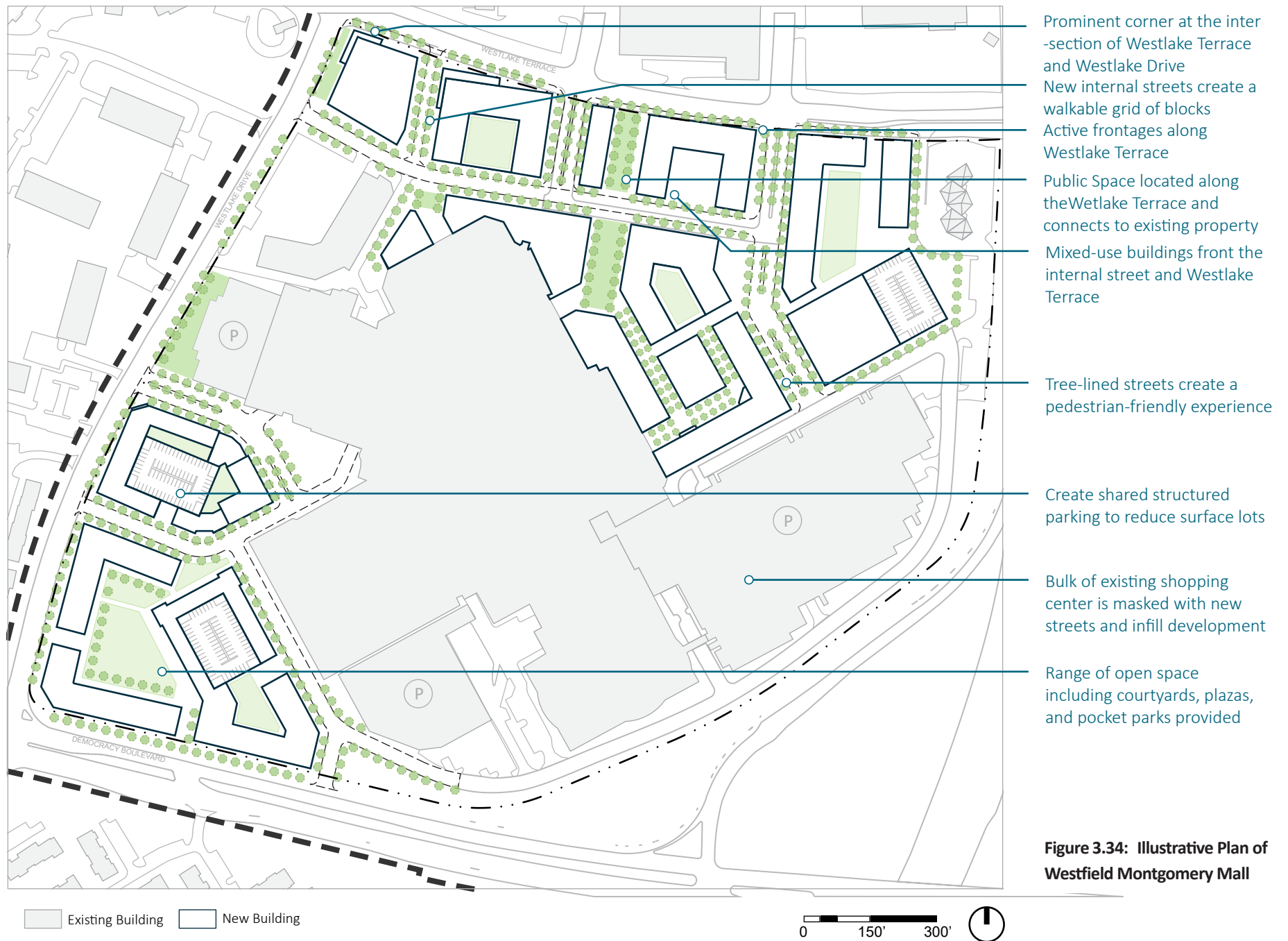


Figure 3.34: Illustrative Plan of Westfield Montgomery Mall

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

3.4 Streetscape

The following cross sections were developed by Montgomery Planning and Montgomery County Department of Transportation (MCDOT) staff with support from consultants. Draft cross sections for each street were developed based on:

- A thorough review of the Sector Plan, taking into consideration anticipated future land uses along each street.
- A review of the Design Standard assigned to that street, as outlined in on page 62 of the Rock Spring Sector Plan.
- A review of the Bicycle Master Plan and the Master Plan of Highways and Transitways, to determine where future bicycle and/or dedicated transit facilities are anticipated.
- A scan of existing conditions on the street, including number of travel lanes and estimated curb-to-curb dimensions (existing dimensions are approximate; field verification is needed).
- In some cases, a review of available traffic volume data or recent capital projects that impact the streetscape.

For those streets where cross sections were provided in the Rock Spring Sector Plan, that section was used as a starting point for the streetscape guidelines. In some cases, further evaluation led to changes in the sections compared to those in the sector plan. In those instances, the streetscape guidelines are more current and supersede the cross sections in the sector plan.

The proposed cross sections were vetted and revised through a series of workshops with staff from Montgomery Planning and MCDOT. The goal for each cross section was to implement the vision for the street from the Rock Spring Sector Plan, Bicycle Master Plan and Master Plan of Highways and Transitways, while working

within the existing curb-to-curb dimensions wherever possible. Other critical objectives of this effort included improving safety for all travel modes (consistent with Montgomery County's Vision Zero goals), maximizing pavement permeability and tree canopy, accommodating goods movement and vehicle circulation, and maximizing opportunities for stormwater management.

In some cases, achieving the vision for the street within the existing curb-to-curb dimensions was not possible and the implementation of the future cross sections will require relocation and reconstruction of the curbs.

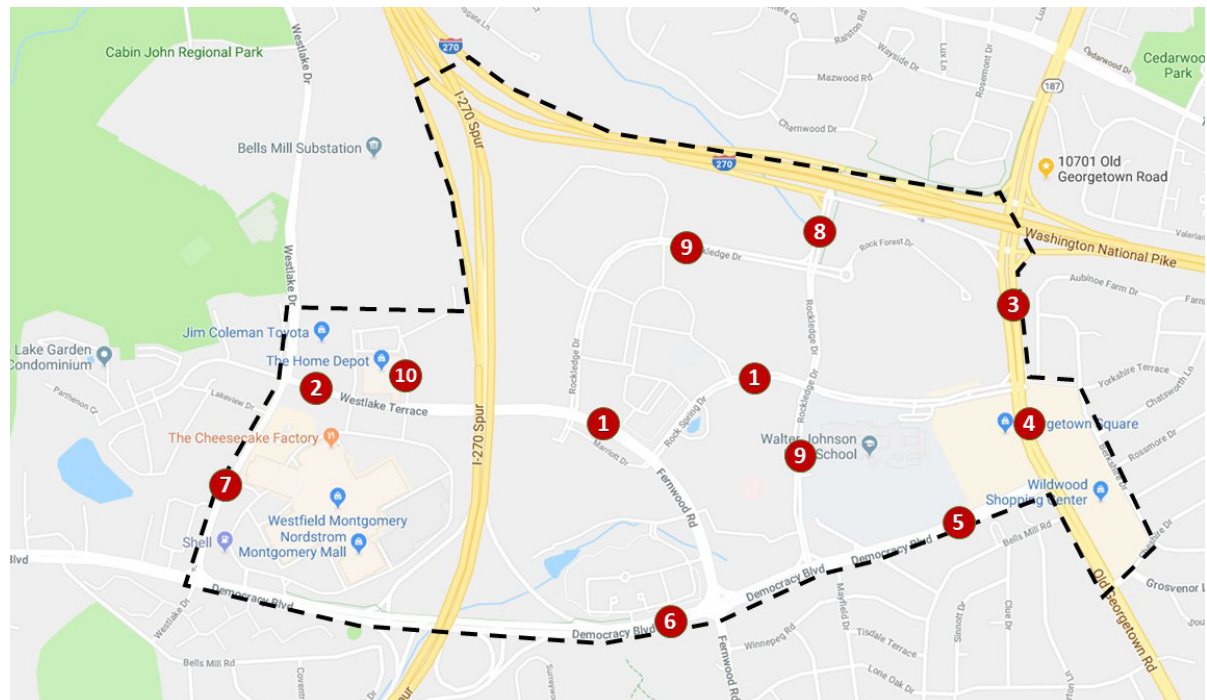
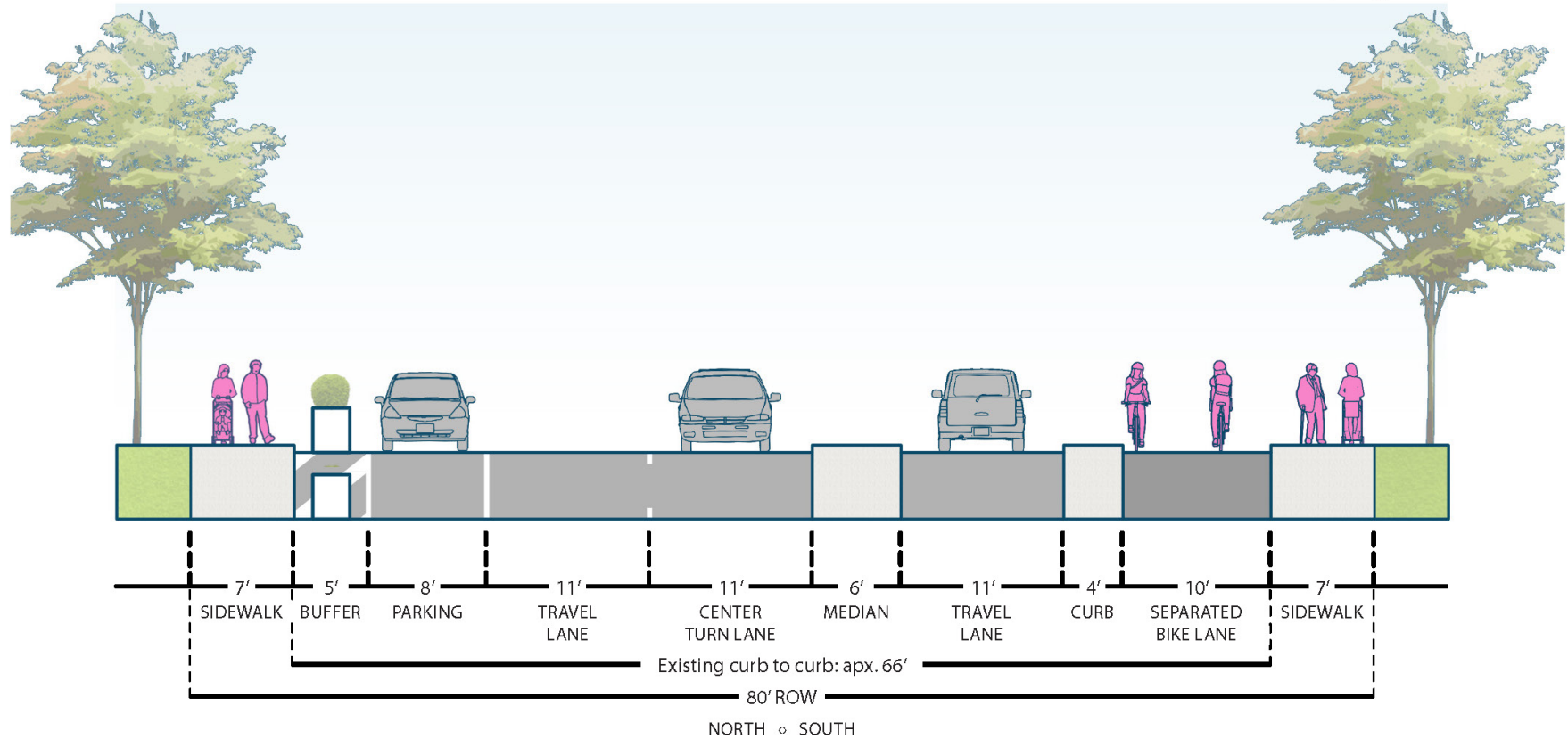
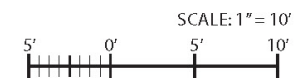


Figure 3.35: Key Plan showing location of various street sections

ROCK SPRING DRIVE/FERNWOOD ROAD



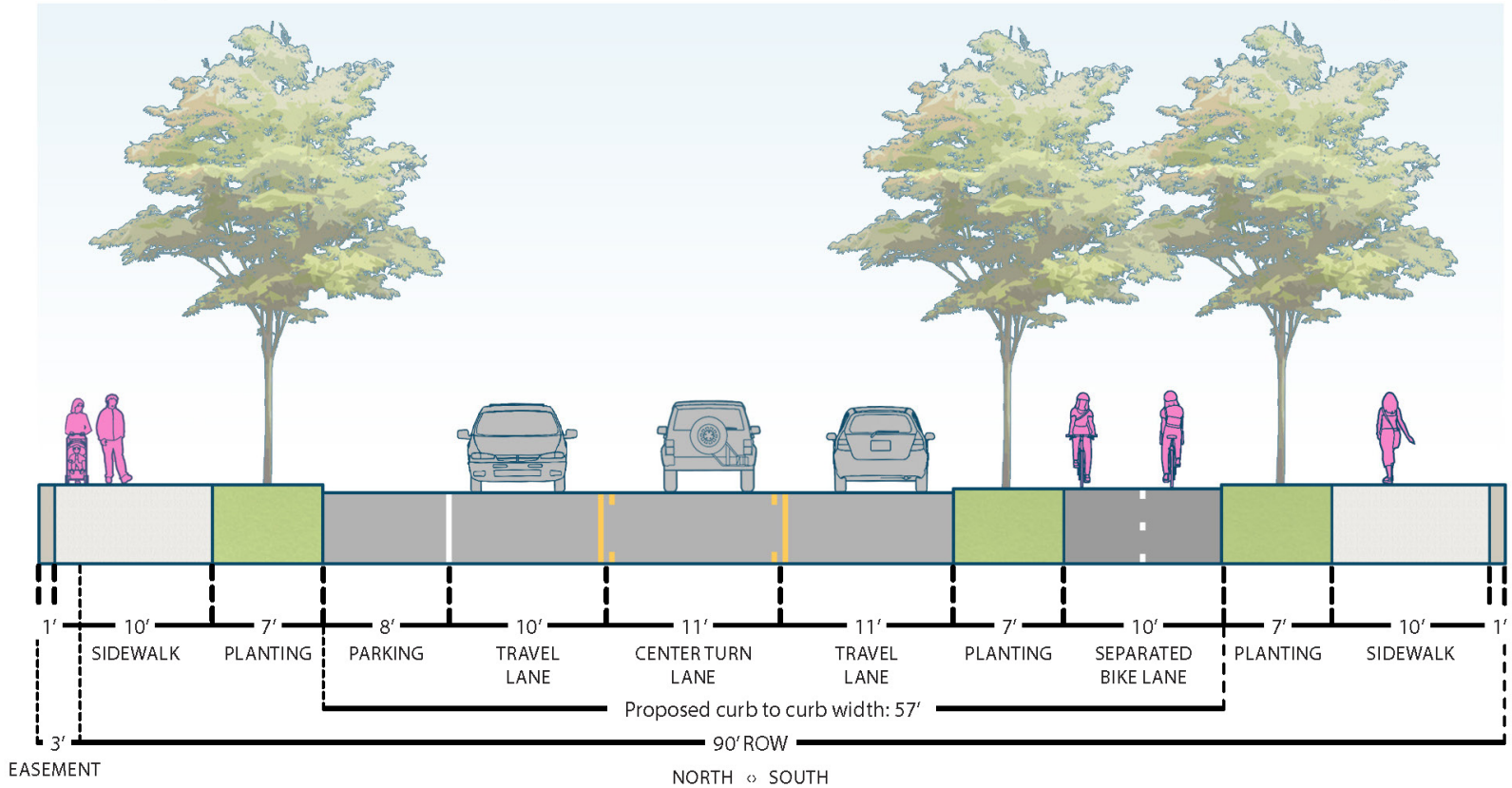
- This section shows an interim / near-term condition, which could be implemented without changing curblines. Longer-term, along the central spine of Westlake Terrace, Fernwood Road, and Rock Spring Drive, the transitway is planned to operate in parallel dedicated BRT lanes within a 40-foot transit easement on the north side. The exact cross section is still under evaluation - consult with MCDOT staff for more information.
- This section includes the recommendation from the Sector Plan for a "road diet" that would reconfigure the street from four to three travel lanes. The curb separating the travel lane and cycle track should be a mountable curb.
- This section is slightly different from the interim section shown on page 70 of the Rock Spring Sector Plan and supersedes that section. The modifications were made in consultation with MCDOT and Planning Staff and achieve a better accommodation of various travel modes.
- A two-way cycle track is envisioned on the south side of the street.
- Longer-term, when the road is reconstructed, the planted buffer and the sidewalk should be switched so that the plantings provide a buffer between the pedestrians and the vehicle lanes.
- Setback may contain buildings, hardscape, or landscape, depending on the context.
- The content/design of the buffer will be determined during the regulatory review process or in association with a capital improvement project.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.



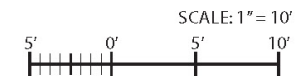
WESTLAKE TERRACE

West of Motor City Drive

Rock Spring Sector Plan ②



- The sector plan calls for concentrated development intensity along Westlake Drive and Westlake Terrace and proximate to the transit center on the west side. To the extent possible, the goal is to activate the frontage of Westlake Terrace.
- This section includes the recommendation from the Sector Plan for a "road diet" that would reconfigure the street from four to three travel lanes. Detailed evaluation is needed to confirm the feasibility of this concept.
- The Bicycle Master Plan recommends a two-way separated bike lane on the south side of the street.
- The future cross section will need modifications at the bridge over I-270, where the right of way decreases to 80'.
- An additional 3' is required on the north side of Westlake Terrace, west of Motor City Drive. This should be acquired through easements when properties on the north side redevelop.

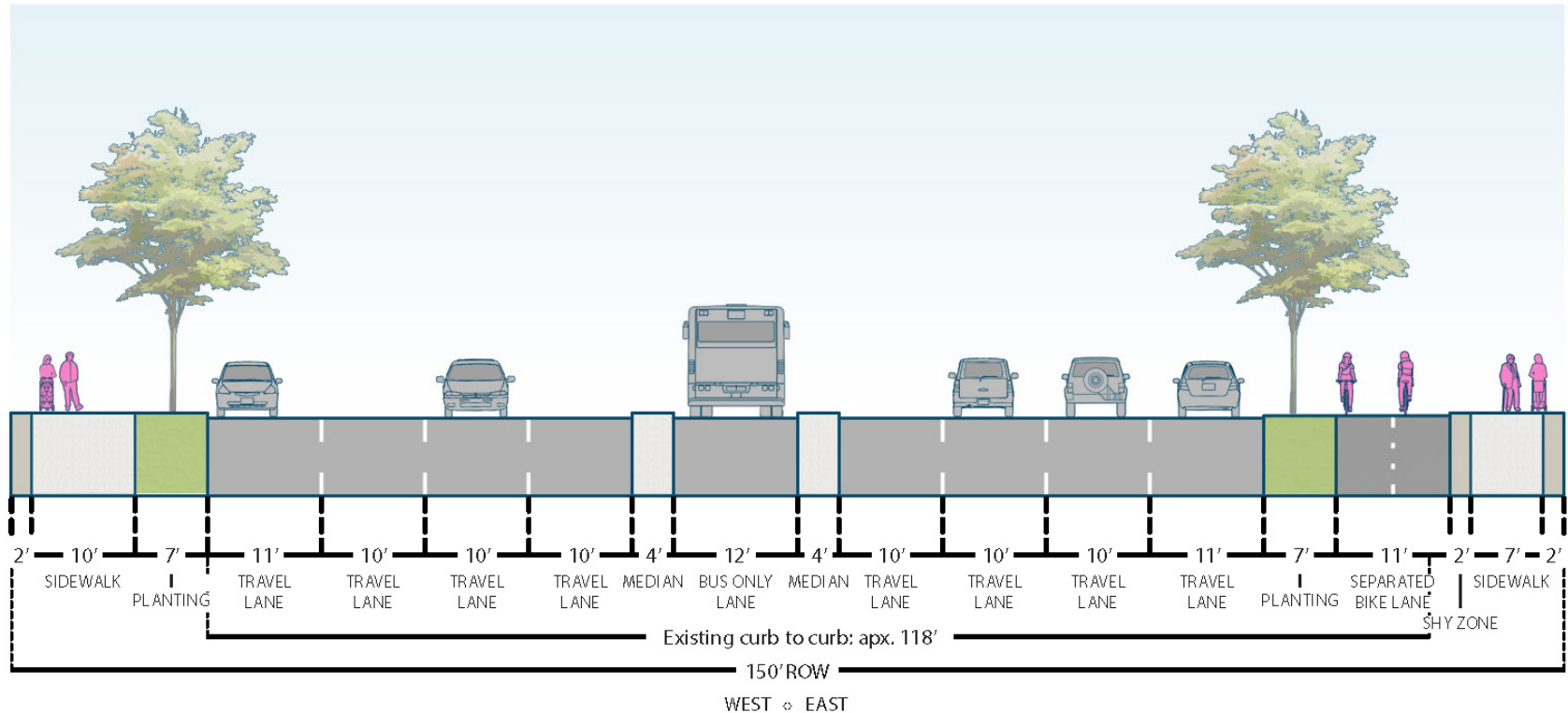


OLD GEORGETOWN ROAD

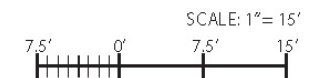
Rock Spring Drive to I-270

Rock Spring Sector Plan

3



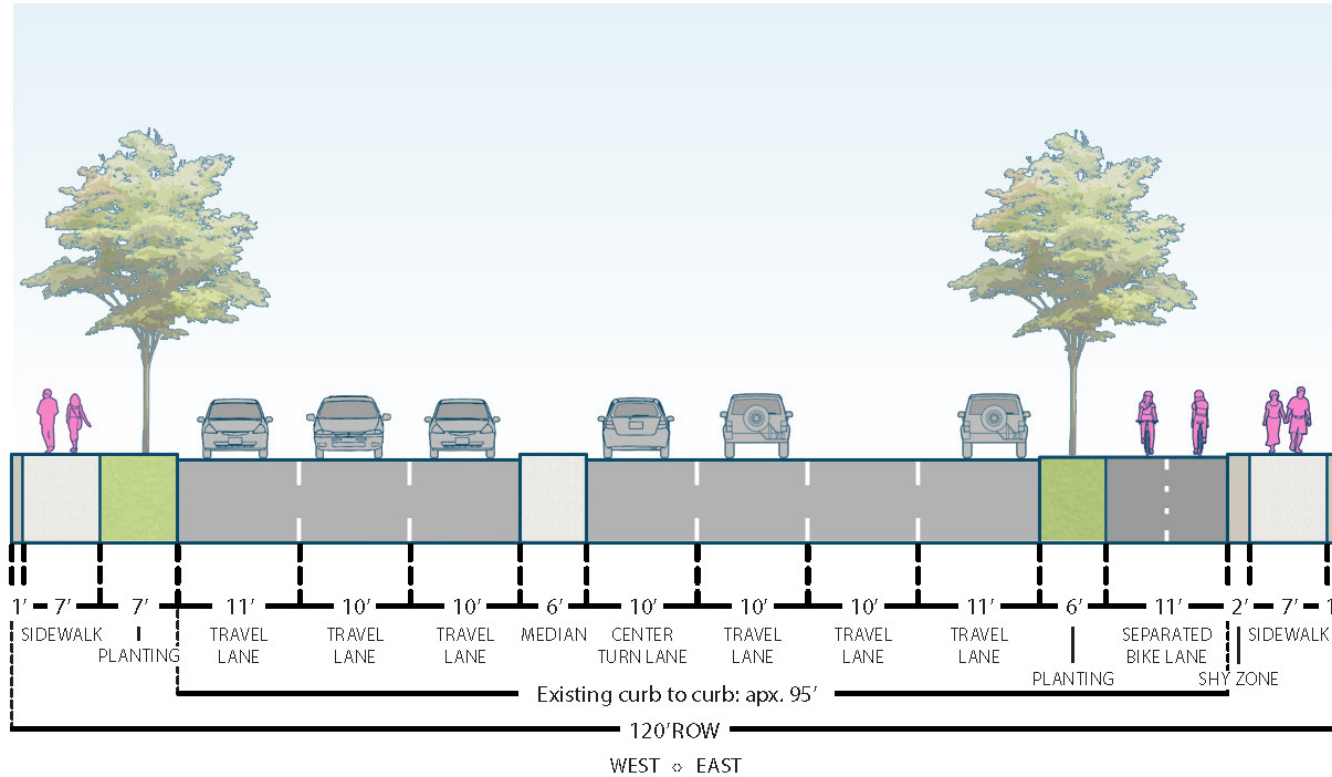
- The Bicycle Master Plan includes a breezeway on the east side of the street; specifically, a two-way separated bike lane.
- This area is under consideration for a future bus rapid transit service, which is envisioned to include a dedicated bus lane between Cheshire Drive and the I-270 SB lane. The exact cross section is under evaluation/planning - consult with MCDOT staff prior to roadway reconstruction / improvements.
- Additional right-of-way may be needed at intersections to accommodate turn lanes and pedestrian refuge islands.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.



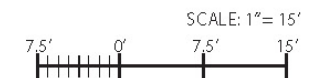
OLD GEORGETOWN ROAD

Cheshire Drive to Rock Spring Drive

Rock Spring Sector Plan ④

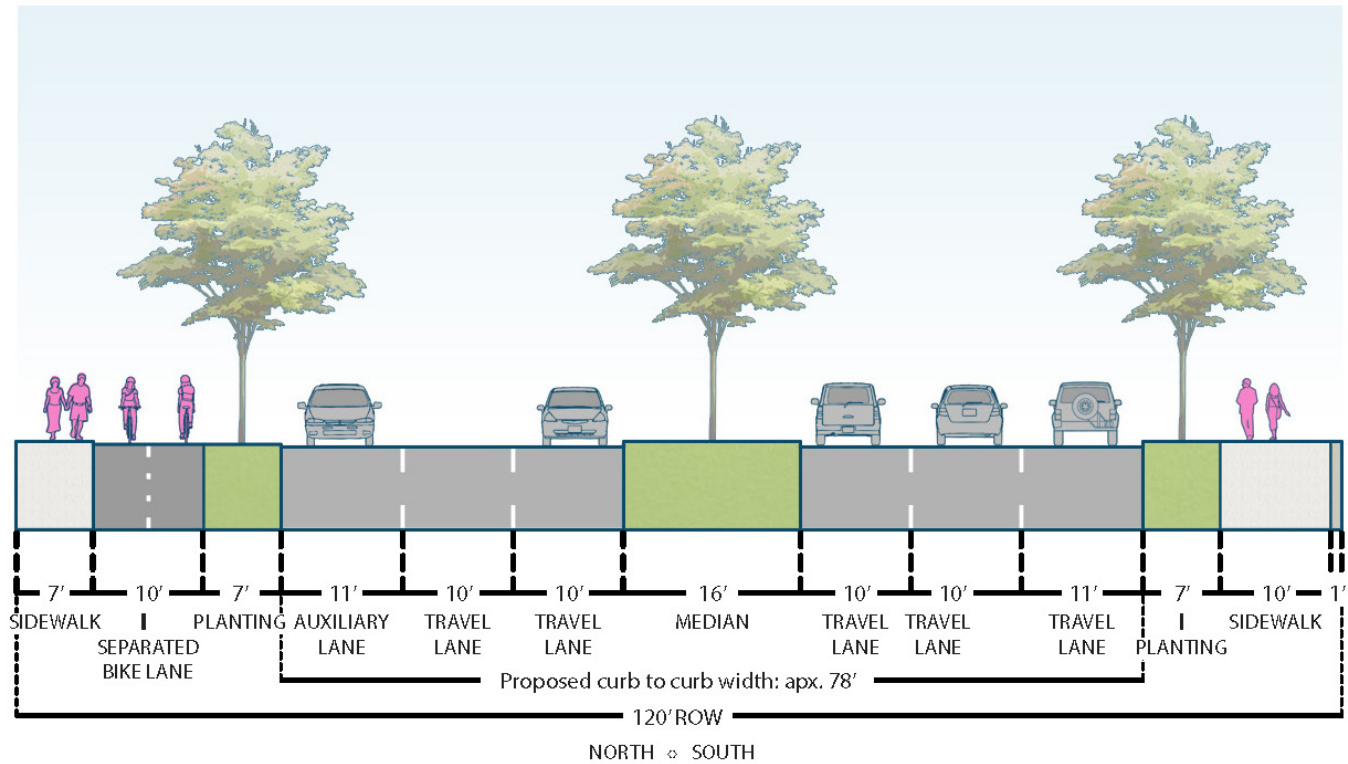


- The Bicycle Master Plan recommends a separated bike lane on east side of street.
- The cross section as shown would require removing one turn lane at Rock Spring Drive and Democracy Boulevard. Further evaluation is needed to verify the feasibility of these lane removals.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.



DEMOCRACY BOULEVARD

Bells Mill Road to Old Georgetown Road



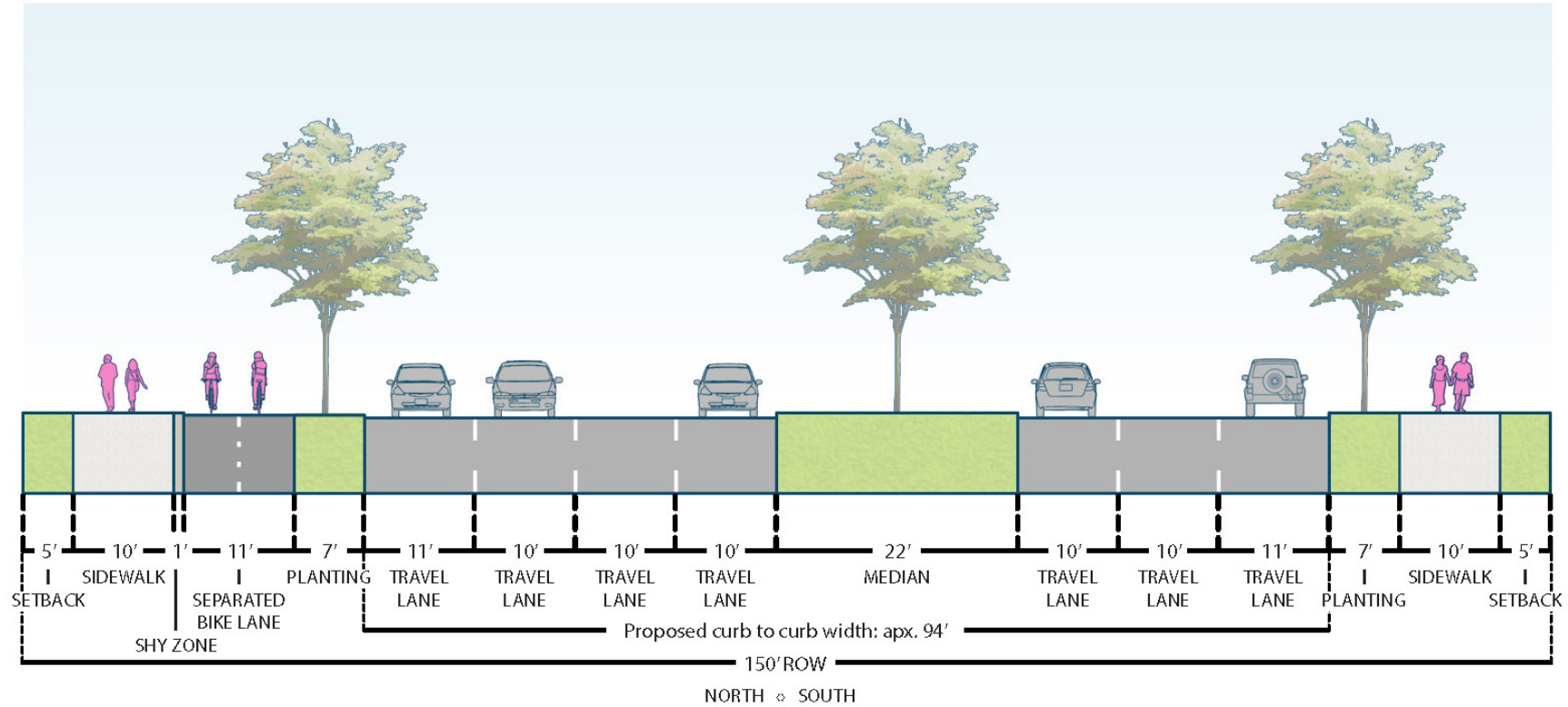
- The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.



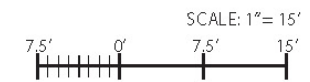
DEMOCRACY BOULEVARD

Westlake Drive to Bells Mill Road

Rock Spring Sector Plan 6



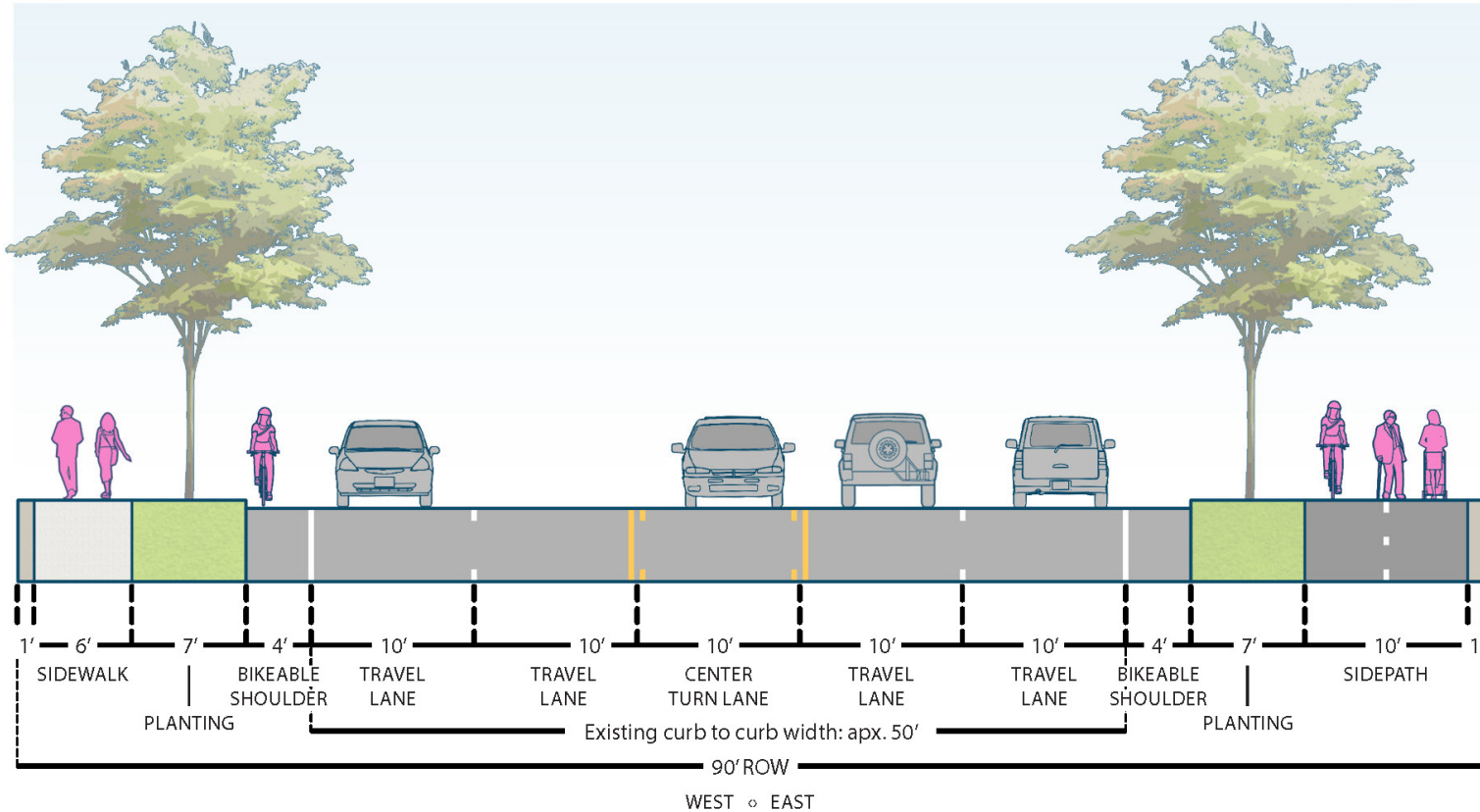
- The existing curb-to-curb width varies from approximately 100' near I-270 to approximately 90' at Old Georgetown Road.
- The Bicycle Master Plan recommends a breezeway on the north side of the street. Specifically, a shared use path.
- The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.
- The setback may contain buildings, hardscape, or landscape depending on the context.



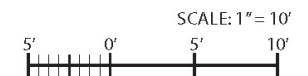
WESTLAKE DRIVE

Democracy Boulevard to Westlake Terrace

Rock Spring Sector Plan 7



- The Bicycle Master Plan calls for a sidepath on the east side and bikeable shoulders.
- The Sector Plan recommends reclassification from a two-lane primary residential to a two-lane minor arterial.
- As an interim condition, this section could be implemented within the existing curb-to-curb width if the bikeable shoulders were eliminated.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

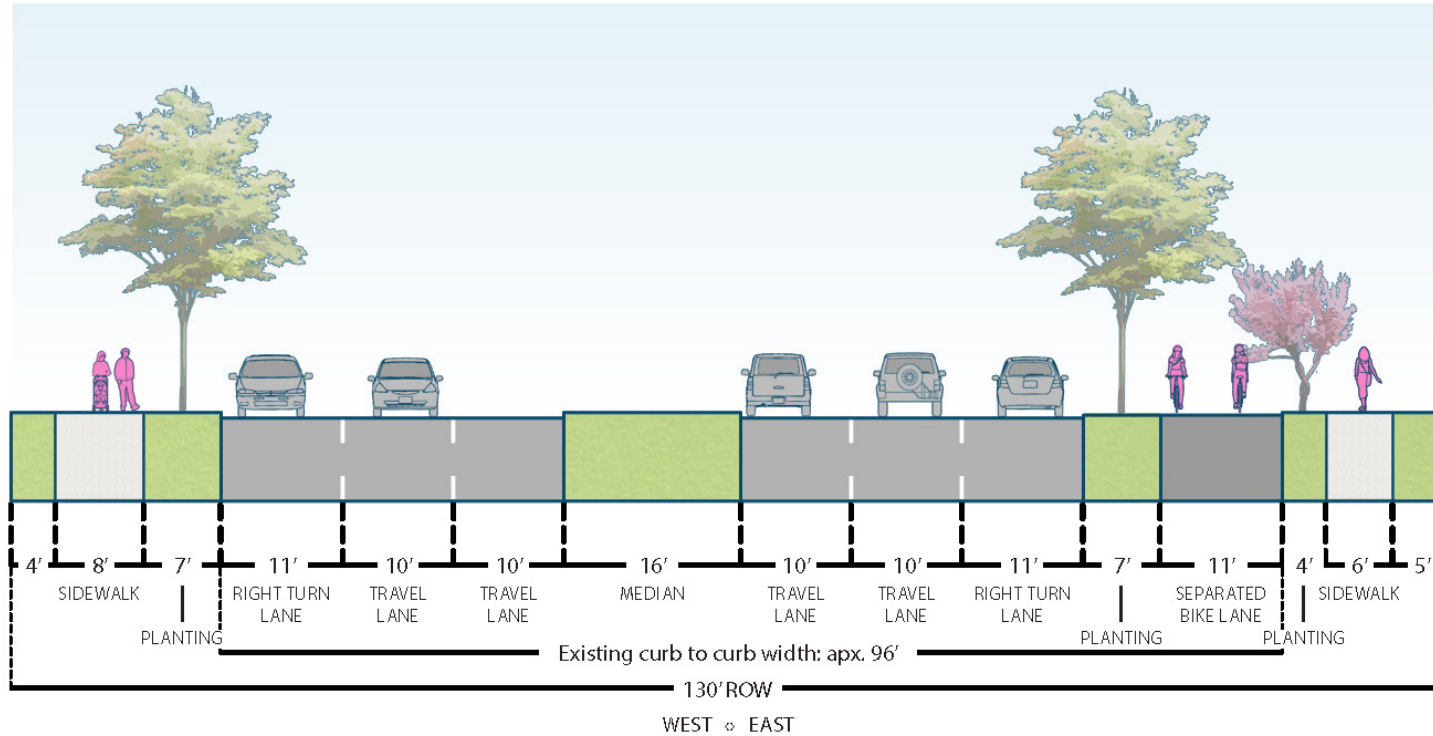


ROCKLEDGE BOULEVARD

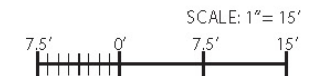
Rock Forest Drive to I-270

8

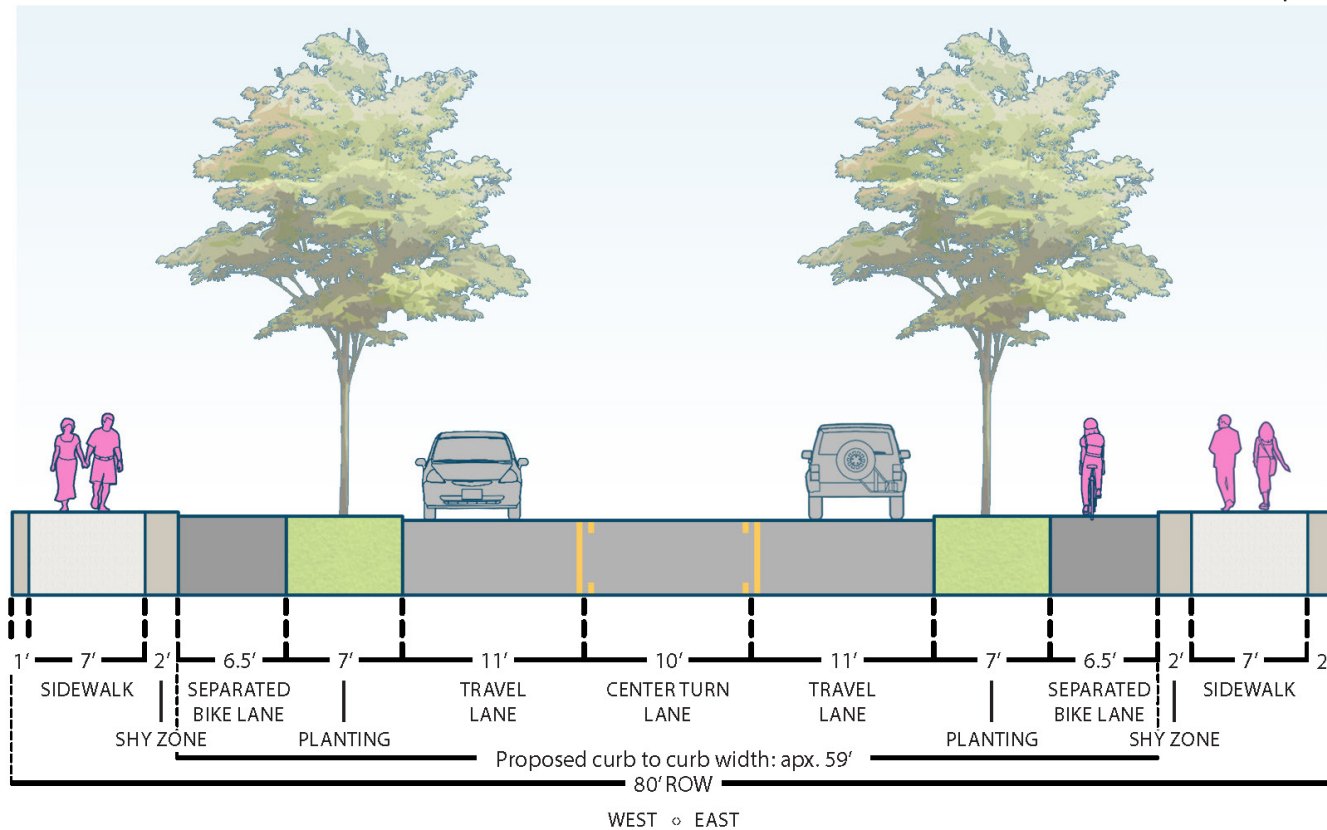
Rock Spring Sector Plan



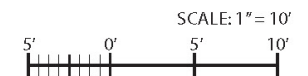
- This section includes the removal of a turn lane. Further evaluation is needed.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.



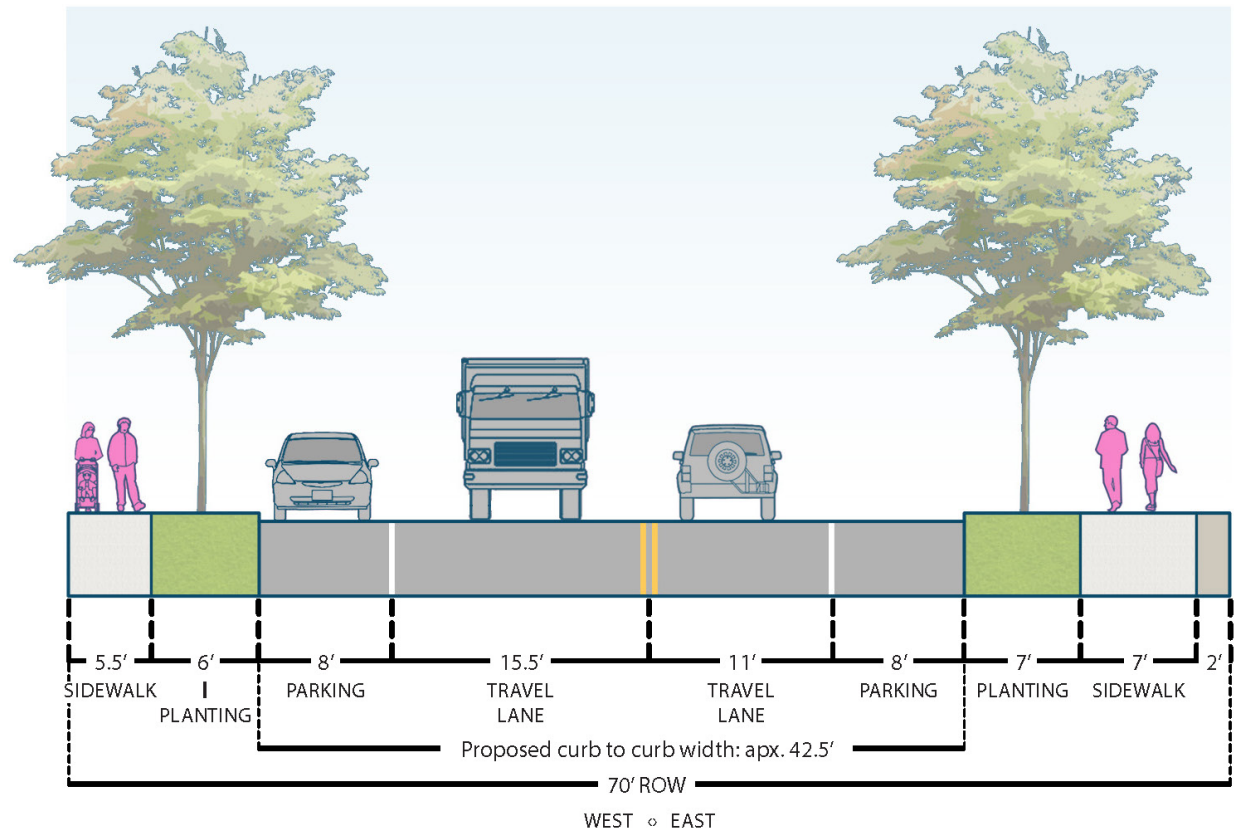
ROCKLEDGE DRIVE



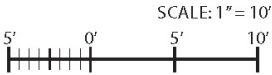
- The existing curb-to-curb width is approximately 68'. This proposed section would require moving curbs.
- This section includes the recommendation from the Sector Plan for a "road diet" that would reconfigure the street from four to three travel lanes. Further evaluation is needed to confirm the feasibility of this concept.
- The Bicycle Master Plan and Sector Plan call for a one-way separated bike lane on each side of the street.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.



MOTOR CITY DRIVE

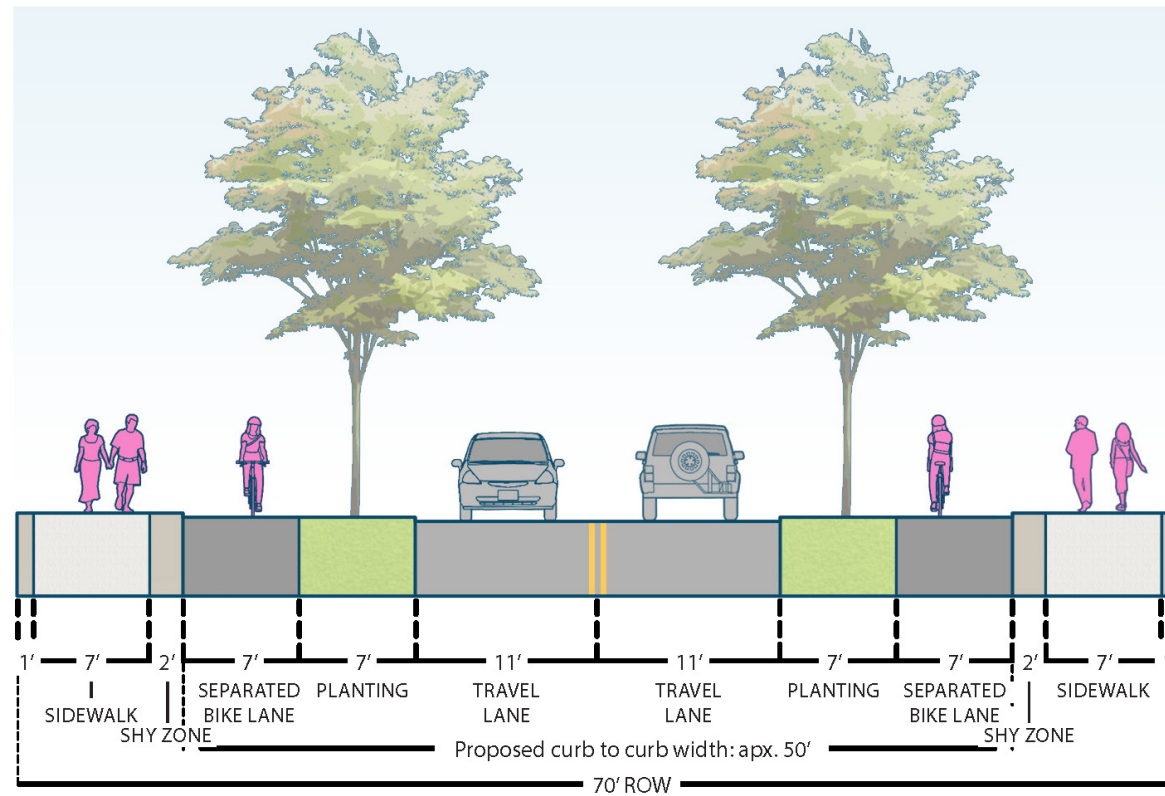


- The southbound travel lane width is provided to accommodate commercial truck serving businesses here.

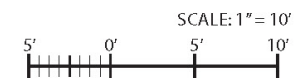


AUTO PARK DRIVE/OTHER STREETS

Rock Spring Sector Plan



- This cross section is intended for new, proposed east-west and north-south streets in the area. It assumes a 70' right of way for these streets, and buffered or separated bike lanes.





Chapter 4:

Guidelines for White Flint 2

Introduction



Each district has potential to deliver unique local serving centers.

Context

The White Flint 2 Sector Plan area consists of several single-use districts, each with potential for its own local character. Most are surrounded by stable communities of single-family detached homes, multi-family residential complexes and various institutional uses, and are connected by major through roads that are receptors for networks of internal streets within each community.

Each area is today a suburban district mostly dedicated to low intensity uses. Implementing sustainable and low impact development principles could improve local connectivity, create new community open spaces and define a stronger identity for each area. The White Flint 2 Sector Plan identified four districts, as follows, to promote development centered on clusters of compatible uses and encourage the creation of lively mixed-use areas anchored within existing communities (see Figure 4.36).

- Executive Boulevard District: Primarily office uses centered along Executive Boulevard.
- Montrose North District: Retail areas along Rockville Pike and Montrose Parkway.
- Randolph Hills District: Residential area anchored by a strip retail center.
- Parklawn South District: Light industrial uses along Parklawn Drive.

The following design guidance promotes a well-integrated, greater White Flint area by establishing continuity between these districts and adjacent areas of similar character. Urban design guidelines emphasize the placement and quality of buildings and illustrate how available density could be distributed to define and structure the public realm. They also seek to integrate development, existing

and future transit, and other mobility options to reduce dependence on vehicular traffic and to encourage pedestrian activity.

In addition to the goals outlined in the first chapter of these guidelines, design guidance for the White Flint 2 Sector Plan is organized around three overarching goals:

- Concentrate development along internal corridors that connect with adjacent planning areas.
- Transform single-use districts into mixed-use districts.
- Promote mix-use redevelopment that creatively re-interprets existing areas to create unique transitional districts.

Urban Design Opportunities

- Promote development that encourages pedestrian activity between White Flint 2 and adjacent areas.
- Encourage sustainability and walkability by supporting the transformation of single use areas into unique mixed-use districts.
- Provide amenities for all users by expanding the local network of interconnected spaces for public use.

Urban Design Challenges

- Promoting redevelopment at strategic locations that can further the goals of the sector plan.
- Integrating new uses effectively and creatively into still viable single-use districts.
- Expanding public pedestrian access through redeveloping properties.

Figure 4.36: White Flint 2 Districts Map

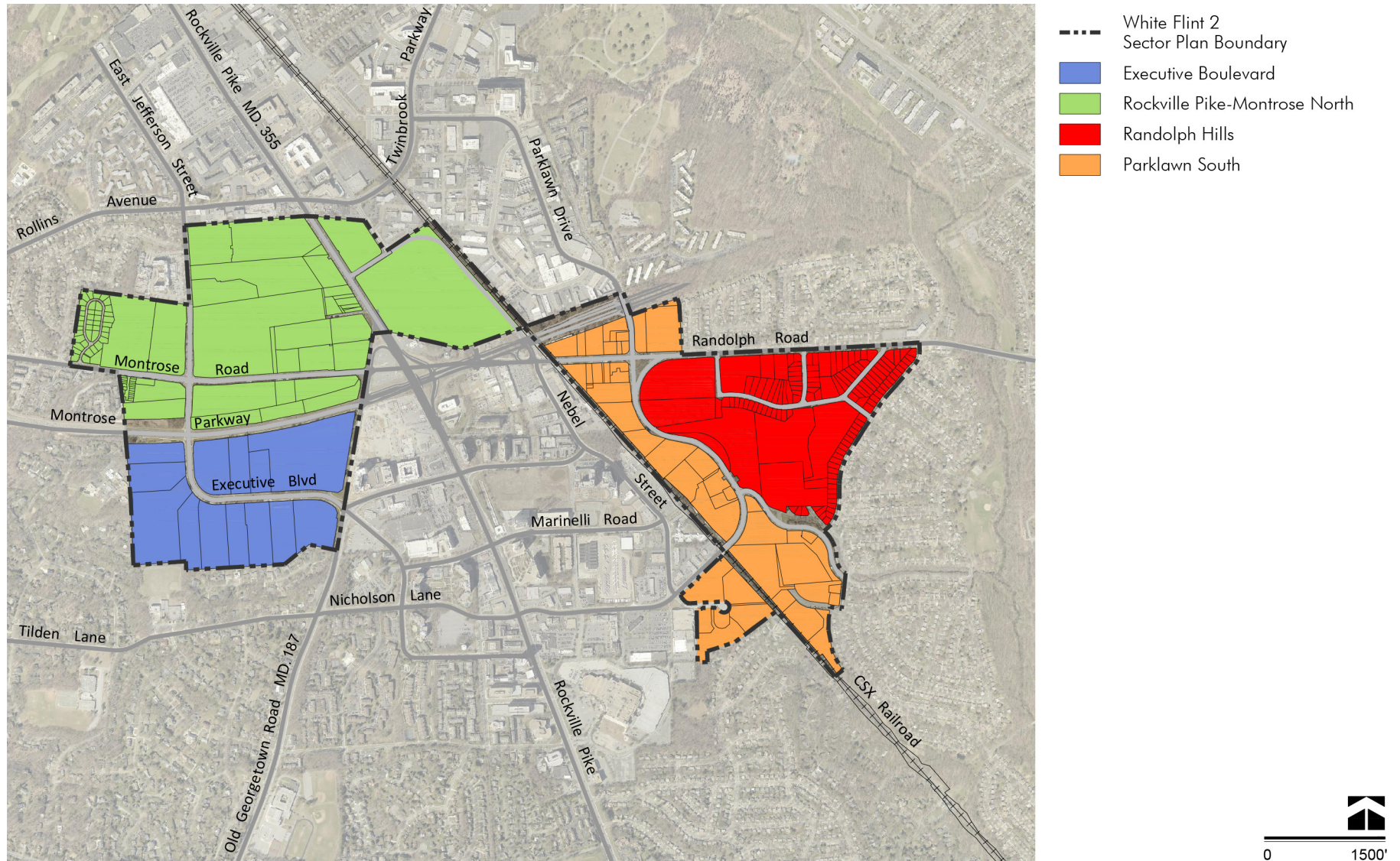
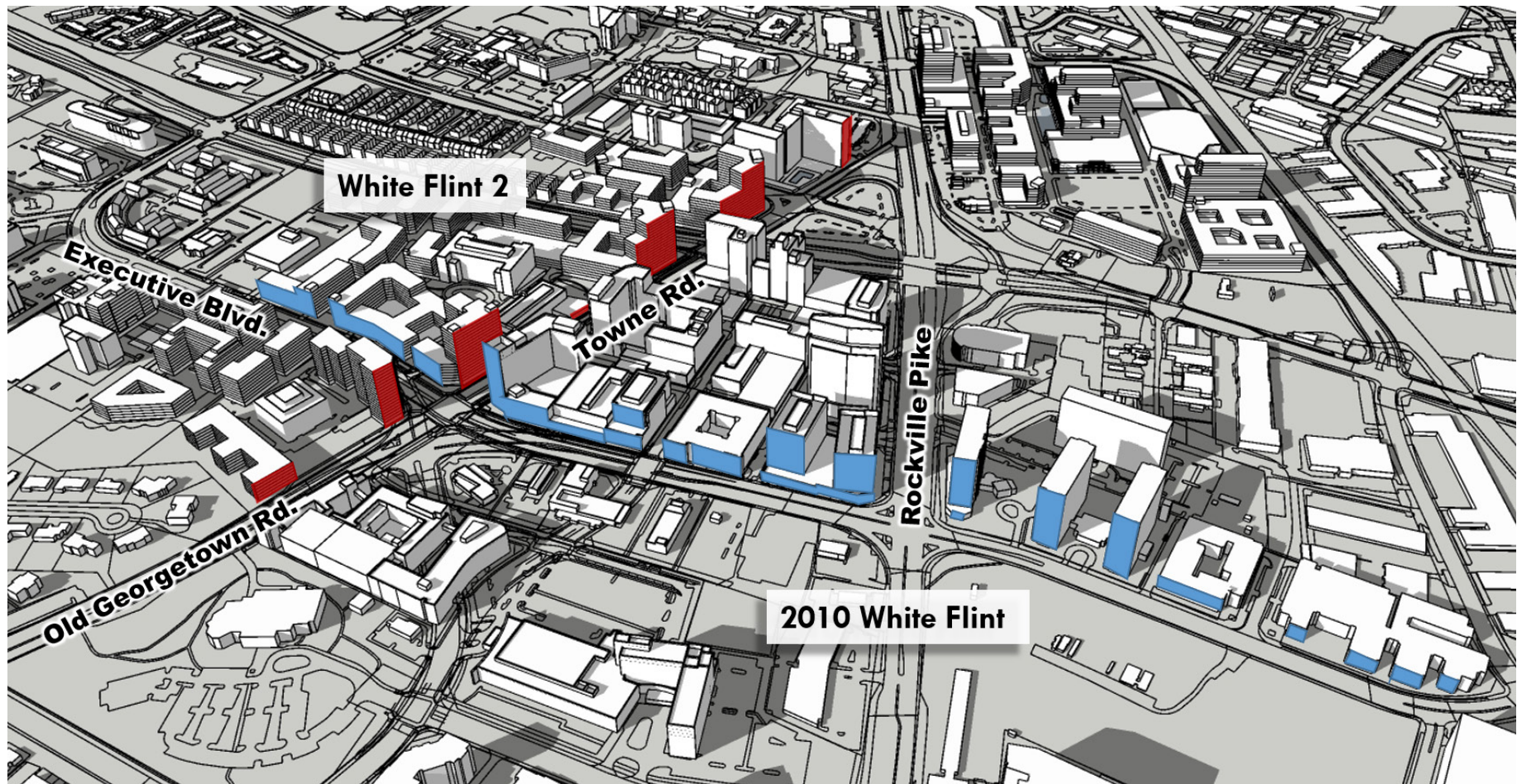


Figure 4.37: White Flint 2 Emerging Pedestrian Corridors Diagram



Focusing redevelopment and pedestrian improvements would help integration between adjacent emerging urban environments. Improvements along Old Georgetown Road and Towne Road would establish an activated pedestrian path that would connect areas north and south of Montrose Parkway. Similarly, improvements along Executive Boulevard and Old Georgetown Road would link White Flint with White Flint 2 via a path connecting to the White Flint Metro Station.

Design Guidance: Focus on Infill

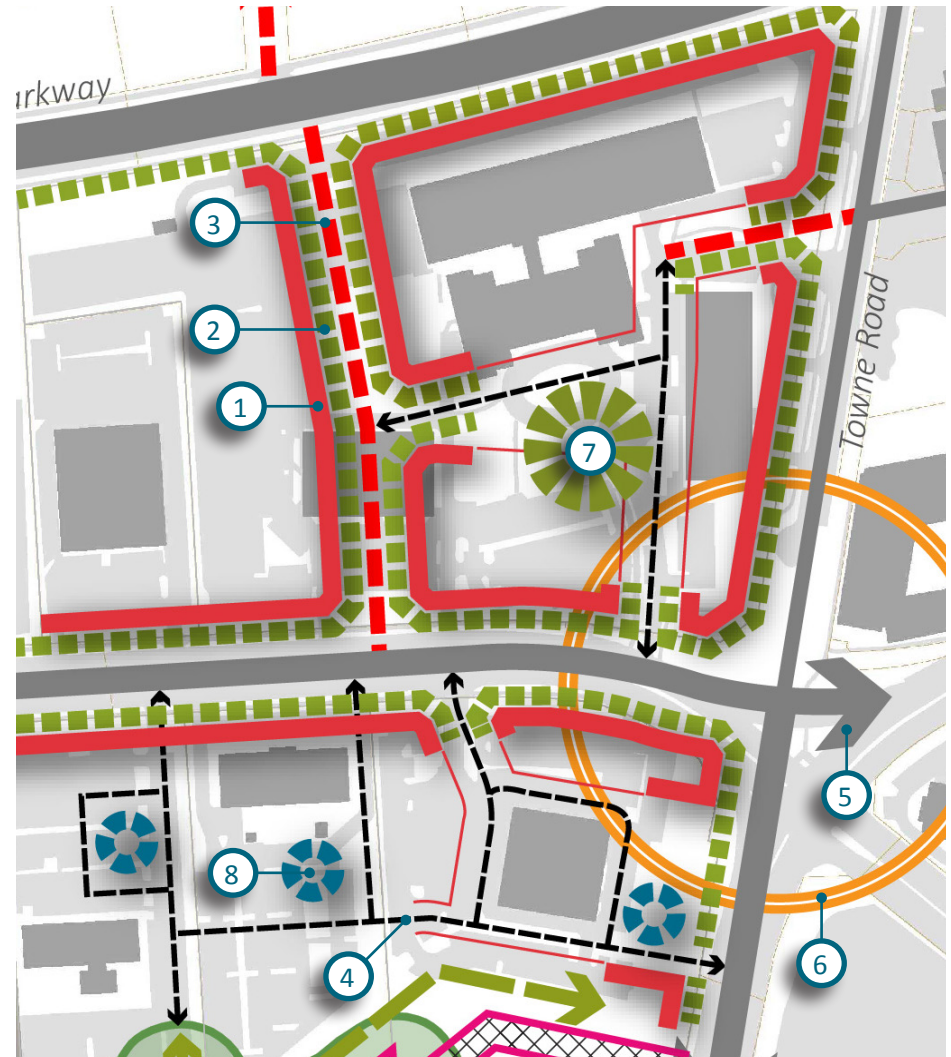
Achieving the mixed-use communities envisioned by the White Flint 2 Sector Plan will require integration between new development and multiple existing uses and structures. Many of the key properties addressed in the sector plan contain viable and active single-use structures. During the planning process, property owners expressed their intent to retain these uses. The sector plan recognized this strategy as an opportunity to explore innovative approaches to infill development, particularly on smaller properties and in areas where existing uses are not typically part of mixed-use environments. Considering innovative infill strategies would yield alternative urban environments to support the county's growing and diverse population.

District Diagrams

The design guidelines rely primarily on illustrating zoning development standards to emphasize the creation of active environments that support pedestrian activity along existing corridors (see figure 4.37). They include diagrams for the four districts in the White Flint 2 plan area to show where activated building frontages should be a priority, in support of the sector plan's goals to promote mixed-use development and encourage pedestrian activity. The diagrams also highlight opportunities for increased connectivity and areas where public open space could be created.

- ① Build-to-Lines: To illustrate segments where active frontages should be a priority.
- ② Streetscape: Enhanced streetscape along areas where intense pedestrian activity is anticipated.
- ③ New Streets: Public streets recommended by the Sector Plan.
- ④ Potential interior connections: Vehicular/pedestrian, likely private, connecting to major public roads.
- ⑤ Existing Streets
- ⑥ Enhanced Intersection: An area where intense development is encouraged/expected.
- ⑦ Civic Green: Recommended Public Open Space.
- ⑧ Public Open Space: Each redeveloping property should deliver consolidated public open space, along accessible routes.

Figure 4.38: Design Elements Key



Development Illustratives

Several property owners provided building massing diagrams during the sector plan discussions to assist Planning staff with crafting the zoning recommendations for the White Flint 2 area. Actual development in any property ultimately may not match these concepts, but the guidelines include them to complement the district diagrams and as a tool to clarify building height and neighborhood compatibility development standards. The concepts are included for illustrative purposes only and to facilitate the regulatory process.

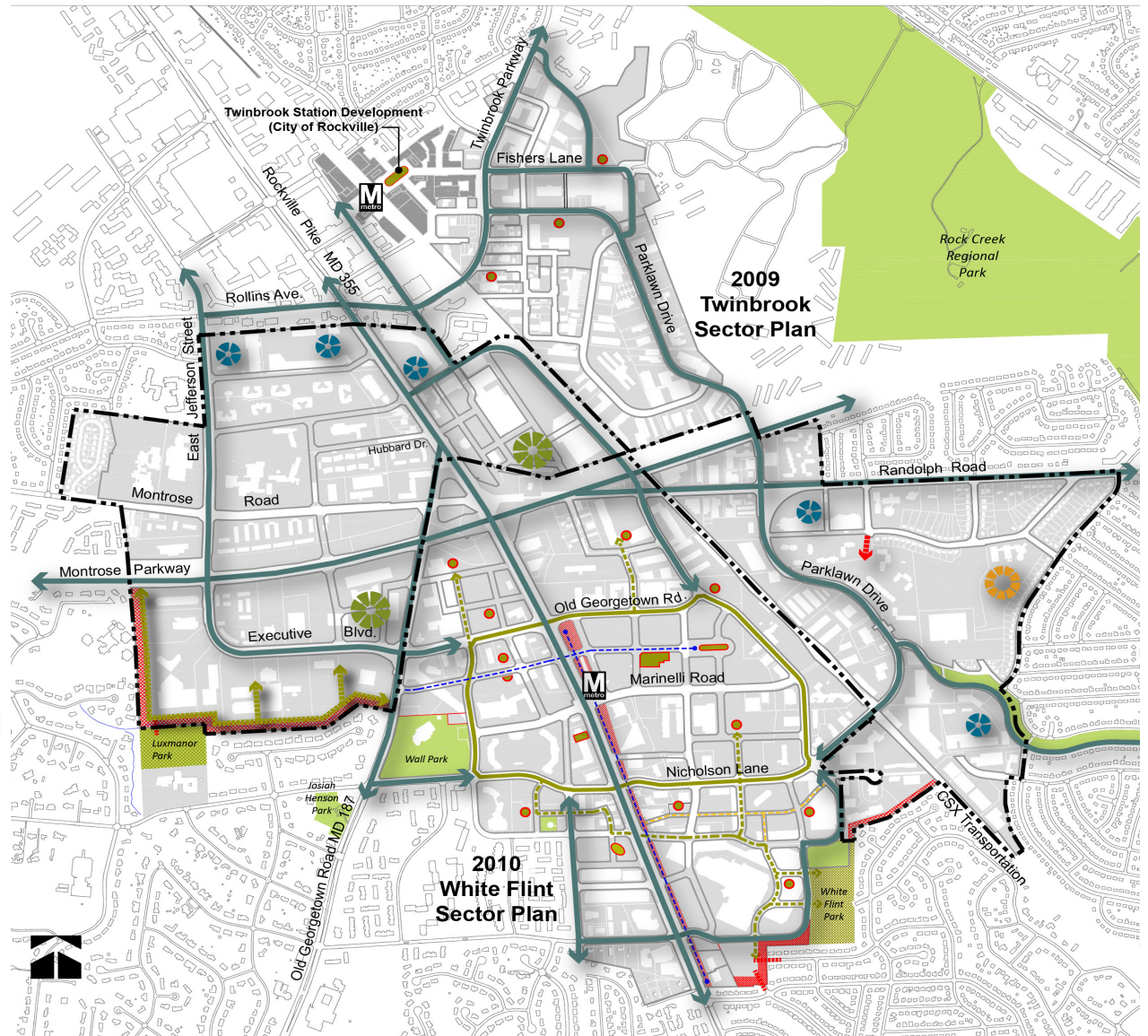


Development potential examples are based on owner-provided information. Clockwise from top left: Wilgus Property, Montrose Crossing Property, Washington Science Center (Willco) Property, and 6000, 6006, and 1010 Executive Boulevard Properties.

Public Open Space

Expanding the network of public spaces envisioned by the 2010 White Flint Sector Plan for the area is a priority. While owners of all redeveloping properties should deliver consolidated public open space, the diagram focuses on those that can deliver more significant spaces, either by property size or location. Public open space designations are based on open space hierarchy established by the 2017 Park, Recreation and Open Space (PROS) Plan. For this area, civic green and neighborhood green types are used almost exclusively. Please refer to the PROS Plan for performance criteria for each open space type and for other types to consider.

- Plan Area Boundary
- WMATA Easement Zone
- Buffer Zone
- Pedestrian Link
- Neighborhood Green
- Civic Green
- Community Garden
- Pedestrian-Bike Path
- Proposed Public Use Space
- Approved Public Use Space
- Parkland
- Recreation Loop
- Loop Extension
- Promenade
- Mid-Block Connection



4.1 Executive Boulevard District

The Executive Boulevard district consists of clusters of older office uses adjacent to major roads, single-family residential neighborhoods and rapidly growing mixed-use areas. Portions of this district have the potential to evolve from their current office use into a more sustainable mix of uses. Several properties north and south of Executive Boulevard could be transformed into diverse neighborhoods, depending on the size of the properties being redeveloped. Several property owners have expressed interest in retaining existing structures and introducing new development around them. On the south side of Executive Boulevard, where properties are smaller, infill scenarios that retain existing uses could deliver a campus-like setting by inserting new buildings alongside existing ones. Pedestrian connections linking the properties to adjacent single-family neighborhoods to the south would promote walking to and from the district. On the north side of the district, where property sizes are larger, more intense development would be appropriate, where an internal grid of streets and open spaces could be lined by street-facing buildings. Both scenarios could support the goals of the Western Workaround and create an urban node that would build on the work

of the previous 2010 White Flint Sector Plan.

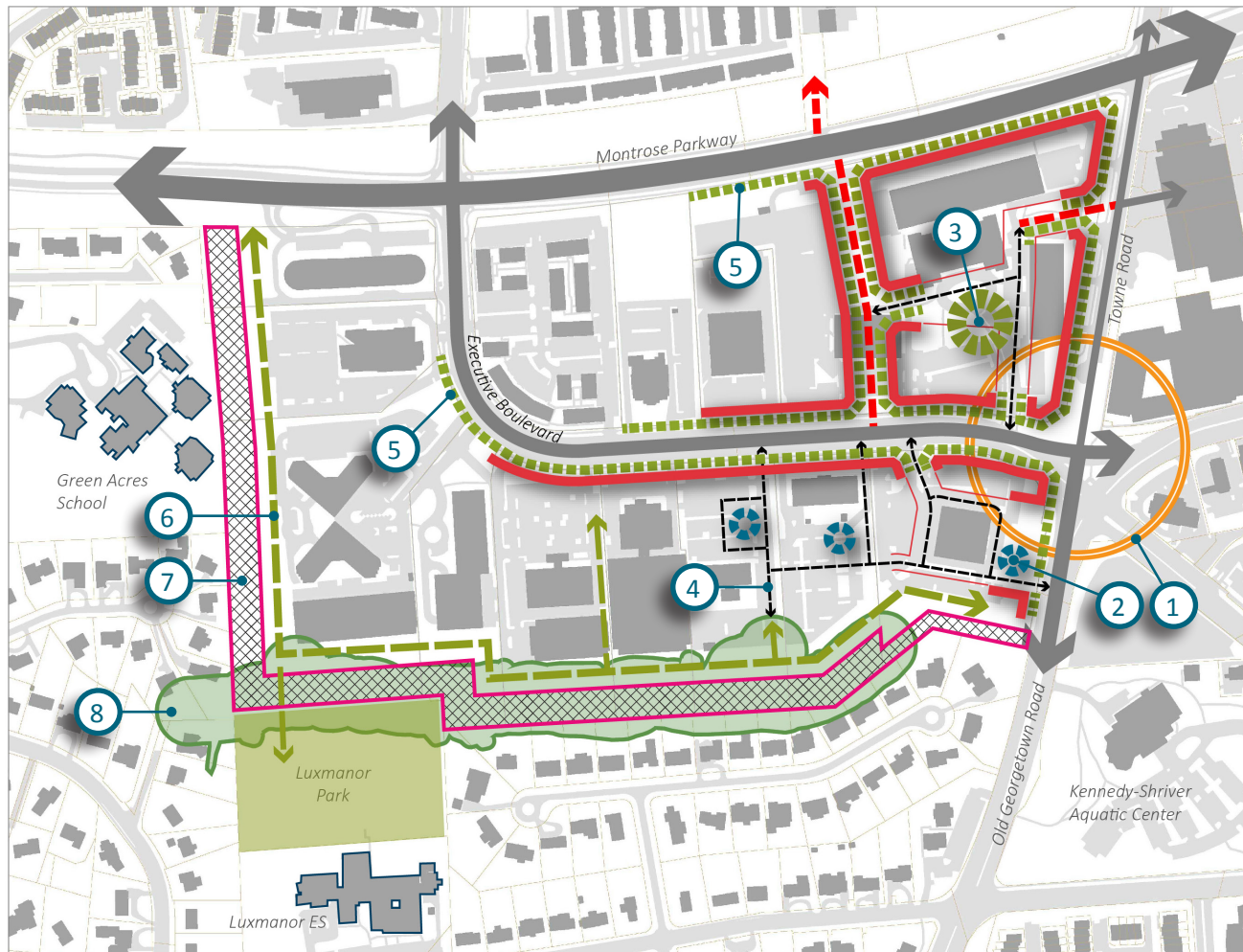
As these properties develop or redevelop over time, they should:

- Support the goal of transforming single-use districts into mixed-use areas by introducing residential and retail uses where feasible.
- Prioritize the creation of active pedestrian areas along Executive Boulevard and public streets recommended by the White Flint 2 Sector Plan.
- Explore synergies with adjacent existing and redeveloping properties, and with adjacent residential communities.
- Concentrate development intensity along Executive Boulevard and create a distinctive architectural node at the intersection of Executive Boulevard, Old Georgetown Road and Towne Road.
- Create publicly accessible open spaces that are anchored and activated by new development.



Executive Boulevard area looking east.

Figure 4.39: Executive Boulevard District - Design Elements Diagram



LEGEND

- Build to line
- Streetscape
- ▨ Setback Area
- Existing Street
- - - Recommended Street
- - - Potential Street
- Bicycle/Pedestrian Path
- ~ Stream Buffer
- Enhanced Intersection
- ★ Civic Green
- ★ Neighborhood Green

1. Redevelopment should help establish this as an important intersection, in support of the ongoing realignment work.
2. Redeveloping properties should include accessible open space, locations and amenities to be discussed at regulatory review time.
3. Given the size of this property and its potential for redevelopment, a significant public open space should be provided.
4. Private street connections are encouraged. Locations and character to be discussed at regulatory review. Consider alternatives for providing connectivity between properties.
5. Streetscape improvements might be needed at locations where active frontages may be unfeasible.
6. Ped/bike path.
7. Recommended setback area.
8. Stream buffer, as delineated by ongoing restoration work.

Built-to-areas are required along every street: the diagram delineates segments where achieving active fronts is a priority. Streets that are internal to developing properties should provide activation as feasible.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Key Properties

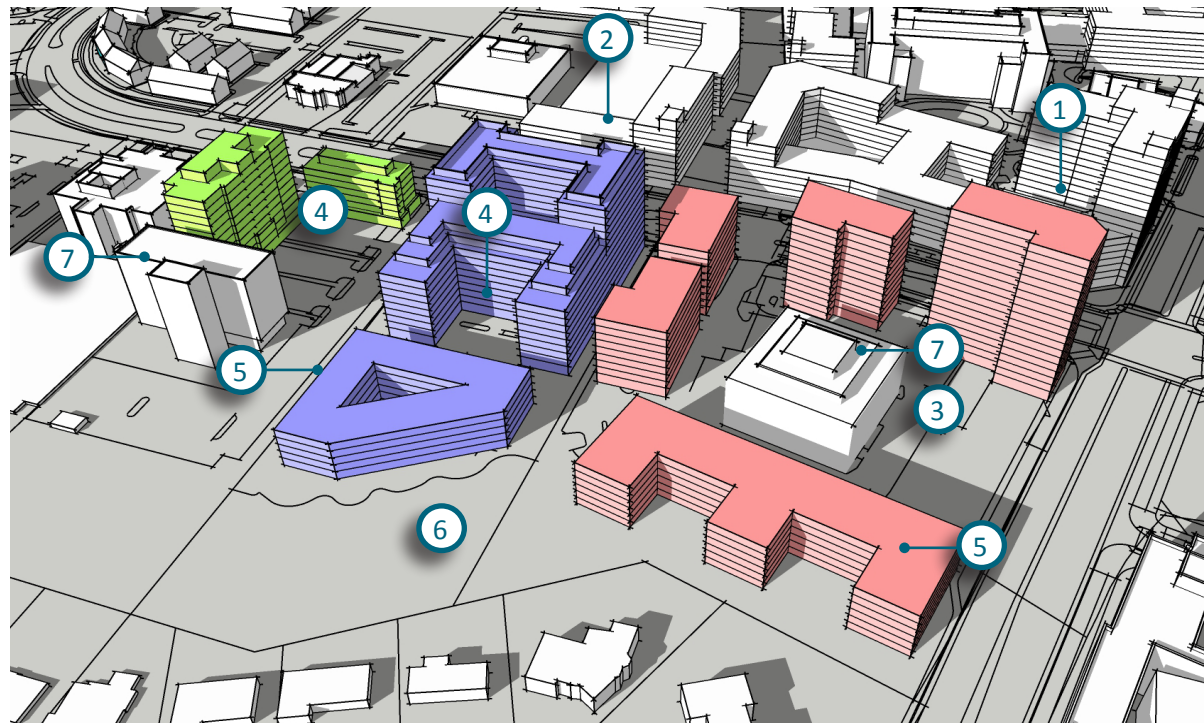
6000, 6006 and 6010 Executive Boulevard

This cluster of buildings along the south side of Executive Boulevard consists of older, isolated office structures surrounded by surface parking areas. Repurposing these parking areas to introduce new structures, connections and open spaces could create a tighter cluster but still campus-like setting. This development could transition adequately to adjacent single-family houses and integrate the recommended bike/pedestrian pathway along the Old Farm-Neilwood Creek.

Guidelines:

- Create an architectural gateway into the greater White Flint area as part of the redevelopment in this area.
- Ensure building fronts along Executive Boulevard and Old Georgetown Road are active, and provide streetscape improvements (pavements, landscape, lighting and furnishings).
- Establish an east-west bicycle and pedestrian connection along the south edge of the property, to connect to a recommended path along the Old Farm-Neilwood Creek area. Activate building fronts where feasible along this path.
- Focus development intensity at the intersection of Executive Boulevard and Old Georgetown Road.
- Encourage development to be as compact as feasible and mixed-use, with walkable internal streets.
- Provide public open space along Old Georgetown Road to create a focal point for Market Street.

Figure 4.40: Executive Boulevard South - Potential Development



To retain existing buildings infill development in this area may require space between buildings that could become an amenity for workers and residents.

1. Maximum building height in this area - SW corner of Executive Blvd. and Old Georgetown Road.
2. Locate tallest component of redevelopment along Executive Boulevard frontage.
3. Provide a significant public open space at this location.
4. Redeveloping property must provide public open space.
5. Building height should be lowest where closest to existing residential.
6. Pedestrian/bicycle connection area.
7. Existing buildings to remain

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Figure 4.41: Potential Development - Washington Science Center (Willco) Property



1. Maximum building height in this area - along Towne Road.
2. Vertical mix of uses should line Executive Boulevard.
3. New street connection.
4. Liner buildings with active frontages along new street.
5. Provide a centralized public open space.
6. Existing buildings to be retained.
7. Ongoing Pike & Rose development.
8. Potential development at the Wilgus property.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



Given this property's size and location, there is potential line streets and public open spaces with a vertical mix of uses.

Washington Science Center (Willco Property)

This property is located within the cluster of buildings along the north side of Executive Boulevard and west of Towne Road and the Pike & Rose development. The owners seek to retain most of the existing structures, but the property is large enough to deliver the type of infill that is characteristic of urban fabric. Future infill development could include buildings lining an internal grid of streets, active fronts and urban open space anchored by a strong vertical mix of uses. Pedestrian environments like those emerging within the Pike & Rose block to the east could be added to help anchor the north side of the Western Workaround, which seeks to realign Executive Boulevard and extend Towne Road south, among other solutions.

Guidelines:

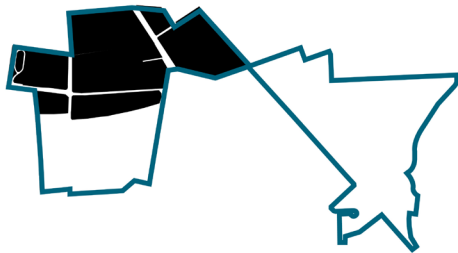
- Ensure redevelopment is compact and focused around an internal grid of streets and open spaces lined with street-facing buildings.
- Focus intensity of development along Towne Road and the Western Workaround.
- Provide a north-south street connection between Executive Boulevard and Stonehenge Place.
- Locate open space in a central place activated by new and existing uses.

4.2 Montrose North District

This district includes all properties between East Jefferson Street on the west and the CSX tracks on the east, and the City of Rockville boundary on the north and Montrose Parkway on the south. Most of the development potential is centered on Rockville Pike and the various retail centers lining the road. These properties can deliver a mix of uses that will continue the transformation of Rockville Pike initiated by the 2010 *White Flint Sector Plan*, in an area south of Montrose Parkway. The Montrose North District also includes large institutional and residential uses that will remain, as well as undeveloped property with potential to connect, via redevelopment of strategic properties, emerging urban areas north and south of Montrose Parkway.

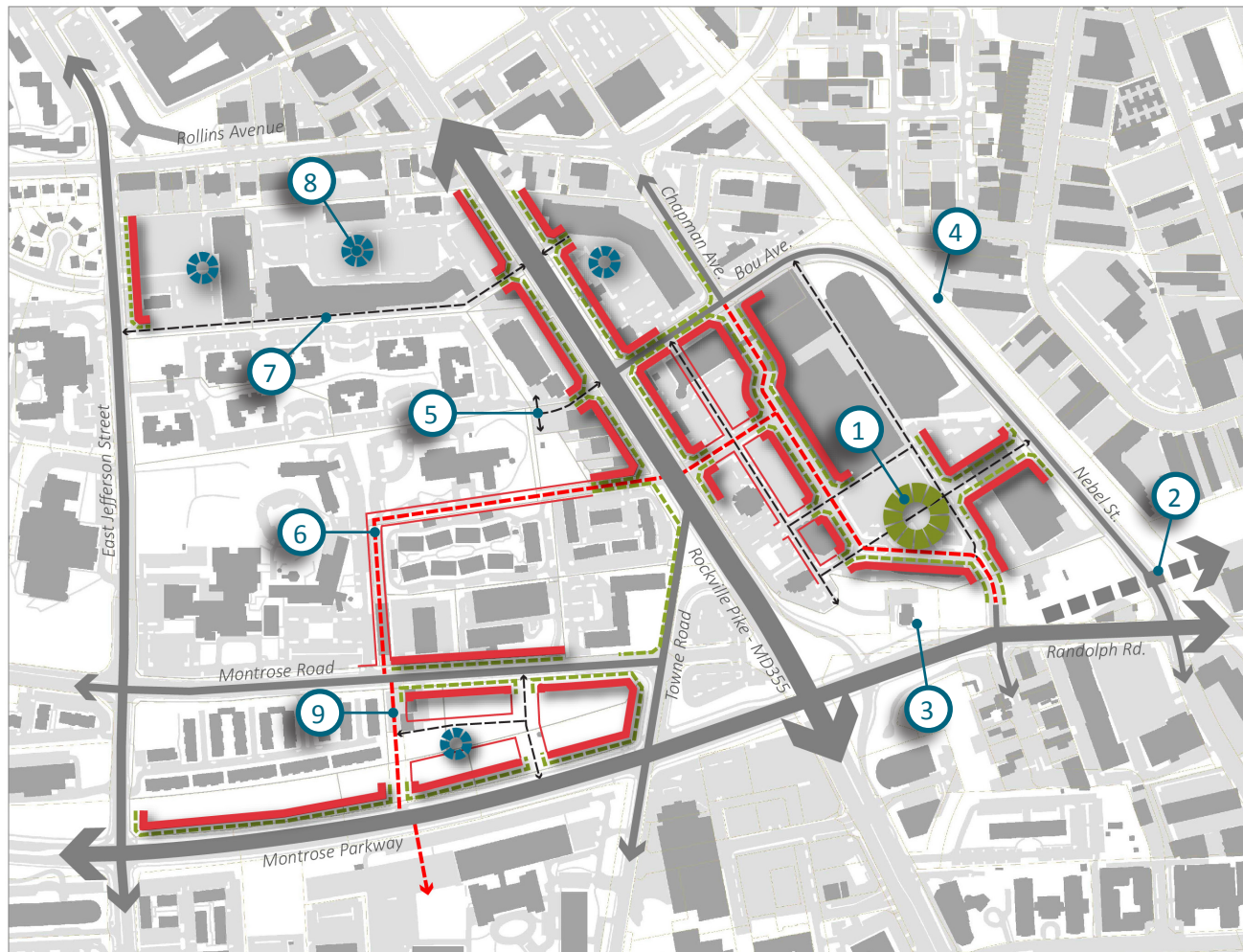
As these properties redevelop over time, they should:

- Concentrate development intensity along Rockville Pike to promote active and safe pedestrian areas along both sides.
- Promote development at locations that can extend and join pedestrian areas along Rockville Pike, north and south of Montrose Parkway.
- Consider alternatives to allow access for residents of existing residential communities to potential new amenities along Rockville Pike when properties located next to residential areas are redeveloped.
- Prioritize improving pedestrian areas along Rockville Pike for smaller properties being redeveloped.
- Segment larger properties into compact development patterns that include internal streets to promote walkability and create opportunities for public open space.



Existing conditions within the sector plan area

Map 4.1: Map 5.2.5: Montrose North District - Design Elements Diagram



LEGEND

- Build-to-line
- Streetscape
- ▨ Setback Area
- Existing Street
- - - Recommended Street
- - - Potential Street
- Bicycle/Pedestrian Path
- Stream Buffer
- Enhanced Intersection
- ★ Civic Green
- ★ Neighborhood Green

1. A significant public open space should be provided, given the large size of this property.
2. Future Montrose Parkway East.
3. Historically designated Montrose School. Permitted impacts onto the resource's environmental setting will be discussed during regulatory review.
4. Existing CSX tracks.
5. Consider consolidating access at Bou Avenue traffic light.
6. Recommended street, only to be implemented if existing uses were replaced.
7. Improve existing alley to create a private street.
8. Public open space requirement might be met in more than one location at this property.
9. Extend Stonehenge Pl. as a public street.

Priorities on this district are to improve pedestrian connectivity by improving pedestrian areas along and adjacent to Rockville Pike, and by improving pedestrian fronts on Towne Road along the Wilgus property.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Key Properties

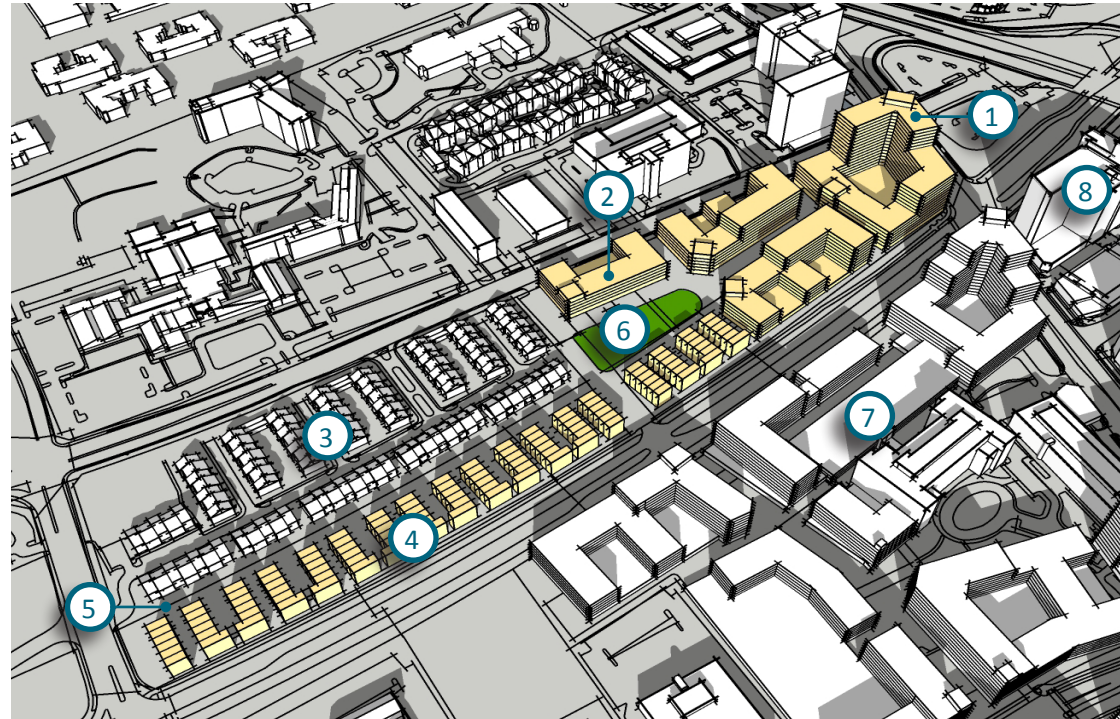
Wilgus Property

This property is located along the north side of Montrose Parkway, between Towne Road and East Jefferson Street, and fronts onto Montrose Road to the north. The block includes an existing townhouse community, the Cherington Townhomes. The Wilgus property is completely undeveloped; the most developable part of the property is along the eastern end, fronting Towne Road. Development of this portion of the property would connect emerging urban areas to the south (Towne Road, Pike & Rose, potential development in the Executive Boulevard District), with pedestrian friendly areas along Rockville Pike to the north, allowing for a continuous north-south pedestrian experience. Development of the rest of the property can deliver lower scaled development, as well as public open space.

Guidelines:

- Create frontages along all major roads as part of the development of unbuilt properties to promote pedestrian activity to connect to adjacent districts.
- Concentrate building intensity on the east end of the property, to deliver development of a scale comparable to what is possible on adjacent underdeveloped properties (Washington Science Center to the south), existing adjacent development (Monterrey Apartments to the north) and emerging development (Pike & Rose to the southeast).
- Include internal roads to create travel alternatives for all modes of travel. Extend existing Stonehenge Place to Montrose Road, as recommended in the White Flint 2 Sector Plan. Integrate existing bike paths into redevelopment.
- Provide a centralized public open space, as recommended by the sector plan. Consolidate public open space areas to create larger open spaces for public use.
- Consider alternatives to retain existing trees, as directed by the sector plan. Integrate tree save areas into required public open space, if feasible.

Figure 4.42: Wilgus Properties - Potential Development

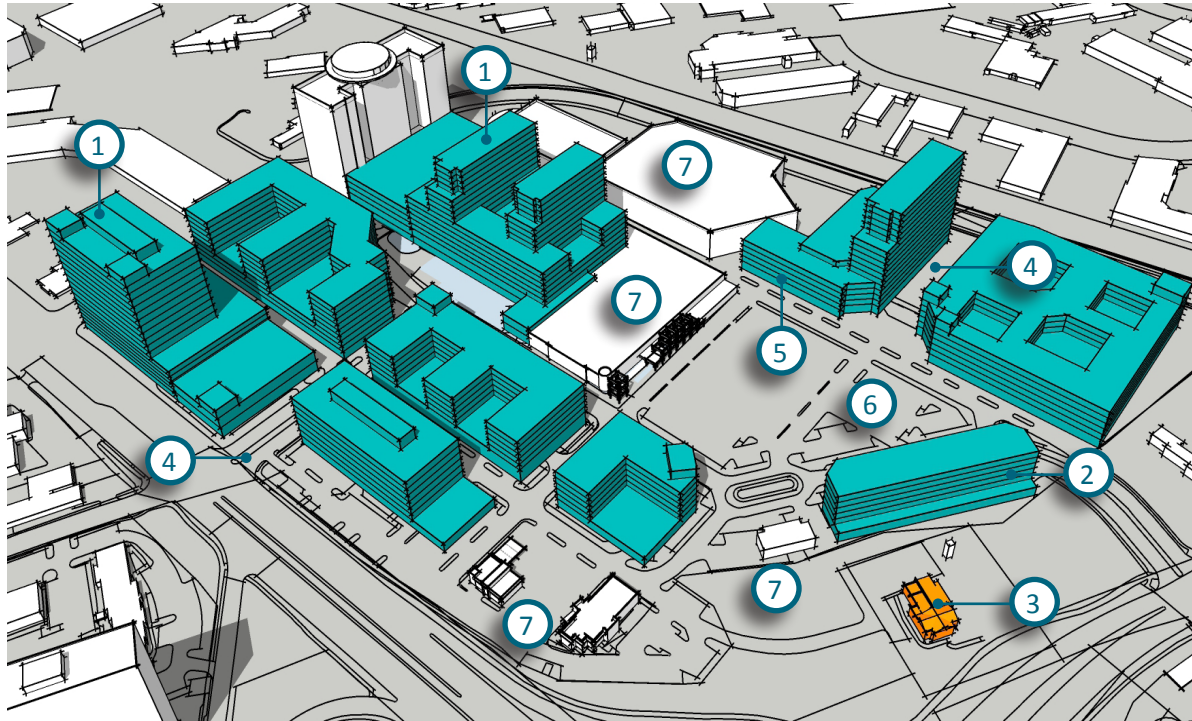


Development on this property should deliver a combination of vertical mixed-use and single-family attached uses anchored by substantial public open space.

1. Maximum building height in this area- along Towne Road.
2. Mixed-use development should transition in height to adjacent townhome community.
3. Existing townhomes.
4. Redeveloping this area should be compatible with adjacent townhomes.
5. Provide a planted buffer between existing and new communities.
6. Provide a central public open space.
7. Potential development at adjacent Washington Science Center.
8. Pike & Rose development (ongoing).

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Figure 4.43: Potential Development - Montrose Crossing Property



1. Maximum building height in this area - at Rockville Pike and Bou Avenue, and in the central areas of the property.
2. Limit height of new development close to the Montrose School.
3. Montrose School, a historic resource.
4. Activate existing drives with new street-oriented uses.
5. Create active fronts along interior streets.
6. A central civic green should be provided.
7. Several existing uses may remain for the foreseeable future.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



This property should deliver a lively mix of uses anchored by an interior grid of streets and a substantial public open space.

Montrose Crossing

This property is located between Rockville Pike and Bou Avenue, and today contains mostly retail uses, one high-rise multifamily building and extensive surface parking. Many of these existing uses are likely to remain for the foreseeable future, but surface parking areas have great potential in the long term to become a grid of internal streets supportive of mixed-use structures and public open space, connected to surrounding existing major roads. Development intensity should be focused on Rockville Pike and Bou Avenue. Compatibility with the Montrose School, a designated historic structure located along the southern side of this property, will be an important consideration when this property is redeveloped.

Guidelines:

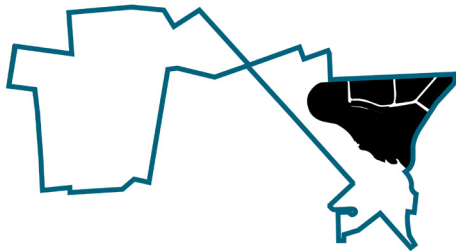
- Ensure infill development comprises smaller blocks and walkable streets.
- Integrate existing uses to remain into redevelopment schemes.
- Prioritize the creation of active frontages along Rockville Pike, Bou Avenue and Chapman Avenue extended.
- Create a central civic green on this property.
- Work with Montgomery Planning's Historic Preservation Office staff to develop building design strategies that are compatible with the historic Montrose School.

4.3 Randolph Hills District

This area primarily comprises a single-family residential subdivision anchored by a retail strip at the corner of Parklawn Drive and Randolph Road, and includes multi-family complexes and institutional uses. Single-family residential areas and institutional uses are not expected to change, but the retail strip has the potential to attain a greater presence on Randolph Road and deliver amenities, connections and services to the surrounding community. There is also the possibility that at least one owner of the multi-family complexes in the cluster might explore redevelopment, which will also create opportunities for increased connectivity through the district.

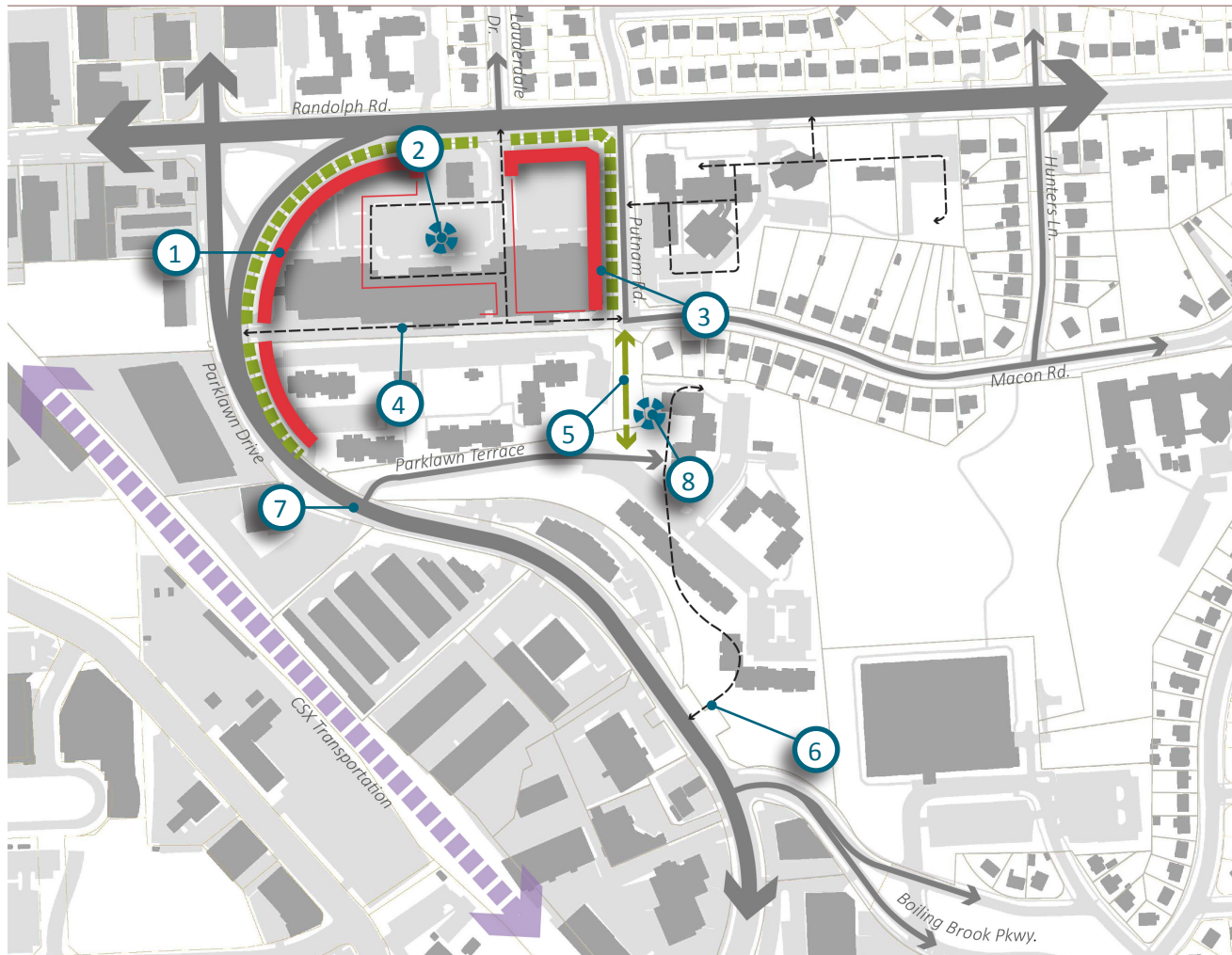
Redevelopment within this cluster should:

- Introduce a mix of uses, new connections and public open space.
- Focus new development intensity on the intersection of Randolph Road and Parklawn Drive, and prioritize its transformation into a pedestrian-friendly environment.
- Design infill development to face the network of existing and proposed streets, while creating connections between existing uses and these street frontages.



Loehmann's Plaza today.

Figure 4.44: Randolph Hills District - Design Elements Diagram



LEGEND

- Build-to-line
- Streetscape
- Existing Street
- Potential Street
- Bicycle/Pedestrian Path
- CSX Tracks
- Neighborhood Green

1. Redevelopment at this location should establish an architectural gateway for the area.
2. Redevelopment should include a central public open space.
3. Development types along Putnam Road should be compatible with residential uses to the east.
4. Redevelopment should consider connections to improve mobility for all residents.
5. Redevelopment of the Oxford Square Apartments should include a potential pedestrian connection with Putnam Road.
6. Apartment redevelopment should also consider additional connections to Parklawn Drive, closer to Boiling Brook Parkway.
7. Existing entrance to Oxford Square, to remain.
8. Redevelopment of the Oxford Square property should locate any required public open space in the vicinity of the recommended bicycle/pedestrian connection to Putnam Road.

Potential redevelopment is limited to properties close to the intersection of Randolph Road and Parklawn Drive.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Key Properties

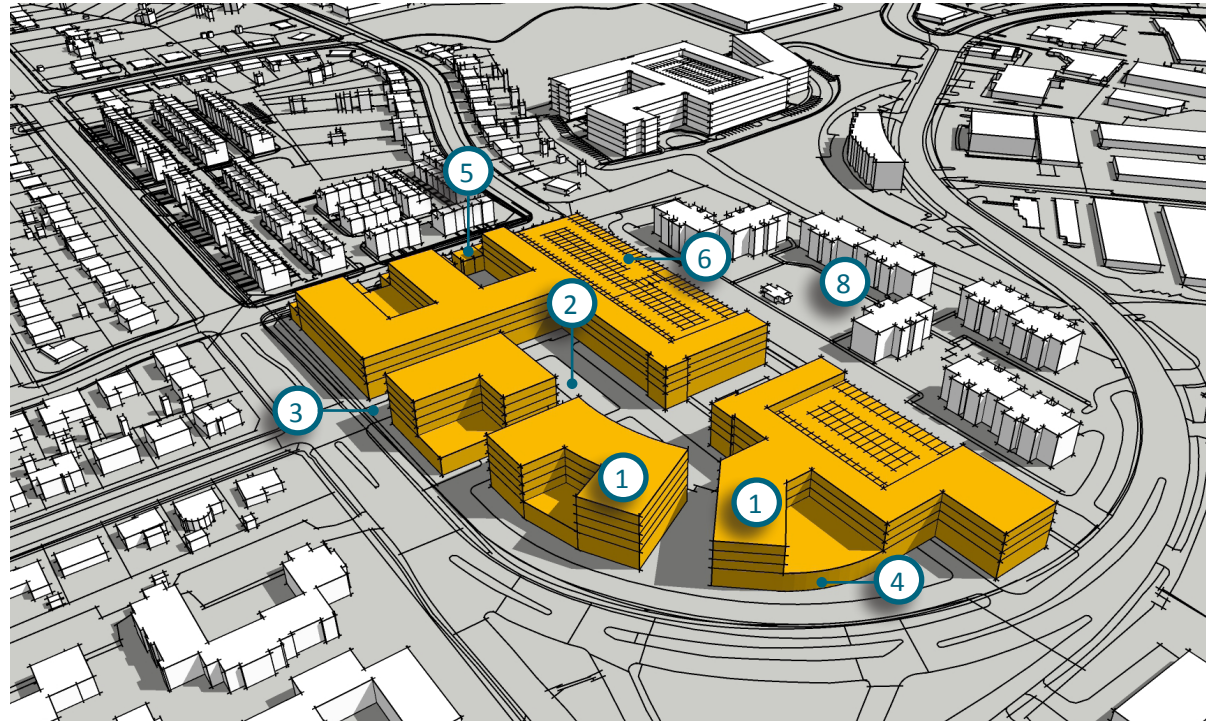
Loehmann's Plaza

This strip center, formerly anchored by a Safeway grocery store, is located at a prominent corner with potential to establish an architectural presence for the Randolph Hills District. Redevelopment could deliver amenities that would allow the property to continue serving as a neighborhood center into the future.

Guidelines:

- Create a gateway to the area at Randolph Road as part of redevelopment that integrates a possible BRT station.
- Improve pedestrian areas along Randolph Road and create connections into the surrounding community as part of new development.
- Create an accessible central open space within the property.
- Create active frontages around the edges of the property.

Figure 4.45: Loehmann's Plaza - Potential Development

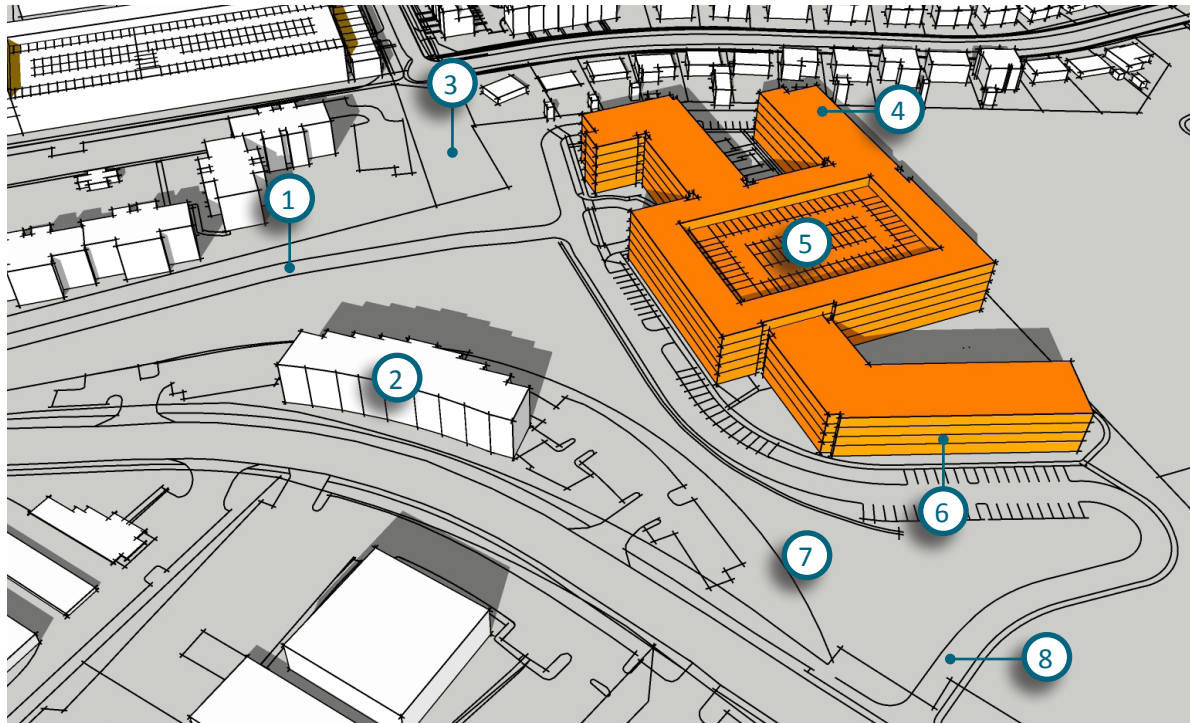


Redevelopment of this property should establish a gateway for the area with retail and residential uses.

1. Maximum building height in this area - corner of Randolph Rd. and Parklawn Drive.
2. Provide an accessible and centralized public open space.
3. Create through streets to improve connectivity; align with existing streets if possible.
4. Activate frontages along pedestrian areas.
5. Redevelopment should transition in scale to residential adjacent communities.
6. Conceal parking structures.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Figure 4.46: Oxford Square Apartments - Potential Development



1. Existing access road to remain.
2. Adjacent office property with frontages along Parklawn Drive.
3. Adjacent County owned property. Consider pedestrian-bicycle connection to Macon Road.
4. Redevelopment should transition to adjacent single-family.
5. Concealed parking structures.
6. Although property is removed from main road, create fronts is possible.
7. Incorporate and protect existing environmental area.
8. Explore additional entrance from Parklawn Drive.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



Given this property's secluded location, exclusively residential uses are likely. Improved connectivity through the property is feasible.

Oxford Square Apartments

This older apartment complex is accessible from Parklawn Drive, but the property is removed from the road. The location prevents any redevelopment from creating frontages on Parklawn, but there is potential for connections that could benefit the community.

Guidelines:

- Consider an additional connection onto Parklawn Drive close to Boiling Brook Parkway.
- Explore a pedestrian connection to Macon Road via the county-owned parcel south of Macon Road at Putnam Road.
- Explore the potential to connect public open space provided as part of any redevelopment to Macon Road, via the recommended pedestrian connection.

4.4 Parklawn South District

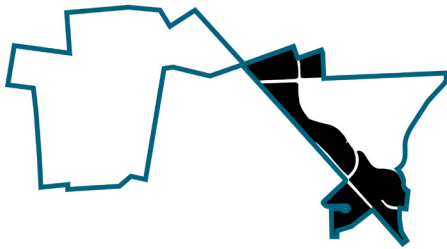
The light industrial area along Parklawn Drive is an extension of the industrial areas north of Randolph Road that were included in the 2009 Twinbrook Sector Plan. The guidelines for that sector plan included extensive discussion of adaptive reuse, which is relevant for this area as well. The character of the area and the existing light industrial uses are its greatest assets and any infill redevelopment must endeavor to maintain these uses. The White Flint 2 Sector Plan maintained the existing industrial zoning for most of the district but encouraged the creation of new residential uses on the group of properties bounded by Parklawn Drive, Boiling Brook Parkway, Wyaconda Road and the CSX tracks.

Infill and redevelopment within this cluster should:

- Supplement existing light industrial and retail

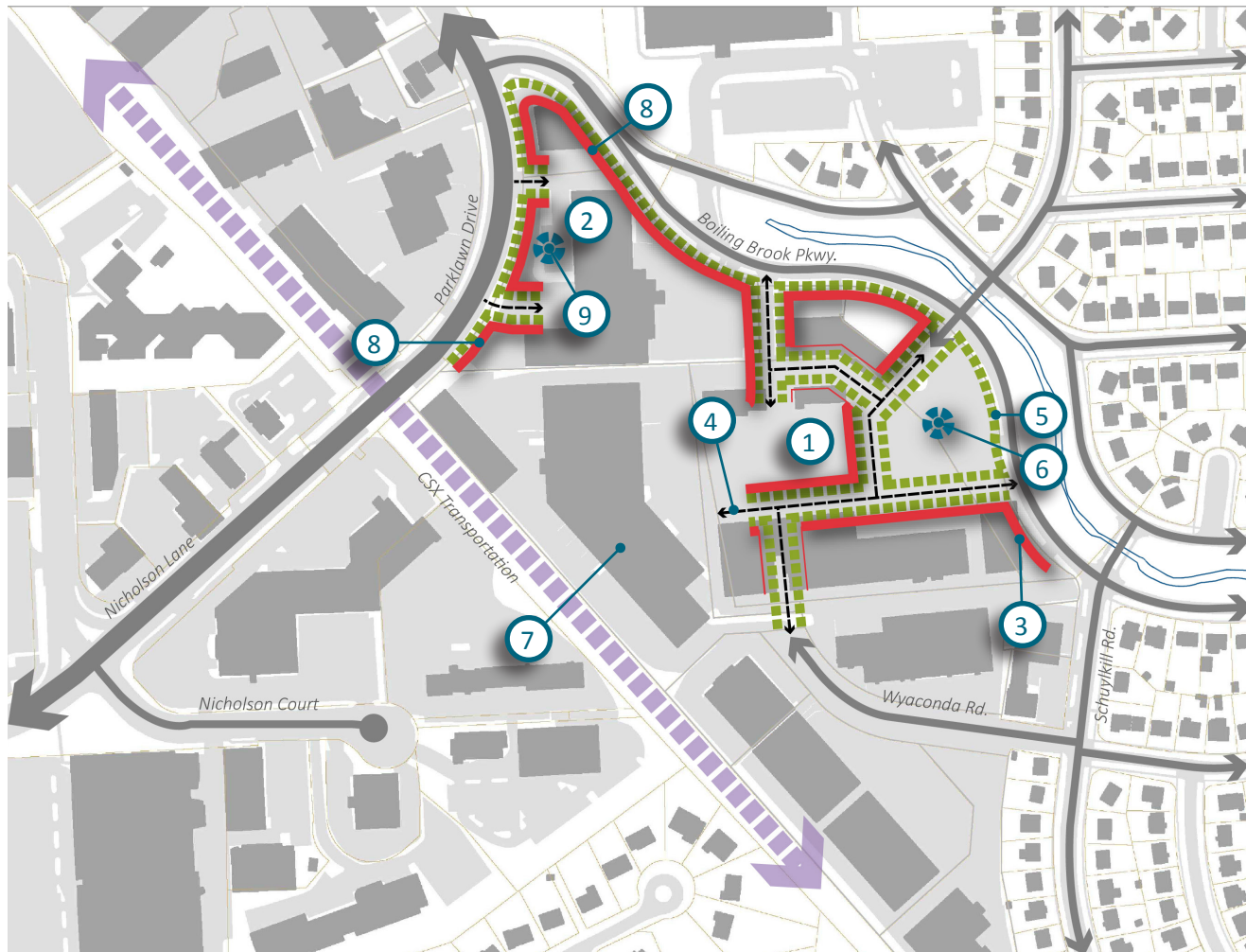
uses by introducing compatible residential and new economy-type uses, such as co-working and incubator spaces.

- Focus new development intensity on the existing retail areas close to Boiling Brook Parkway to prioritize its transformation into a pedestrian-friendly environment with amenities located closer to existing single-family homes.
- Organize infill development to retain existing light industrial uses.
- Ensure open spaces for public use are easily accessible to workers, residents and neighboring communities.



Industrial properties within the Parklawn South District

Figure 4.47: Parklawn South District - Design Elements Diagram



LEGEND

- Build-to-line
- - - Streetscape
- Existing Street
- - - Potential Street
- Stream Buffer
- ★ Civic Green
- ★ Neighborhood Green

1. In the Randolph Hills Shopping Center property, mixed uses should be considered in the areas where retail currently exists.
2. Pickford properties should consider adaptive reuse of existing structures to retain existing ground floor uses and add residential/other uses above.
3. Location of potential active frontages - final location will depend on type of redevelopment proposed.
4. Redevelopment should improve connectivity for all mobility types.
5. Streetscape improvements should extend pedestrian areas into the property.
6. Size, character and ultimate location of public open space will be determined based on type of redevelopment.
7. Existing industrial uses along the CSX tracks should be retained.
8. Extent of active frontages will depend on type of redevelopment.
9. Consider creative alternatives for public open space.

While the Parklawn District includes all the light industrial properties east of the CSX tracks, the White Flint 2 Sector Plan recommended an overlay on the properties bounded by Parklawn Drive, Boiling Brook Parkway, Schuylkill Road, and the CSX Tracks, to allow for the exploration of how to introduce a mix of uses to the area. Existing light industrial uses are to be retained. The diagram includes only those properties covered by the overlay.

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Key Properties

Randolph Hills Shopping Center, Pickford Property

Because of their size and location, these properties have the most potential for introducing residential uses while maintaining their existing light industrial and commercial base. Prototypes for this type of mix do not currently exist in Montgomery County, so property owners are encouraged to explore the potential for alternative types of residential uses, open spaces and connections.

Infill and redevelopment within this cluster should:

- Explore residential types compatible with surrounding light industrial uses.
- Consider alternatives for the public domain that integrate new residential and retail uses with the needs of existing light industrial tenants.
- Explore neighborhood character that builds on the existing industrial character of the area.
- Consider retaining industrial uses along the CSX tracks. If exploring a vertical mix of uses, consider the impact of industrial uses.
- Ensure public open space is easily accessible from the surrounding community and incorporates innovative design strategies that build on the character of the area.



Redevelopment of these properties should consider building forms and materials compatible and reminiscent of existing light industrial structures and uses being retained.



Development should explore alternative ways to design public open spaces and connections, and integrating sustainability strategies, to reflect on the industrial character of the area.



4.5 Streetscape

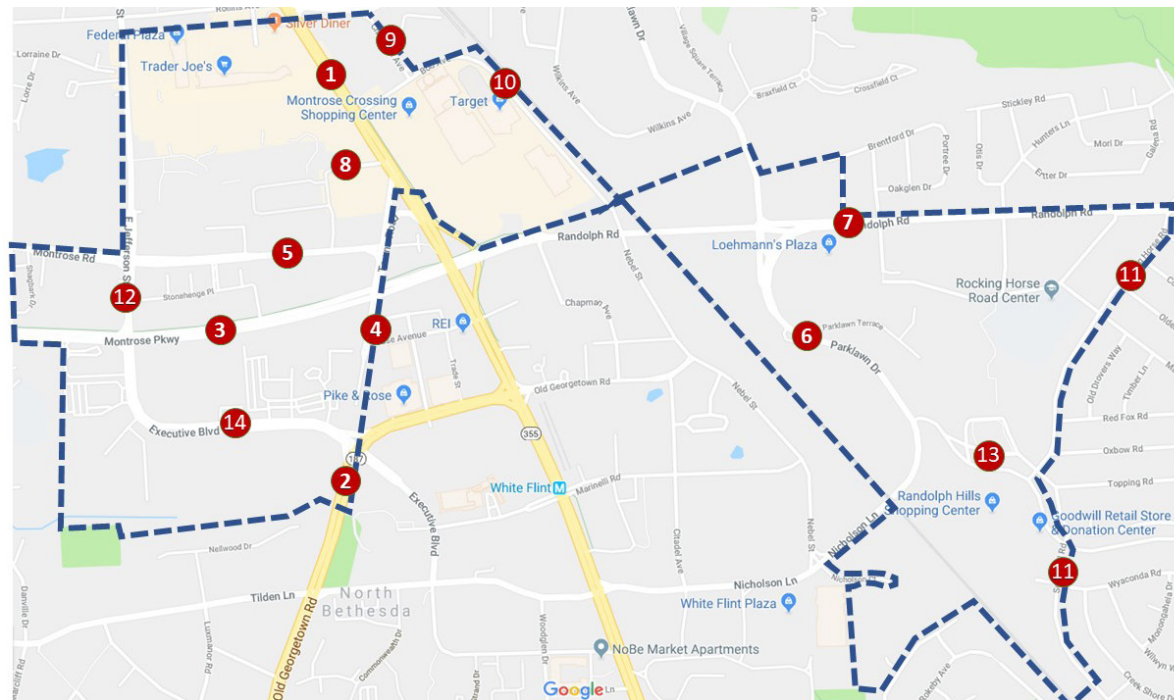
The following cross sections were developed by staff from Montgomery Planning and the Montgomery County Department of Transportation with support from consultants. Draft cross sections for each street were developed based on:

- A thorough review of the Sector Plan, taking into consideration anticipated future land uses along each street.
- A review of the Design Standard assigned to that street, as outlined in on page 74 of the White Flint 2 Sector Plan.
- A review of the Bicycle Master Plan and the Master Plan of Highways and Transitways, to determine where future bicycle and/or dedicated transit facilities are anticipated.
- A scan of existing conditions on the street, including number of travel lanes and estimated curb-to-curb dimensions (existing dimensions are approximate; field verification is needed).
- In some cases, a review of available traffic volume data or recent capital projects that impact the streetscape.

For those streets where cross-sections were provided in the White Flint 2 Sector Plan, that section was used as a starting point for the discussion. In some cases, further evaluation led to changes in the sections compared with what is in the sector plan. In those instances, the Streetscape Guidelines are more current and supersede the cross sections in the sector plan.

The draft cross sections were vetted and revised through a series of workshops with Montgomery Planning and Department of Transportation staff. The goal for each cross-section design was to implement the vision for the street from the White Flint 2 Sector Plan, Bicycle Master Plan and Master Plan of Highways and Transitways, while working within the existing curb-to-curb dimensions wherever possible. In some cases, achieving that vision within the existing curb-to-curb dimensions was not possible, and the

implementation of the future cross section will require reconstruction or relocation of the curbs. Other critical objectives of this effort included improving safety for all travel modes (consistent with Montgomery County's Vision Zero goals), maximizing pavement permeability and tree canopy, accommodating goods movement and vehicle circulation, and maximizing opportunities for stormwater management.

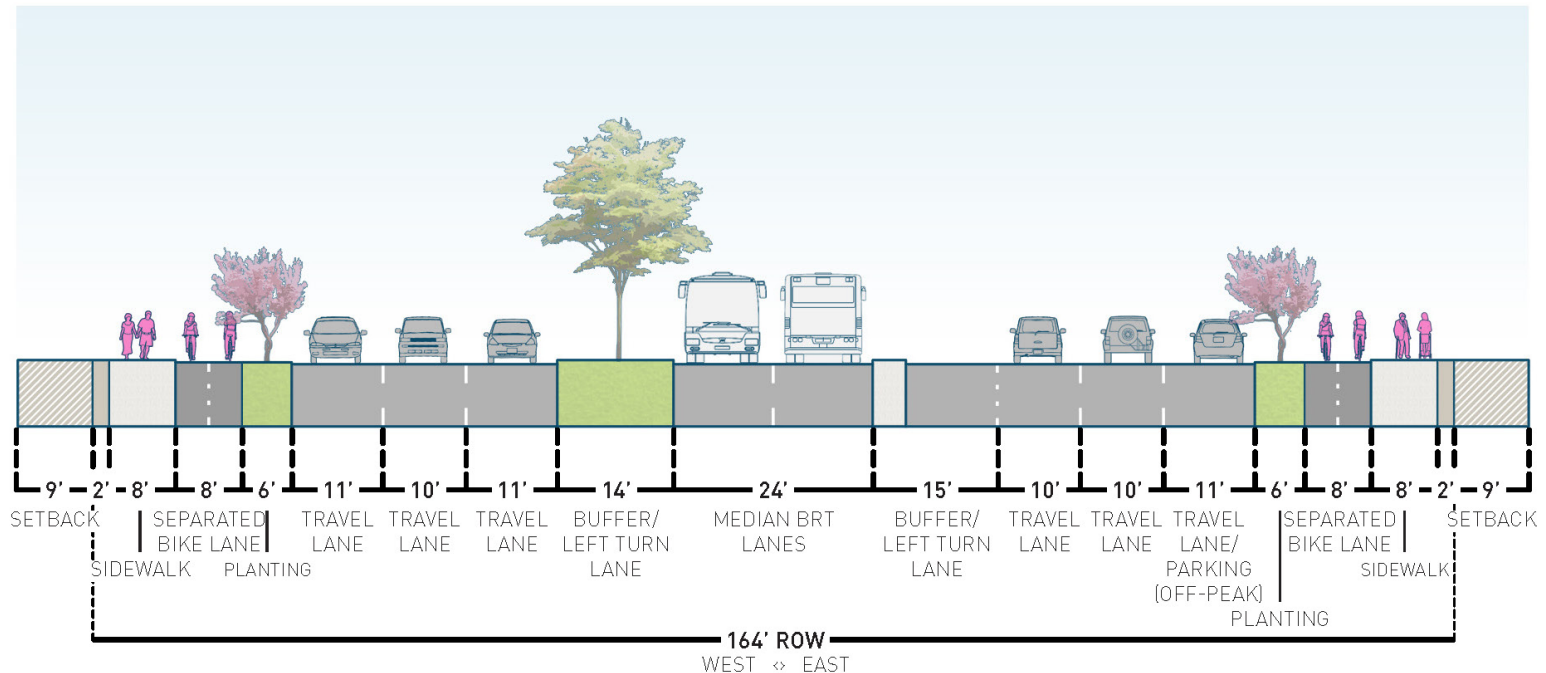


ROCKVILLE PIKE (MD-355)

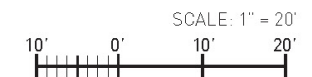
Montrose Parkway to Twinbrook Parkway

①

White Flint II Sector Plan



- The Sector Plan recommends expanding the design from the White Flint plan area to include a six-lane urban boulevard with Bus Rapid Transit in a 164' right-of-way. The design of the additional setback will be determined during plan review.
- The Bicycle Master Plan recommends a breezeway on the west side of the street.
- This section is consistent with the design proposed in the MD-355 BRT Corridor Planning Study and supercedes the section included in the White Flint 2 Sector Plan.
- On-street, off-peak parking is supported by M-NCPPC and MCDOT but requires approval from MDOT SHA.

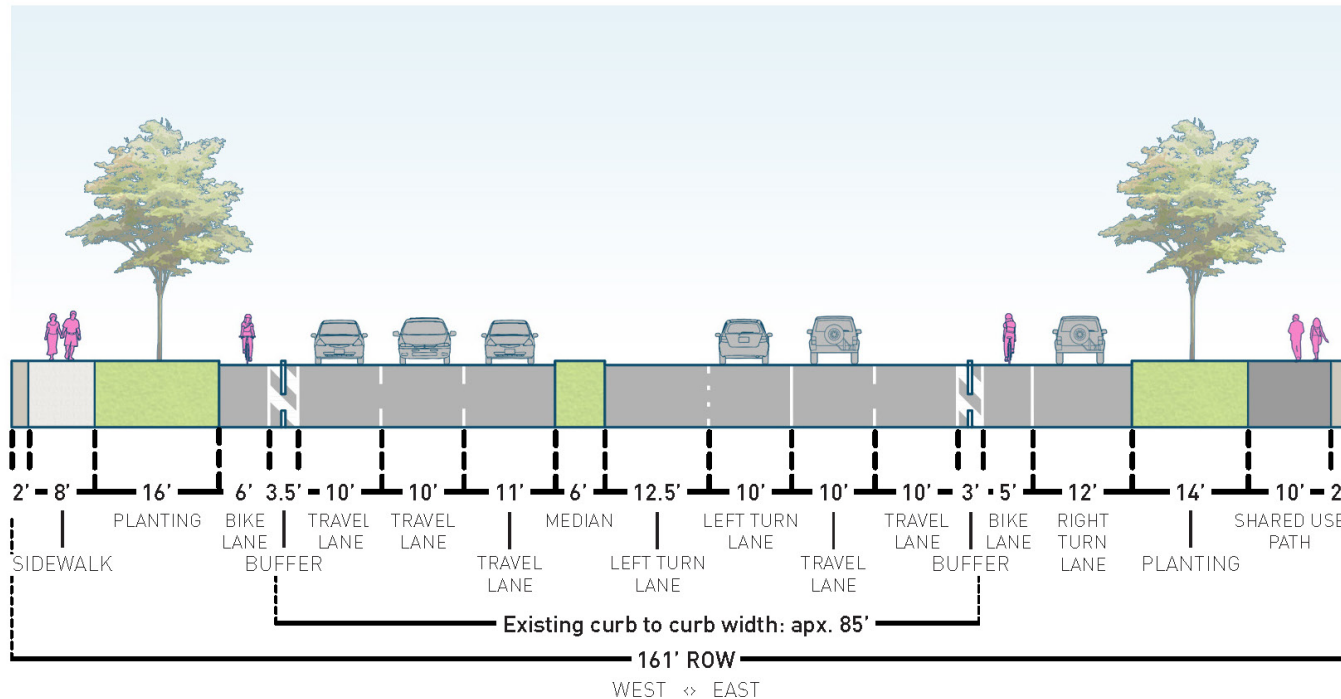


OLD GEORGETOWN ROAD

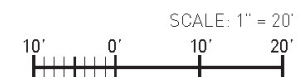
Executive Boulevard to Nicholson Lane

②

White Flint II Sector Plan



- This design represents the White Flint West Workaround (WFWW). The WFWW is under construction by MCDOT and will be completed in FY2021. Should redevelopment occur, the ultimate section for Old Georgetown Road from Nicholson Lane to Executive Boulevard should conform with the 2013 Countywide Transit Corridors Functional Master Plan and the 2018 Bicycle Master Plan, and reflect the following conditions and recommendations: provide right-of-way (minimum 150 feet) for a dedicated bus rapid transit lane to accommodate the North Bethesda Transitway; provide a bicycle sidepath on the west side of Old Georgetown Road and a wider (16') breezeway on the east side of Old Georgetown Road.
- The North Bethesda Transitway (Bus Rapid Transit) is planned for Old Georgetown Road, which may include dedicated bus lanes in some areas. Consult MCDOT for the latest cross-section concept.
- The 2018 Bicycle Master Plan recommends sidepaths on both sides of the street, with a wider (16') breezeway on the east side.
- The design of the setbacks may include landscape, hardscape, or buildings and will be determined during design review.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

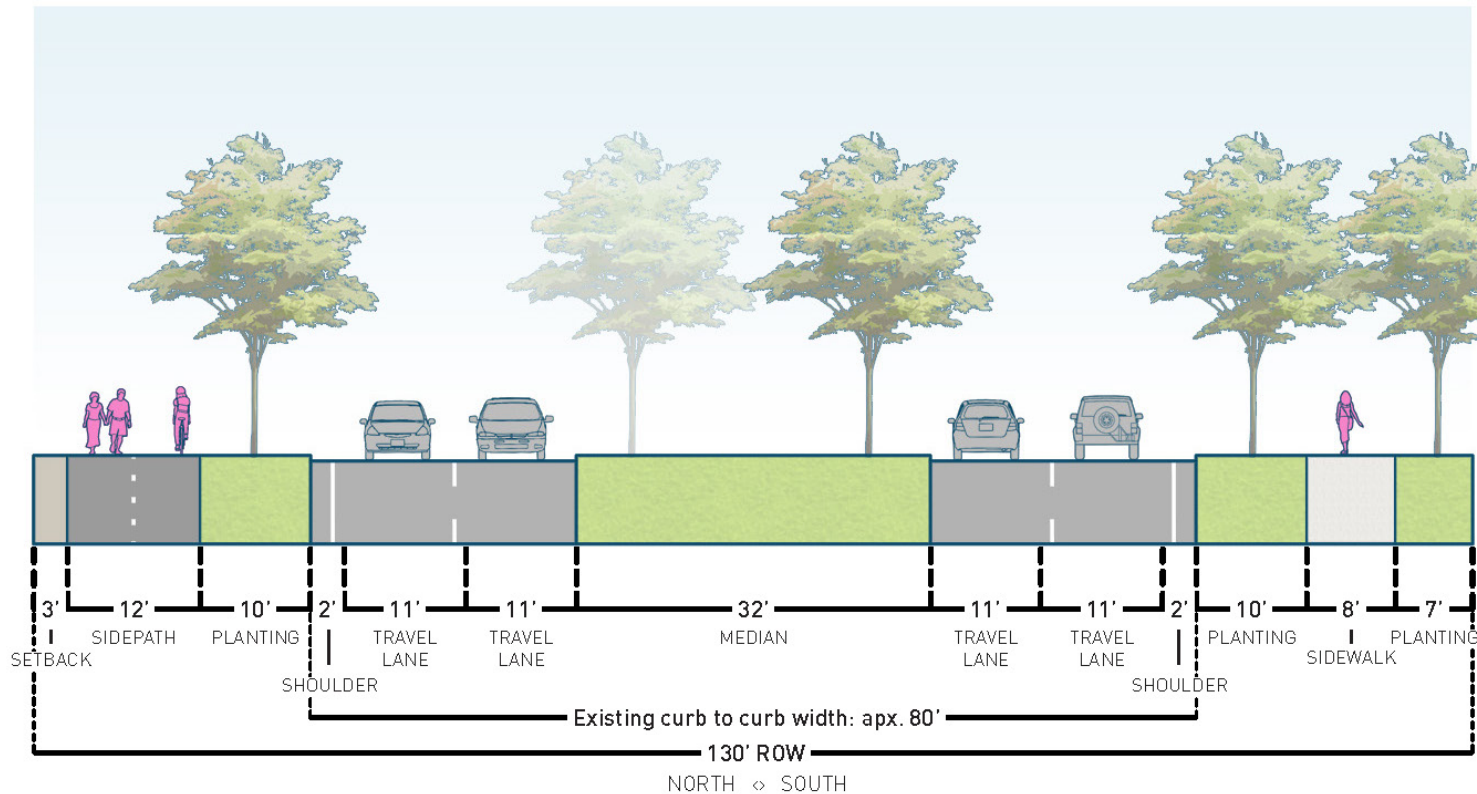


MONTROSE PARKWAY

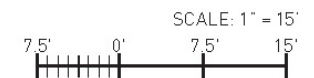
Towne Road to East Jefferson Street

③

White Flint II Sector Plan



- The Bicycle Master Plan calls for a breezeway on the north side of the road, specifically, a 16' sidepath.
- The section shown is the 130' right of way between Towne Road and East Jefferson. West of East Jefferson, the right of way increases to 300', allowing for a 16' sidepath on the south side as well as wider medians and setbacks.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

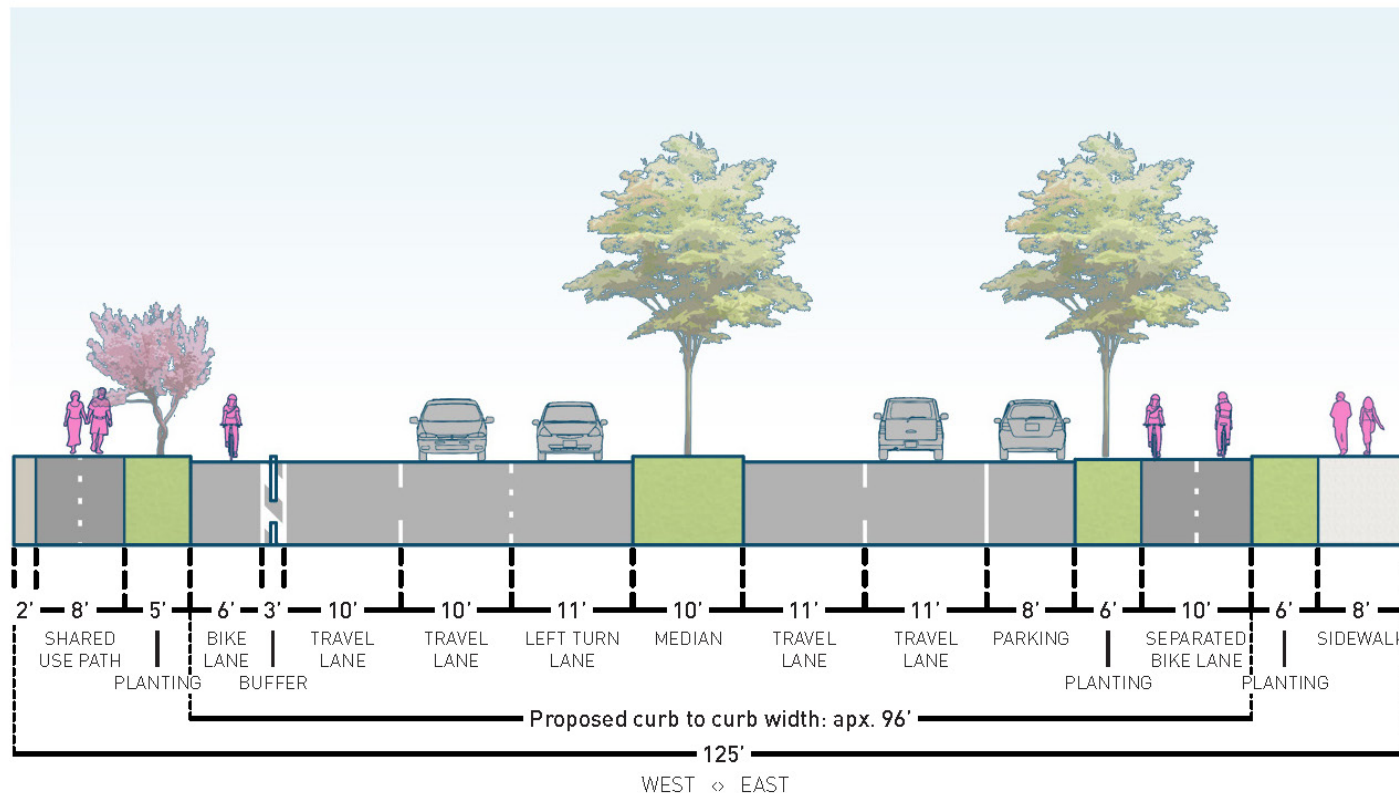


TOWNE ROAD

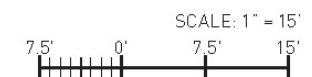
Montrose Parkway to Executive Boulevard

④

White Flint II Sector Plan



- This design represents the White Flint West Workaround (WFWW). The WFWW is under construction by MCDOT and will be completed in FY2021. Should redevelopment occur, the ultimate section for Towne Road from Executive Boulevard to Montrose Parkway should conform with the 2018 Bicycle Master Plan and reflect the following conditions and recommendations: the western curb should be reconstructed to include a one-foot maintenance buffer, eight-foot sidewalk, eight-foot two-way separated bike lane, six-foot tree panel/buffer, and an 11-foot outside travel lane.
- The section shown requires 125', though the public right of way available is 120'.
- The Bicycle Master Plan recommends a Breezeway (2-way separated bike lane) on the east side of the road and a 2-way separated bike lane on the west side of road.

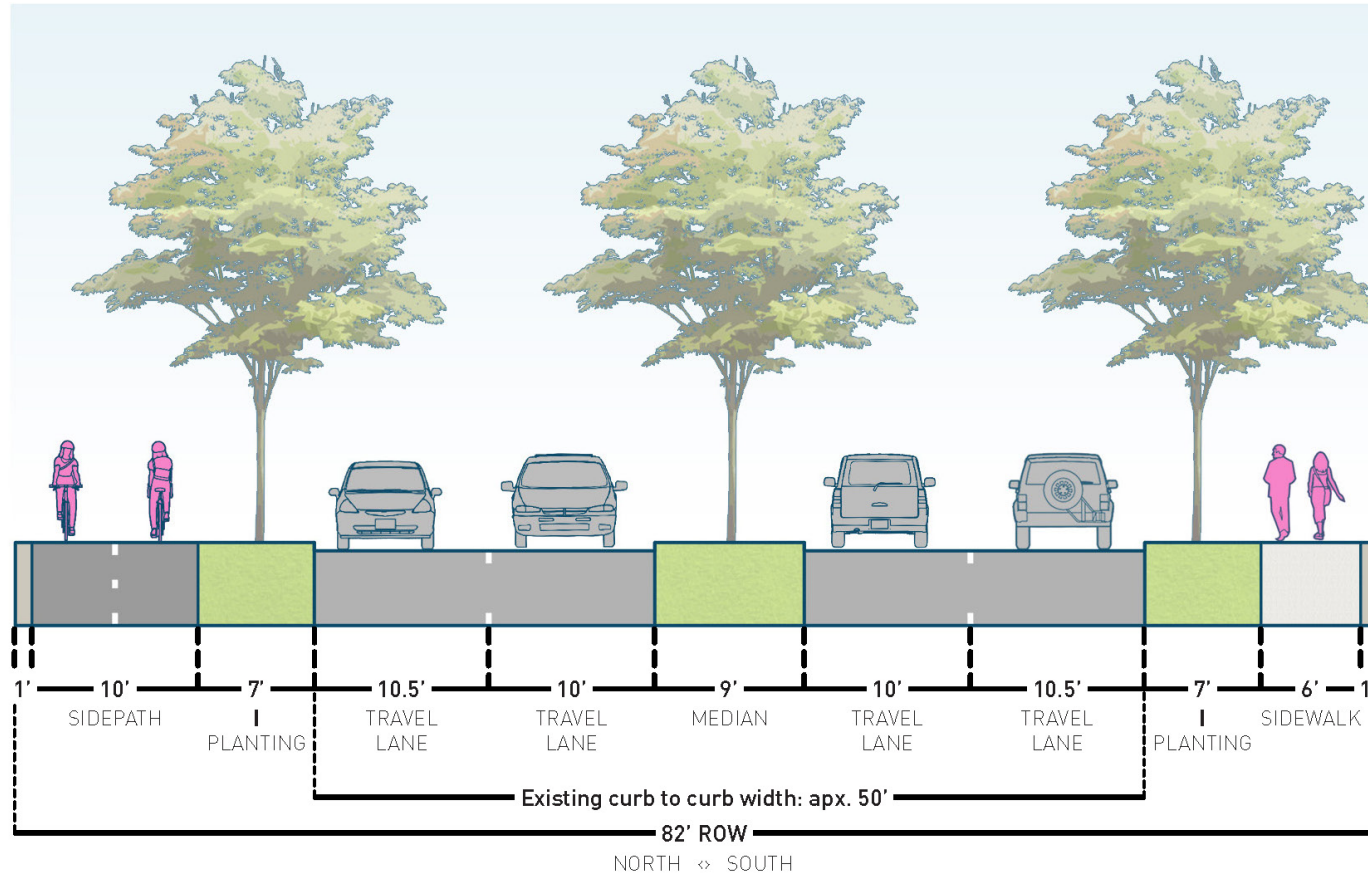


MONTROSE ROAD

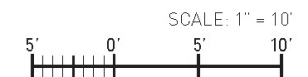
East Jefferson Street to Towne Road

⑤

White Flint II Sector Plan



- This is an interim section that can be implemented without moving curblines. Longer term, if reconstruction is possible, the median and outer turn lanes should be 11'.
- In some areas of Montrose Road, the median will be converted into a center turn lane.
- The minimum right of way required is 80'; however, the section shown would require 82' total feet to accomplish.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

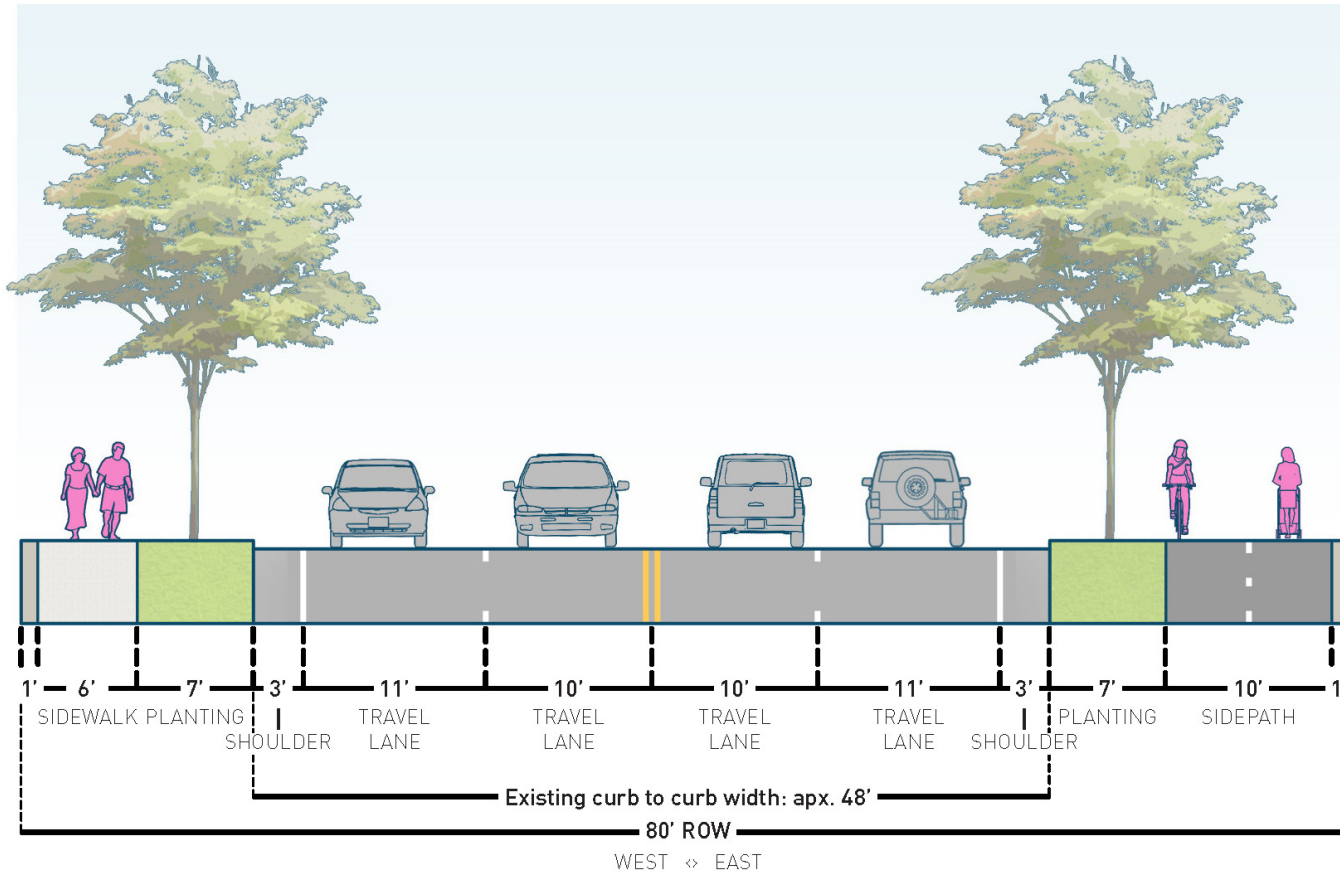


PARKLAWN DRIVE

Randolph Road to Nicholson Lane

⑥

White Flint II Sector Plan



- The Bicycle Master Plan recommends a 10' sidepath. The Montrose Parkway Phase II project established the sidepath on the east side of the road.
- This street is under consideration for bus rapid transit (BRT). While the buses are expected to run in mixed traffic in this area, the final cross section is still being evaluated and is subject to change. Consult with MCDOT for the latest information.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

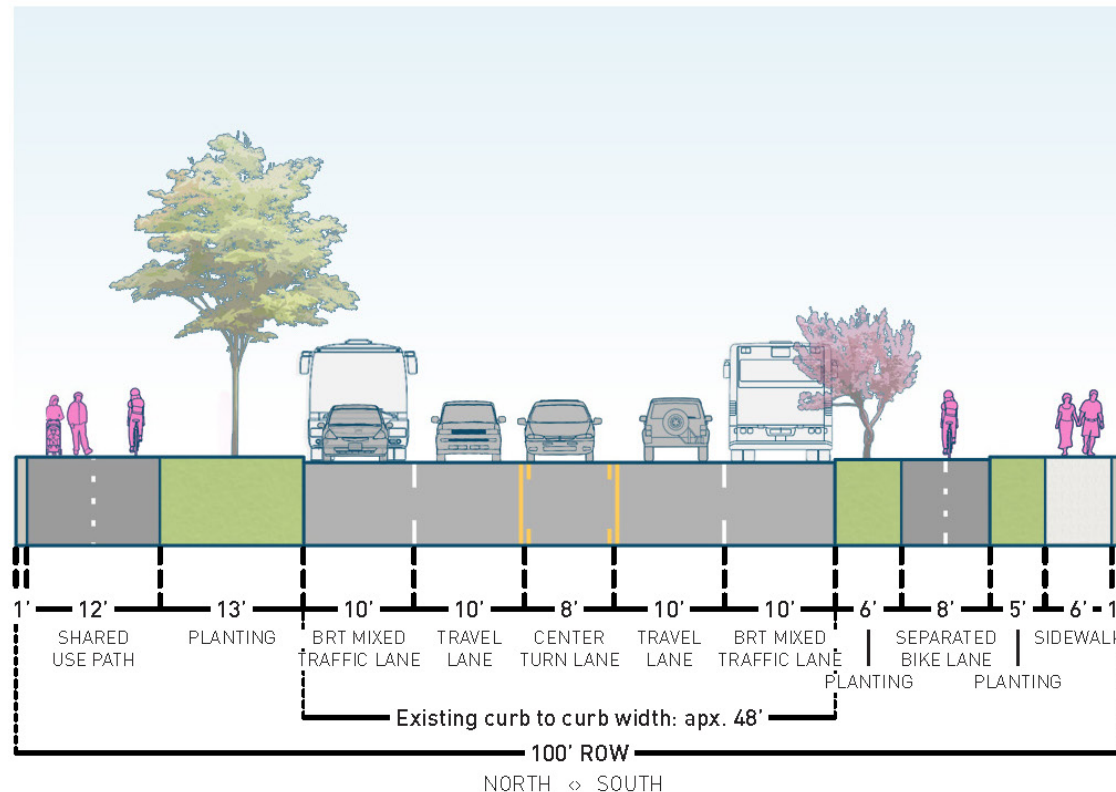


RANDOLPH ROAD

Parklawn Drive to Hunters Lane

⑦

White Flint II Sector Plan



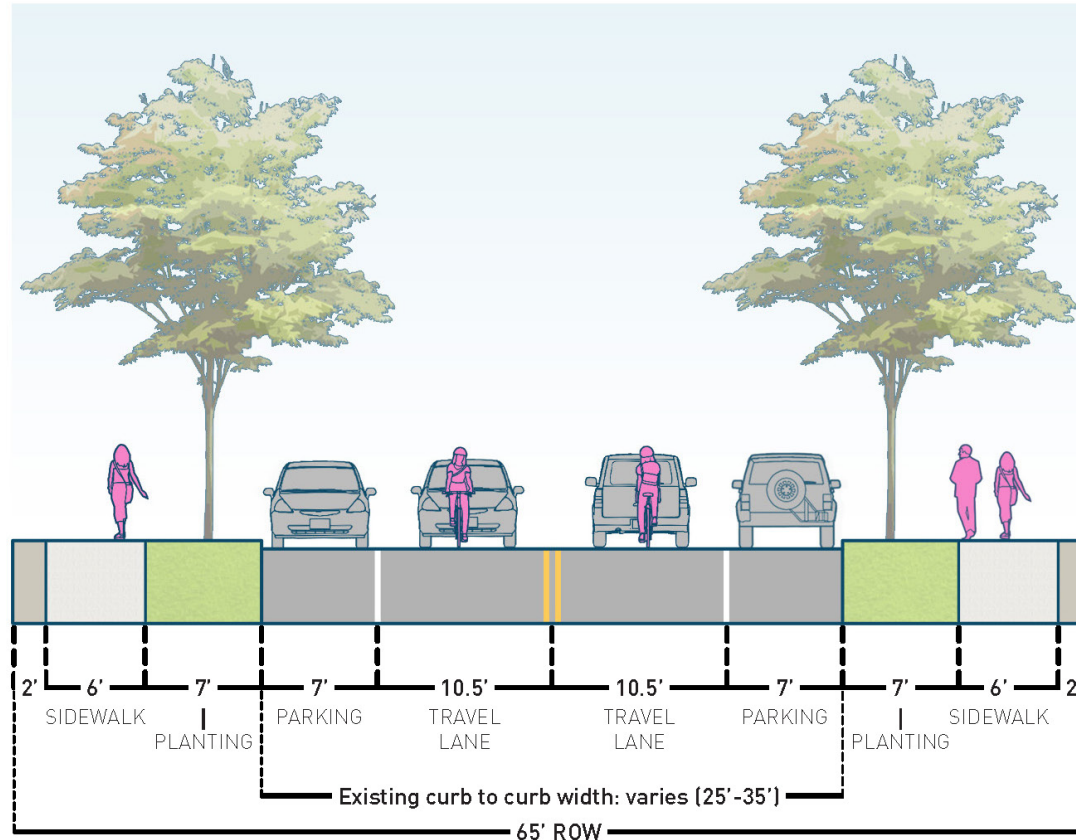
- This is an interim section that can be implemented without moving curblines. Longer term, if reconstruction is possible, the median and outer turn lanes should be 11'.
- This street is under consideration for bus rapid transit (BRT). While the buses are expected to run in mixed traffic in this area, the final cross section is still being evaluated and is subject to change. Consult with MCDOT for the latest information.
- The Bicycle Master Plan recommends a 2-way separated bike lanes on south side. Separated bike lanes should be at an intermediate level between the street and sidewalk (raised 3" above the street).
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.



HUBBARD DRIVE/STONEHENGE PLACE/J-CC STREET

⑧

White Flint II Sector Plan



- While the Bicycle Master Plan doesn't include specific facility recommendations for these streets, it recommends 25 mph or less design speed for all-ages shared lane bicycling.
- The Master Plan right-of-way for these streets is 60'; however, an additional 5' is required to implement the section shown on this page.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

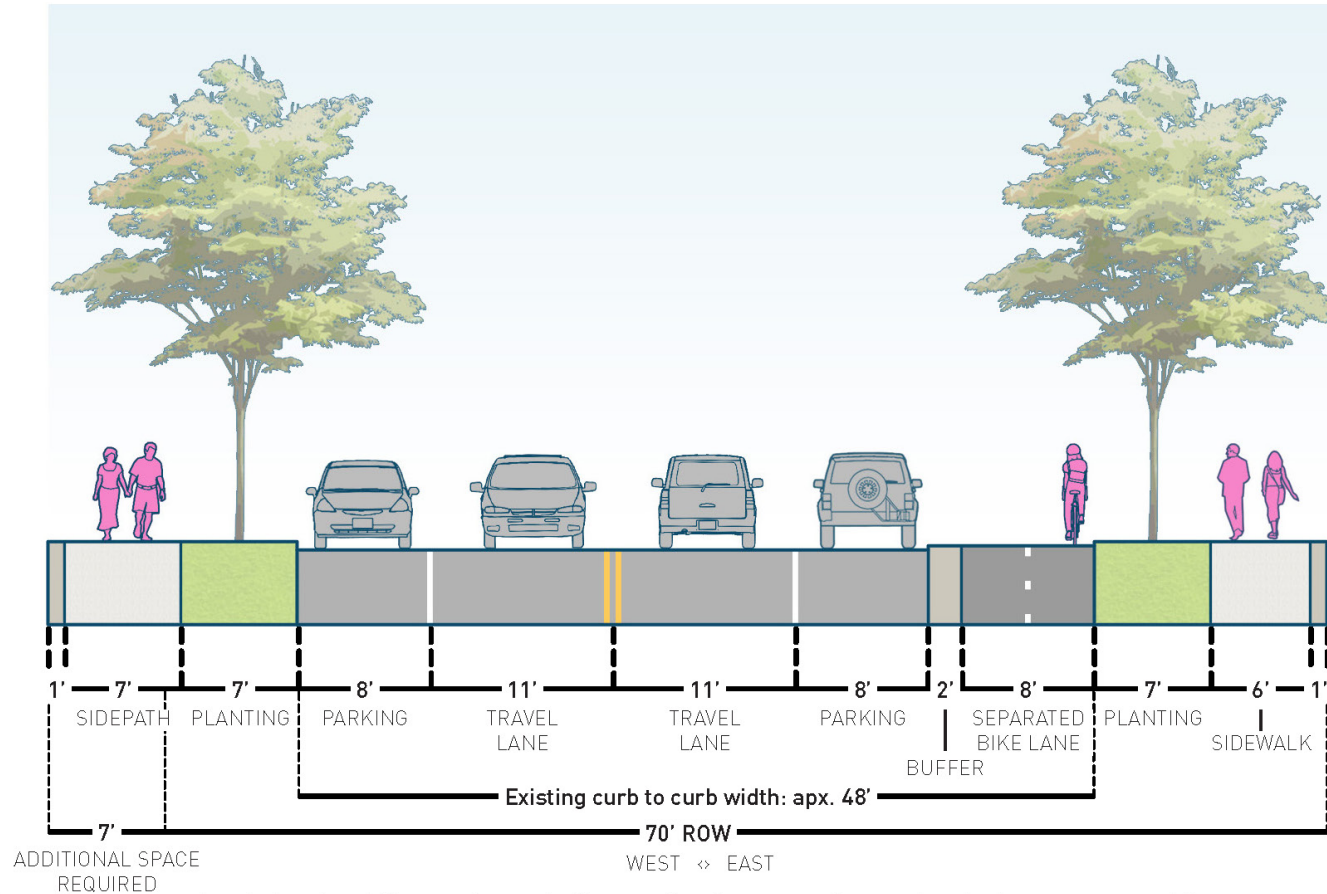


CHAPMAN AVENUE

Bou Avenue to Twinbrook Parkway

⑨

White Flint II Sector Plan



- The Sector Plan recommends redesignation of Chapman Ave on the Montrose Crossing property from a private business street to a public business street.
- The Bicycle Master Plan recommends a 10' sidepath on Chapman Ave. However, the facility has been upgraded to a separated bike lane, which can be implemented without moving the curblines.
- As recommended in the Sector Plan, this section shows a lane reconfiguration, reducing travel lanes from four to two. Further evaluation is needed.
- The east side of this section is in the City of Rockville. Existing condition shown; consult with Rockville for more information.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

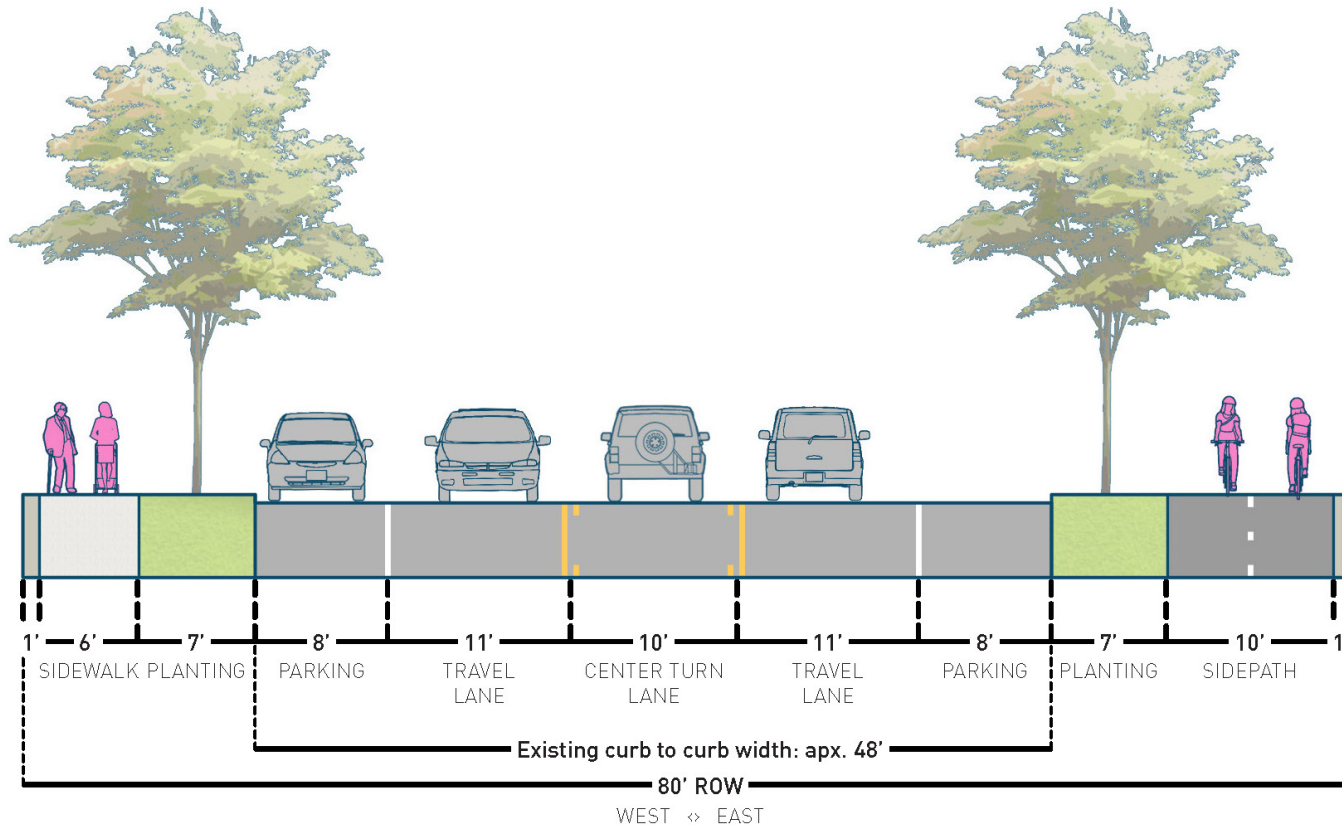


BOU AVENUE

Chapman Avenue to Randolph Road

10

White Flint II Sector Plan



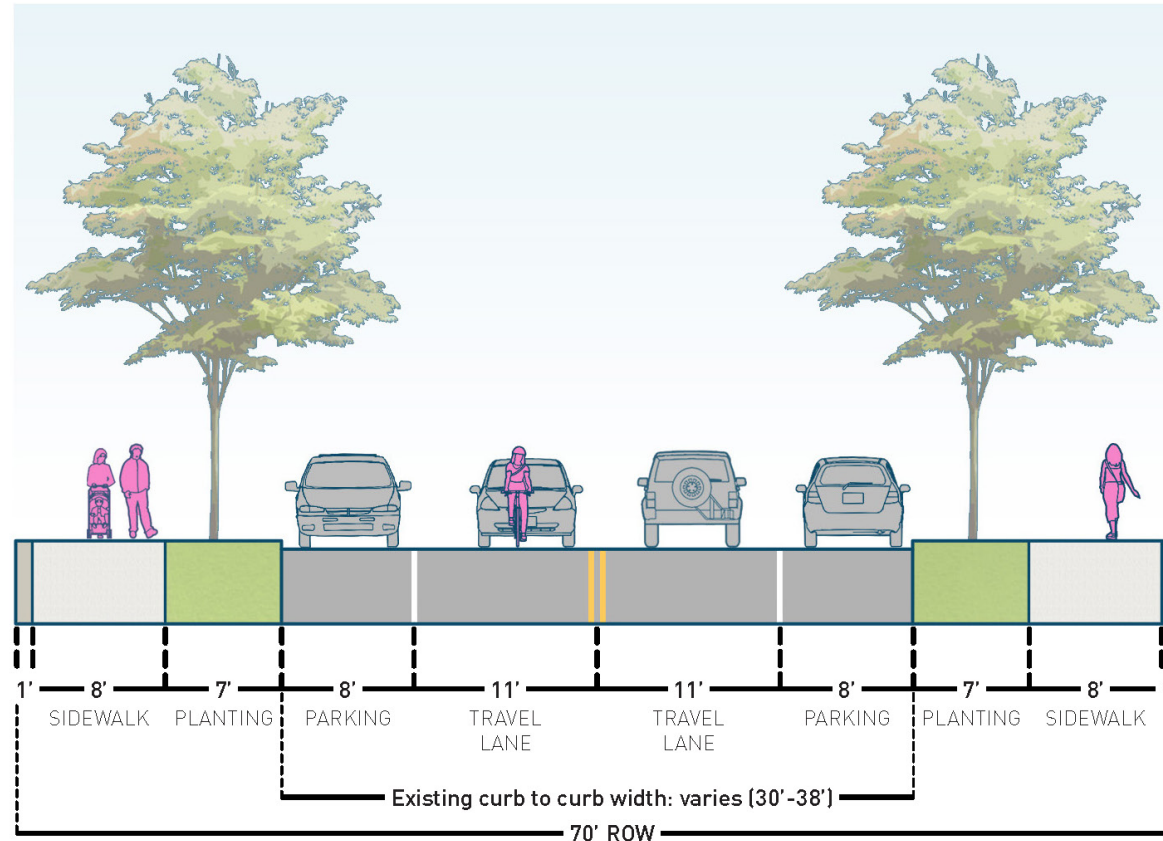
- The Bicycle Master Plan recommends a 10' sidepath on the east side of Bou Ave.
- Consistent with the Sector Plan, this section shows a lane reconfiguration, reducing travel lanes from four to three. Further evaluation is needed.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.



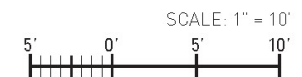
ROSE AVENUE/SCHUYLKILL ROAD/ROCKING HORSE ROAD

11

White Flint II Sector Plan



- While the Bicycle Master Plan doesn't include specific facility recommendations for these streets, it recommends 25 mph or less design speed for all-ages shared lane bicycling.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

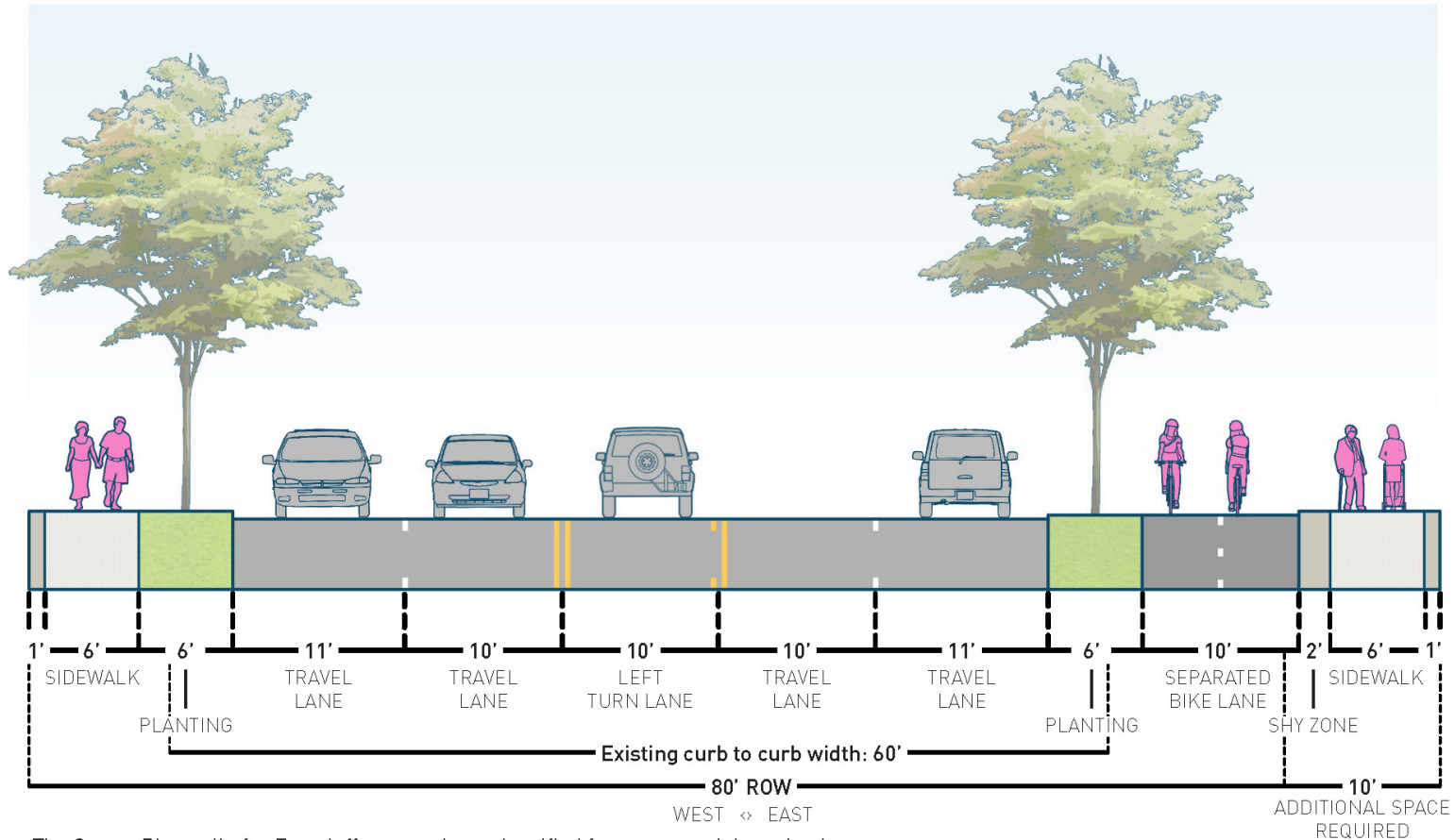


EAST JEFFERSON STREET

Montrose Road to Montrose Parkway

12

White Flint II Sector Plan



- The Sector Plan calls for East Jefferson to be reclassified from an arterial to a business street.
- The Sector Plan recommends a protected bikeway and a lane reduction to two travel lanes in each direction with a center turn lane. Further evaluation needed to verify the feasibility of this concept.
- The Master Plan right-of-way here is 80'; however, this section would require 90' to complete.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

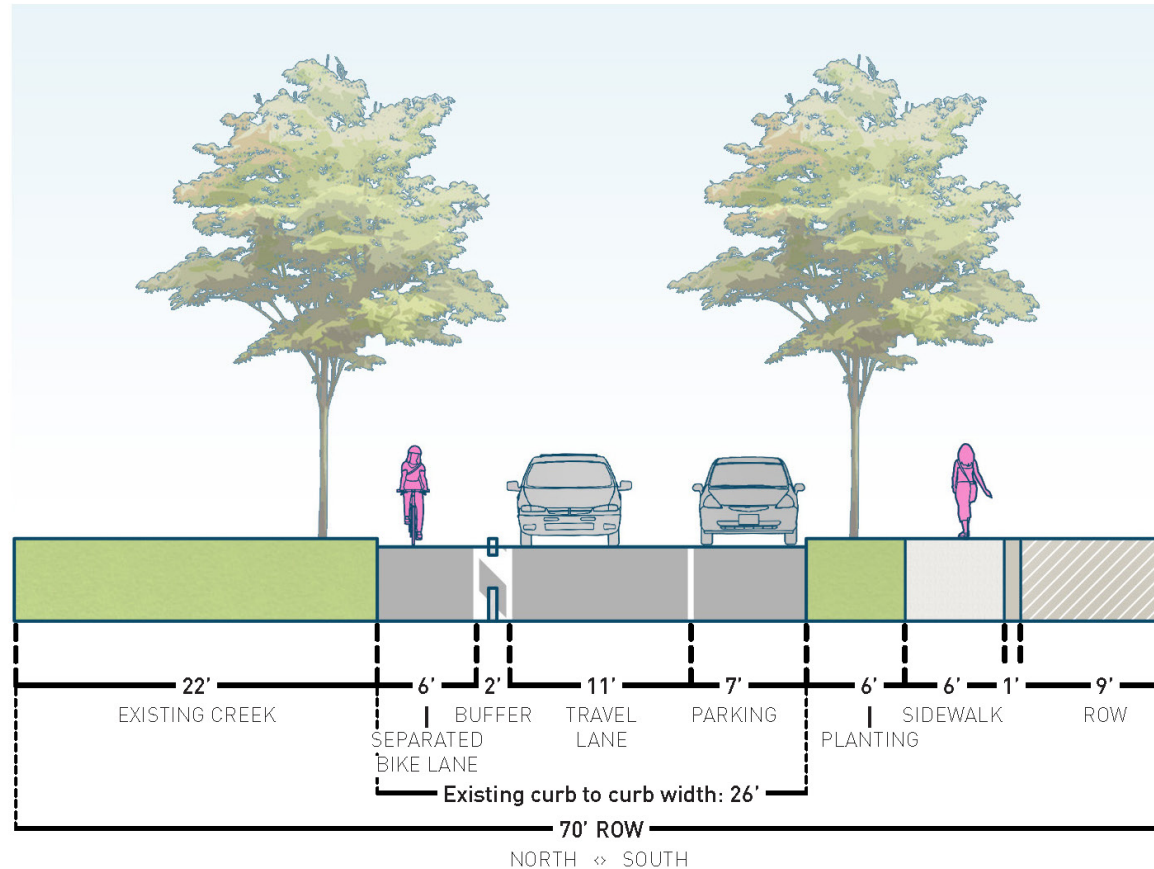


BOILING BROOK PARKWAY

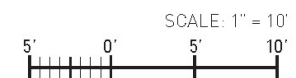
Parklawn Drive to Rocking Horse Road

13

White Flint II Sector Plan



- The Bicycle Master Plan recommends a 2-way separated bike lane on the eastbound street. However, working within existing curb-to-curb width, this interim section includes a one-way separated bike lane.
- The section shown is for the eastbound street. For the westbound street, the cross section could be reversed (to include a one-way separated bike lane on the south side).
- The design of the additional right-of-way on the east side of the section will be determined during the regulatory review process.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

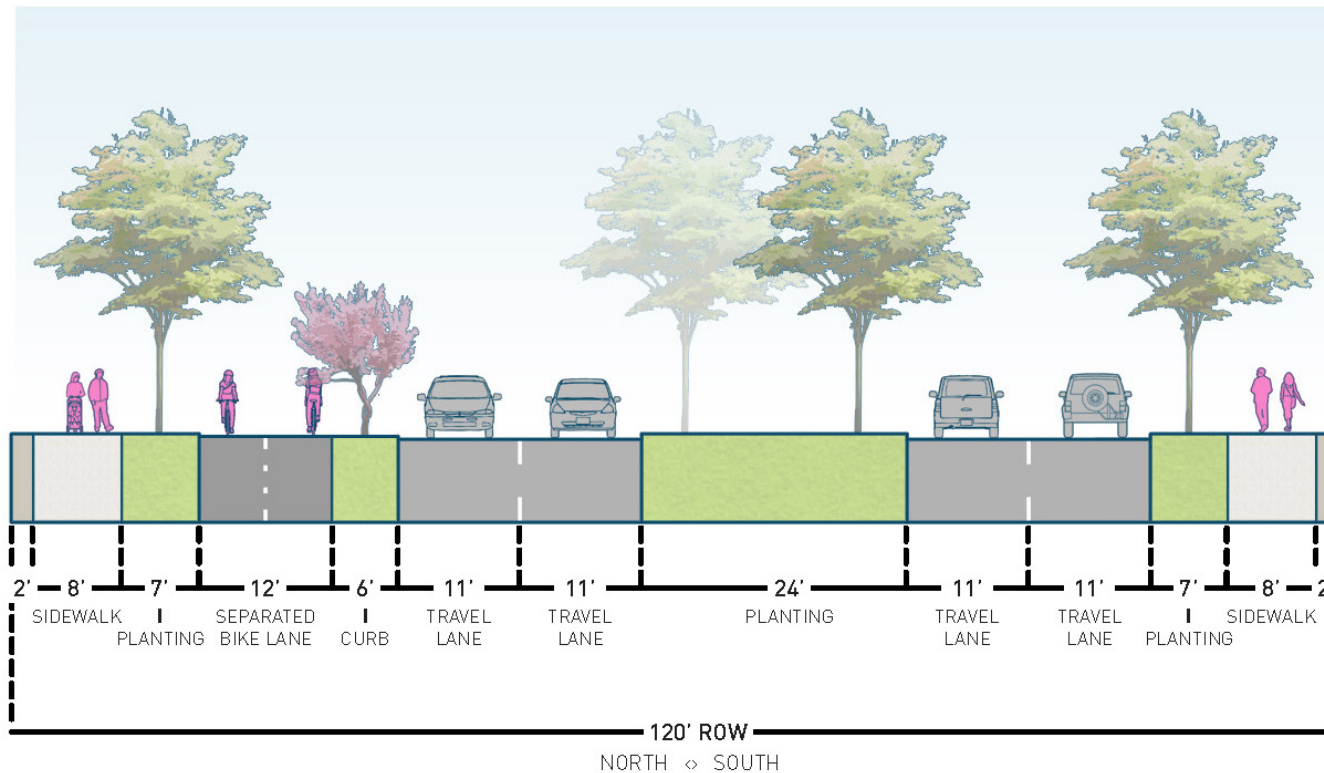


EXECUTIVE BOULEVARD

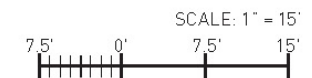
Montrose Parkway to Old Georgetown Road

14

White Flint II Sector Plan



- The section shown is from Montrose Parkway to Old Georgetown Road. South/east of Old Georgetown, the section may be narrowed to convert the center median into an alternating 11' median/center turn lane.
- The Sector Plan recommends a protected bikeway, accomplished via modifications to existing travel lanes and median. The Bicycle Master Plan recommends a separated bike lane. Bike lanes should be at an intermediate level between the street and sidewalk (raised 3" above the street).



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Chapter 5:

Community Led Placemaking

5.1 Community Led Placemaking

This chapter serves as a how-to guide for community groups, developers, public agencies and anyone who is undertaking a collaborative placemaking effort in Montgomery County.



White Flint Placemaking Festival's Wikiblock bandshell and long tables

In 2018, the Montgomery County Planning Department contracted the Dallas-based Better Block Foundation to help implement the White Flint Placemaking Festival and show how public space recommendations in the White Flint 2 Sector Plan could be quickly implemented. The Better Block Foundation is an urban design nonprofit that educates, equips and empowers communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods. The goal of the White Flint Placemaking Festival was to work with community members from the Randolph Hills neighborhood to create Montgomery County's first pop-up park and hold a weekend festival in the space.

This project was undertaken in partnership with

Montgomery County Planning, Montgomery County Parks, Montgomery County Department of Transportation, the Randolph Civic Association and AR Krondstadt Realty. Approximately six months of design and planning culminated in a community built, public gathering space on an underutilized grassy area and parking lot in the Randolph Hills Shopping Center. The weekend celebration, held in the newly created park during mid-October 2018, attracted more than 1,000 people and the space continues to be used for community events.

5.2 Steps to Organize

The following section explains the stages necessary for implementing a community-led placemaking event. This guidance can be adapted to improve and create a variety of venues, such as gathering spaces, street designs, transit stations and dog parks. Potential sites determined by the community can range in size and use. Examples include a parking space, a sidewalk, a street, a plaza or a building. The steps provided may need to be adjusted depending on the placemaking effort.

Additionally, sample surveys and evaluations used for the White Flint Placemaking Festival are included at the end of the chapter. The surveys provide a range of questions asked of community members prior to, during or after the placemaking effort. Questions may need to be revised depending on organizer needs.

Step 1: Select a Site

In selecting a site for the placemaking event, look for areas that meet the following requirements:

- Edges that define the space:
 - Consider the boundaries of the site. Does the site have edges, such as those created by buildings, fences or structures, that make it feel enclosed, well defined and safe? Will edges have to be created as part of the project to create an enclosed space?
- Interest in the event from local partners to generate financial and logistical support.
- Leasable and available buildings that present opportunities for temporary business development.
- Potential for multi-modal street

infrastructure to accommodate pedestrians, bicyclists and drivers during the event.

- Proximity to a neighborhood where residents and businesses can participate in placemaking and attend the event.

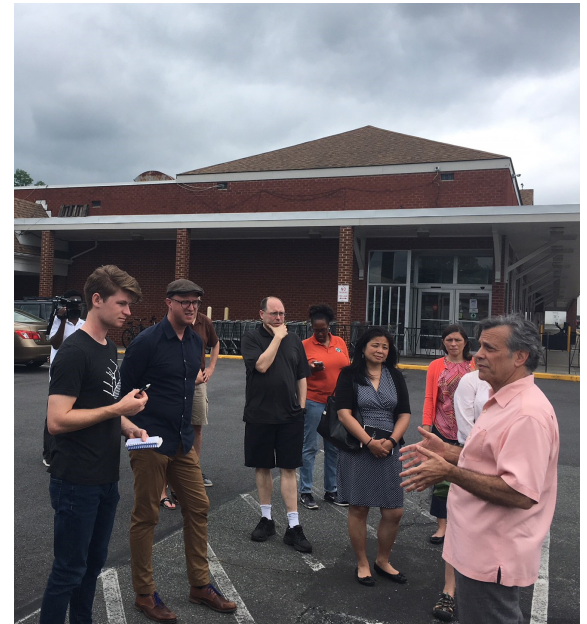
For example, to host the White Flint Placemaking Festival, Montgomery Planning and the Better Block Foundation chose the Randolph Hills Shopping Center based on recommendations from the White Flint Sector 2 Sector Plan. The Randolph Hills Shopping Center was identified as a place within the plan area that would benefit from the creation of a neighborhood-oriented green space. Within the shopping center, an underutilized lawn and part of the parking lot proved to be the best options for the project because of their proximity to the neighborhood and potential for long-term use. Allen Krondstadt, the property owner, was very supportive of the project and the community's vision of the site. The local Randolph Civic Association was another very important partner.

Step 2: Kickoff and Survey

Once the project dates are set and the site is chosen, the organizers should host a kickoff event. This meeting will serve as the community's introduction to the project, help garner excitement and identify community organizers and potential partners for the project.

At the kickoff, the survey of the community should be ready to go. Bring short-form paper surveys to hand out to attendees and make sure the long-form online survey is posted and can be filled out. Ask the community what works well, what is missing, what kind of skill sets are available in the community, and those not at the table who need to be engaged. These results will determine committee heads, volunteers, interventions and project partners.

During the surveying process for the White Flint Placemaking Festival, residents overwhelmingly responded with requests for a community green



Touring the site with Randolph Community Members



Community members building the Wikiblock Morris Column during Kickoff Event

space. They also pointed out during site design discussions that a green space already exists on the property, but it is underutilized. That reality led to the design of a pop-up park to welcome neighborhood residents. During the process, Montgomery Planning and the Better Block Foundation encouraged and supported the Randolph Hills stakeholders to work with the property owner to realize a new vision for the space and create a more community-centric park.

For reference, a sample survey has been provided at the back of this chapter. The sample questions were developed for the White Flint Placemaking Festival. Questions may need to be revised for future use depending on organizer needs.

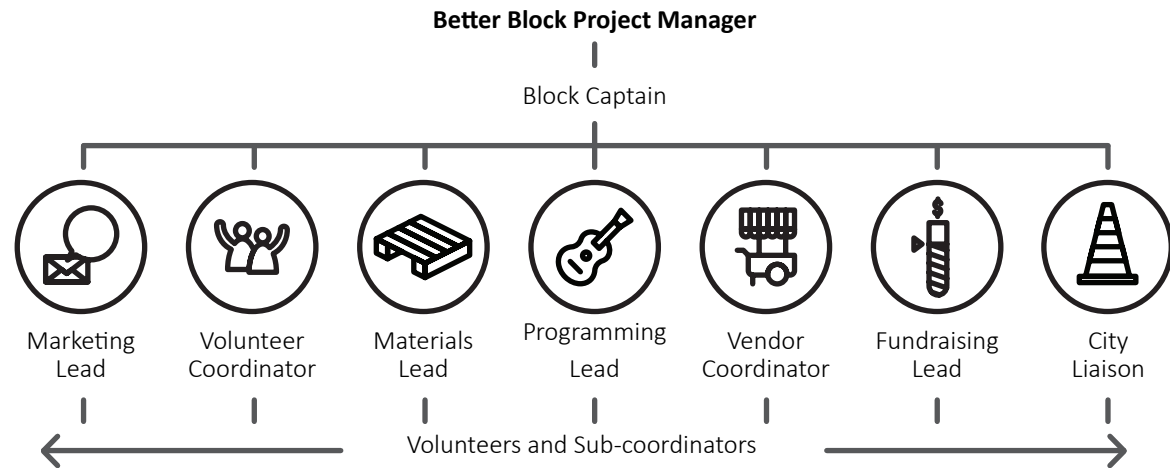
Step 3: Organize

After the site has been selected, a team must be organized to execute the project. Community-led placemaking efforts require substantial input, team work and volunteering efforts by the community. Identifying stakeholders who are engaged with the local community is crucial to the success of the project. Typically, engaged stakeholders and neighborhood organizers can be found at community and town hall meetings and in neighborhood associations. They are frequently involved with organizing farmers' markets, game nights and local concerts. Assign committee roles to such team members to ensure that all of the tasks are covered.

For the White Flint Placemaking Festival, members of the Randolph Community Association served as the local team. Each team member lived in the neighborhood and had close personal relationships with many of the vendors and partners. They provided recommendations for programming, resources, site design, marketing and coordinating volunteers. The community's engagement, enthusiasm and ownership of the project were the reasons why the White Flint Placemaking Festival was so successful.

For the White Flint Placemaking Festival and similar

Community-Led Placemaking Event Organizational Chart



community-led events, the following committees are recommended:

A. Vendor Recruitment

- Find and track vendors for the event to host pop-up shops.
- Develop a plan for vendors in conjunction with the concept plan for the space.
- Determine the permitting needs for each vendor.

B. Programming

- Work with partners to determine activities and schedule programming (art, theater, music, etc.).
- Develop a program for the placemaking event that can be marketed to the community.
- Handle all communications and outreach to the community.
- Run social media and reach out to media

and press.

- Coordinate the recruitment of volunteers.
- Organize and manage volunteer schedules and tasks during the build week.
- Ensure a team presence onsite to help food vendors and performers set up and provide everything needed for the event.

C. Community Public Agency Outreach

- Work with local government agencies on permitting.
- Identify resources and roadblocks to the event early in the process.

D. Property Owner Representative, Site Preparation

- Represent the property owner's interest.
- Help with logistics on-site (electricity, bathrooms, storage, etc.).

Step 4: Design

One of the most important steps of the process is the design of the site and the creation of the concept plan. Based on the results of community surveys, determine what kind of designs and activities would be most effective in the space and accepted by the community.

When designing the site, keep in mind the following factors:

E. Nodes of activity

- Consider the types of activities that will be the most appealing to the community and possible to support on the site.
- Think about how different nodes of activity will be located in relation to each other. For example, will music programming be near food and drinks?

F. Sightlines within the space

- Ensure the nodes of activity are visible from multiple vantage points within the space.
- Consider where the photos of the event will be taken.
- Pay attention to sightlines that compel people to move through the space to see what is on the other side or around the corner.

G. Flow of pedestrians through the space

- Consider how attendees will move throughout the space and interact with each design element and activity.

H. How to incentivize interaction and increase safety

- Think about the kind of spaces and activities that bring people together to talk

and interact.

- Encourage more interaction and life on the street that will help to increase safety in the area.

I. Efficiency for pedestrians and alternative modes of transportation

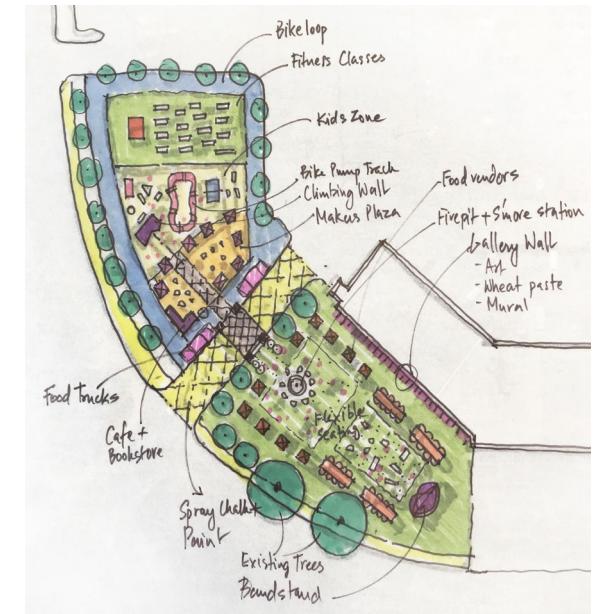
- Examine how the site can be remodeled to more safely accommodate cyclists, pedestrians and public transportation.
- Work with the local public agencies to test possible design ideas during the event and consider how they could be made permanent should they prove successful.

Building and designing around a theme for the event will help to orient and structure the space. For the White Flint Placemaking Festival, the theme was music for the grassy section and kids' play for the parking lot. Structuring the programming around these two themes helped focus the design of the space to facilitate these two activities effectively.

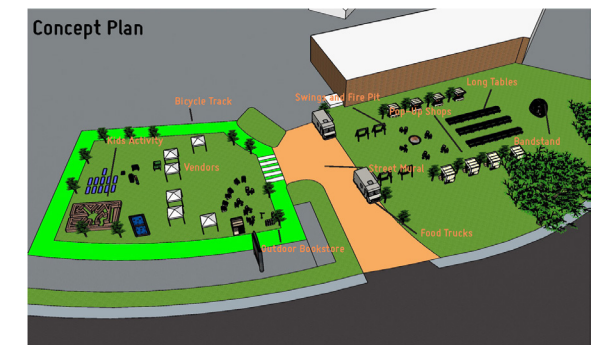
For the design of the pop-up park, two sections were created and visually connected with a street mural across the driveway. The grassy area was designed based on the tenets of traditional German beer gardens. The space was filled with long tables, rows of trees donated by Montgomery Parks and string lights hung at 12-feet-high to create an artificial ceiling at human scale. Fire pits and swing sets were built to provide an area for people to congregate. These elements helped create a relaxed, human-scaled atmosphere within the previously empty space.

The other half of the park design was more activity focused. Montgomery Parks Department brought out toys and games for kids, including Kaboom's Rigamajig set, ping pong and hula-hoops, which were extremely popular. Rockville Bike Hub and the Washington Area Bicyclist Association provided bicycle workshops and education, promoting cycling

in the DC area. KOA Sports organized games for kids on the pop-up basketball court, while Dynamite Gymnastics, MyGym, and Badlands Playspace created pop-up obstacle courses for kids. Working with these partners, the parking lot was transformed from a space solely for cars to a safe play area for kids and families.



Concept Plan Sketch for White Flint Placemaking



Sketchup rendering for White Flint Placemaking

Programming

For the placemaking event, careful consideration must be given to the types of programming and activities that will be most successful on the site. Community surveys play an important role in revealing what the community would enjoy most in their neighborhood. Use the community as a resource to find local performers, host classes, organize races and other events.

Consider the following when creating the programming schedule for the placemaking event:

- Organize races and classes for all age groups.
- Hold exercise and sport classes, such as zumba, crossfit, basketball tournament, etc.
- Consider highly physical activities, such as ballet, rock climbing, gymnastics, etc.
- Include passive activities, such as interactive art and art classes, book reading, etc.
- Add events involving local community artists, etc.



Outdoor games for all ages

Music

- Cater to a variety of ages and taste.
- Utilize local musicians who are known by the community as much as possible.
- Schedule music and other programming so different performances will not compete with or be distracting from each other.

Vendors

- Invite vendors that are local and connected with the community.
- Consider vendors that are consistent with the theme and messaging of the event.
 - For example, for a bike-themed event invite bicycling advocacy groups, bike shops, etc.
- Prioritize entrepreneurs with business ideas and provide space for them to test their products.



Fire pit located by food and music



Cafe and library area for book reading



Active recreation class at entrance to pop-up park



Flexible seating options

Step 5: Gather Materials and Build

From the concept plan for the event space, create a materials list for the design elements. Determine how much wood will be needed; what kind of tools; how much paint; if there will be machine fabricated elements, who will be doing the cutting and shipping; what kind of landscaping will be needed; etc. Have all these materials staged and ready to go for the build week. Ask the community for links to resources for materials and tools. Borrowing and purchasing materials from community members and local businesses helps to continually engage them throughout the build process and give them a stronger sense of ownership for the project.

For the build week, work with the Volunteer Committee to organize workshop times to build the designs, including performance stages and furniture. Start building workshops 2-3 days before the project launch. Workshops typically last two to three hours and can be hosted twice a day. Host workshops at times when there will be the most volunteers available.

The following table is the schedule of the first day of build workshops for the White Flint Placemaking Festival. Use this table as a template to help organize volunteer build activities.

Sample Build Day Schedule

TIME	TASK	ASSIGNED TO	LOCATION	# of VOLUNTEERS
9 AM - NOON First Volunteer Workshop				
9 am - 11 am	Sand Wikiblock elements	Olivia	11601 Boiling Brook Parkway	4 volunteers
9 am - 11 am	Build fire pits	Dylan		2 volunteers
11 am - Noon	Build swingsets	Dylan		2 volunteers
11 am - Noon	Build Wikiblock elements	Olivia		4 volunteers
Mid-morning	Trees delivered	Colin		
1:30 PM - 3:30 PM Afternoon Workshop				
1:30 pm - 3:30 pm	Misc, tape out mural	Colin/Dylan/Olivia		
4 PM - 7 PM Second Volunteer Workshop				
4-7 PM	Paint Wikiblock elements	Dylan/Olivia		4 volunteers
4-7 PM	Arrange trees	Colin		2 volunteers



Spreading mulch to create the pop-up park



Painting Wikiblock rocking chairs

Step 6: Evaluate and Document

Gather as much data from the event as possible to help determine its success. Community-led placemaking projects are undertaken in various stages of project delivery but are most often used as testing exercises prior to final implementation. Use the findings and momentum discovered to create a final design that is both challenging, yet achievable.

Some of the most useful metrics typically collected during placemaking events include:

- Speed of cars passing by the site.
- Noise of passing traffic and onsite activities measured in decibel counts.
- Environmental criteria following 12-quality environmental criteria to measure perception of space.
- Dot map of activity to determine the most active and popular areas of the event space.
- Numbers of pedestrians and bicyclists attending the event.
- General demographic data of attendees.
- Post-event surveys of attendees to determine what was successful and what requires tweaking.

Some metrics will change depending on the scope of the project.

Demographic data of the event can help determine who the most likely users of the space will be going forward. For example, at the White Flint Placemaking Festival, 40 percent of attendees Saturday evening at 5 p.m. were kids. This data shows that child-centered play elements should be an essential part of any future plans for the space.

During the event, capture as many pictures and videos as possible. Consider using professional photographers and videographers to document the event. If possible, use a drone or a rooftop to

capture overhead views of the layout. Take plenty of before pictures of the site to compare and show the long-term potential of the space.

For reference, a sample survey has been provided on page 134. The sample questions were developed for the White Flint Placemaking Festival. Questions may need to be revised for future use depending on organizer needs.



Local Bands
The Randolph Hillbillies
Flor de Maracuja
Nell Rumbaugh
String Quartet
Macon Music
Eric Wisotzky
Marty Zombro
Ken Kopczyk
Mark Nensel
Jewish Day School Band

Local Vendors
Kuya Ja
Vignola Gourmet
7 Locks Brewing
Donut King
Violet Red Art Studio
Cafe 20/20
Tsion Hummus

Programming Partners
Badlands
Montgomery Parks
Dynamite Gymnastics
KOA Sports
Bolt Parkour and Free Running
Washington Area Bicycle Association
Rockville Bicycle Hub
Friends of the Library
Z Sweat

Randolph Civic
Association



Montgomery Planning



Top: Wikiblock bandshell at the White Flint Placemaking Festival

Above: Night view of White Flint Placemaking Festival

Left: Flyer used to promote the White Flint Placemaking Festival

5.2.1 Logistics and Things to Consider

Throughout the community-led placemaking process, there will be many roadblocks and logistics to overcome to ensure a successful project. The following considerations, links, and resources are intended to provide support for parties undertaking similar efforts within Montgomery County.

Permitting

If the placemaking effort is on private land, organizers must coordinate with the property owner to secure a memorandum of understanding (MOU) to allow the event on the property. If the installation is on public right-of-way, they need to work with the local transportation agency officials to obtain a special-event permit. In Montgomery County, contact the Department of Transportation for right-of-way related permitting requests: <https://www.montgomerycountymd.gov/dot-traffic/special-events.html>.

Organizers need to work with the local health department and vendors to ensure each food vendor has a temporary food service license. In Montgomery County, each permit costs approximately \$70 and is good for up to 14 days in that specific location. Be sure that the applications are submitted a week before the event, ensuring plenty of time for the license to be mailed in and processed. Contact the Department of Health and Human Services for food permitting requests: <https://www.montgomerycountymd.gov/hhs-special/LandRLicensingSpecialFood.html>.

If alcohol is to be served, organizers will need to work with vendors and secure a one-day special license from the Montgomery County Department of Liquor Control. For White Flint Placemaking

Festival, a wine and beer festival license was obtained for the duration of the event. The cost was \$30 for the applicant and \$30 per day per vendor. Be sure the applications are submitted and ready a week before the event. Contact the Department of Liquor Control for alcohol vendor requests: <https://www.montgomerycountymd.gov/dlc/licensure/license/one-day/>.

Site Preparation

To prepare the site for the event, make sure to keep in mind the following elements:

- Electricity
 - How will power be provided to vendors and performers? Will there be generators or accessible buildings?
- Storage and shipping of materials
- Lighting
 - What will the space feel like at night? Will there be enough light to feel safe?
- Restrooms
- Landscaping
- Traffic flows

Marketing

Appoint a marketing chair to advertise and circulate news of the placemaking event. Be sure to be active on all social media, develop and update webpages, and create press releases to send to local media. In-person marketing is also an effective tool to garner interest and recruit partners. Create and print flyers to hand out at local businesses, attend similar community events, go door knocking and visit residents of large apartment complexes near the area. Engage the partners and vendors in the marketing strategy by having them advertise to their followers. Also encourage local neighborhood groups and organizations with newsletters to include

the details of the event in their publications.

For the White Flint Placemaking Festival, a variety of methods for marketing were used. The event was promoted on Facebook pages and volunteer signups were created online. Multiple flyers that showed the concept plan and vendor and programming lists were distributed online and to local area destinations. Circulating the flyers with a press release to local media outlets helped to spread the word about the event. The Randolph Civic Association also used its newsletter and email lists to reach out to local residents.

The following is a list of media outlets used to help market the White Flint Placemaking Festival:

Bethesda Beat

<https://bethesdamagazine.com/>

My Montgomery Media

<https://www.mymcmmedia.org/>

Just Up the Pike

<http://www.justupthepike.com/>

Washington Post

<https://www.washingtonpost.com/>

Visit Montgomery

<https://visitmontgomery.com>

Coalition for Smarter Growth

<http://www.smartergrowth.net/>

Friends of White Flint

<http://www.whiteflint.org/>

Sample Community Survey

Hello there! We're working to bring your ideas about the community to life and make a more walkable, vibrant place to live and work. We hope to bring these ideas to reality through a community led placemaking activity.

Please fill out the survey below and share with anyone else you think may be interested!

1. Full Name

2. Email address

3. Phone number

4. Do you live in or near White Flint?

Mark only one oval.

☐ Yes
☐ No

5. If not, where do you live?

6. What are your favorite places in Montgomery County and the larger DC area?

7. Do you frequent White Flint or the Randolph Hills neighborhood in your free time?

Mark only one oval.

☐ Yes
☐ No
☐ Sometimes

8. Why or why not?

9. Do you feel safe walking the sidewalks in White Flint and Randolph Hills?

Mark only one oval.

- ☐ Yes
☐ No
☐ Somewhat

10. If not, why?

11. How do you usually get around?

Mark only one oval.

- ☐ Car
☐ Bike
☐ Walk
☐ Public transit
☐ Other:

12. What would make you walk or bike more to or around White Flint and Randolph Hills?

Check all that apply.

- ☐ If it felt safer
☐ If the distances were shorter
☐ If the weather were different
☐ I wouldn't walk or bike more
☐ Other:

13. Do you work in Montgomery County?

Mark only one oval.

- ☐ Yes
☐ No

14. If not, where do you work?

We only need the location, not the actual business name.

15. What's your average commute time?

Mark only one oval.

- ☐ 0-10 minutes
- ☐ 10-30 minutes
- ☐ 30 minutes - 1 hour
- ☐ Over an hour

16. How do you feel about your commute?

Mark only one oval.

- ☐ Great
- ☐ Good
- ☐ Indifferent
- ☐ It could be better
- ☐ It's terrible
- ☐ Other:

17. What businesses do you frequent in White Flint and the Randolph Hills?

18. Is it easy for you to get to these businesses?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Other:

19. What businesses do you wish existed that don't?

Check all that apply.

- ☐ Places to eat
- ☐ Places to shop
- ☐ Entertainment venues
- ☐ Services (laundromat, dry cleaners, banks, etc.)
- ☐ Kids' activities/shops
- ☐ Bars
- ☐ Galleries/art spaces
- ☐ Other: _____

20. As part of the project, we're looking to install pop-up businesses. Are you interested in testing out one of your business ideas? If not, do you know of someone who would be?

21. Which public amenities do you think the residents need the most?

Select up to three.

Check all that apply.

- ☐ Green space
- ☐ Places for kids to play outdoors
- ☐ More/better street seating
- ☐ Public art
- ☐ Better lighting
- ☐ Better sidewalks
- ☐ Bike lanes
- ☐ More parking
- ☐ Street trees
- ☐ Other: _____

22. Would you like to be involved in improving and re-imagining the Randolph Hills Shopping Center?

Mark only one oval.

- ☐ Yes
- ☐ No

23. **If so, what skillsets could you share?**

This can be anything -- photography, graphic design, marketing, woodworking, community connecting, painting, recruiting volunteers, starting a pop-up business, etc.

24. **Do you have any contacts or know any organizations that we should be reaching out to?**

These can be local artists and makers, interested neighbors, relevant nonprofits, etc.

25. **If you could change one thing about White Flint and Randolph Hills, what would it be?**

Better Block

12 Quality Criteria



Date:
Time:
Weather:
Notes:

Observe the space around you, and rate it on each of the categories below. Fill in the circle completely if the space meets the criteria, half way if it partially meets, and leave it blank if it doesn't.

	PROTECTION	COMFORT	ENJOYMENT
feeling safe – protection for pedestrians against cars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
feeling secure – protection against crime and violence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
micro climate – protection against the elements (rain, cold, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
connected – space is connected to surroundings and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
walkable – room for walking, interesting facades, accessible for everyone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sit & stay – opportunities to sit in the space and reasons to stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
seeing – good sight lines, pleasant views, and reasonable viewing distances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
talk & listen – space is conducive to talking and listening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
activity & function – varied range of activities and functions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
human scale – things are at eye-level, you can recognize faces across the space, you don't feel small in the space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
identity – space has a strong visual identity senses – good design, rich sensory experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Better Block

Counting



Date:

Time:

Weather:

Notes:

Set a timer for 10 minutes, and count the number of people you see by age and gender. It helps to draw an invisible "line" and when someone crosses it, you count them. Use an "M" for male and an "F" for female.

0-15

15-30

30-60

60+

Date:

Weather:

Note the time and record the speed of the car. Be sure to note down the location in which you are gathering data.

URBAN DESIGN GUIDELINES FOR ROCK SPRING AND WHITE FLINT 2 SECTOR PLANS · **DRAFT** · MAY 2019 143

PARKING LOTS *TO* PLACES

Urban Design Guidelines for Rock Spring & White Flint 2 Sector Plans

Draft May 15, 2019

M-NCPPC
Montgomery County Planning Department
8787 Georgia Avenue
Silver Spring, MD 20910

MontgomeryPlanning.org