New Suburbanism in Montgomery County

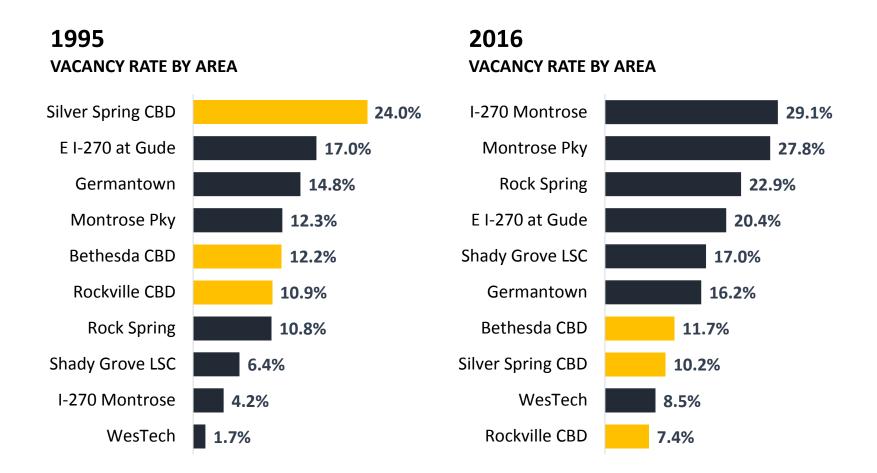
A Vision for Retrofitting the Suburbs





New Suburbanism: Planning to meet market demand, social needs, and other public and private goals

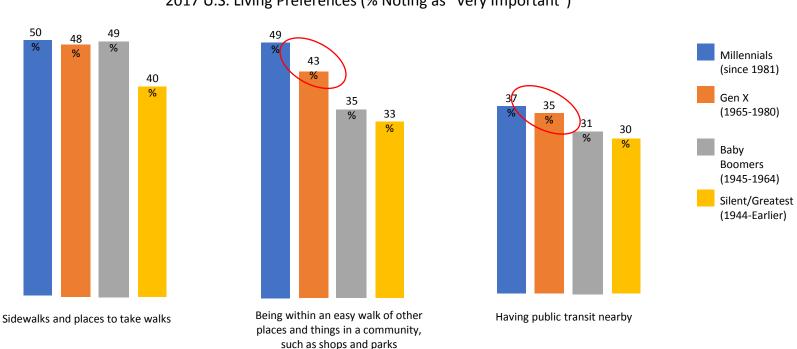
Office submarkets in transit-accessible locations have lower vacancy rates



Source: 2016 Vacancy Rates, CoStar Group



Living preferences are shifting towards walkable, mixed use neighborhoods – with and without transit

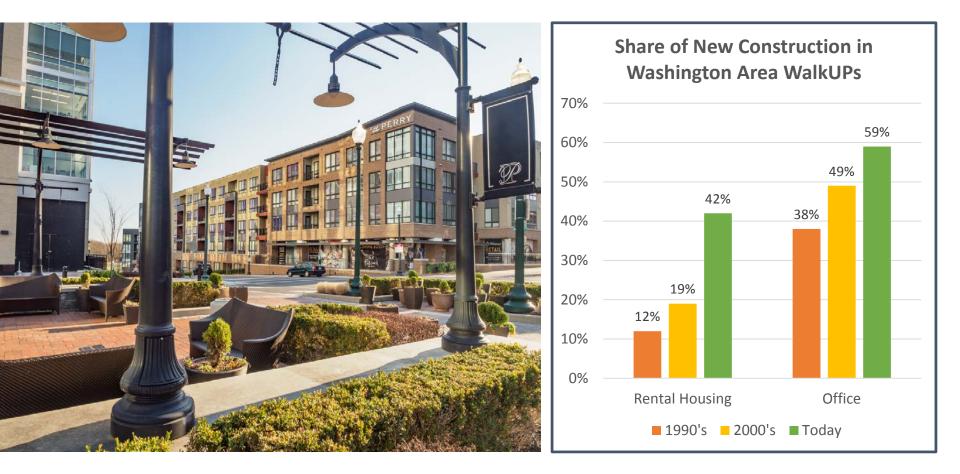


2017 U.S. Living Preferences (% Noting as "Very Important")

Source: 2017 Community and Transportation Preferences Survey, National Association of Realtors



Walkable mixed-use attracts people and investment -



Source: Study of walkable urban places (WalkUPs) in Washington Metro Area conducted by Smart Growth America and LOCUS, 2016

especially among millennials, who have a positive fiscal impact -

"Roadmap for Growth: A Vision for the City of Philadelphia, 2015-2020." Greater Philadelphia Chamber of Commerce, 2014.

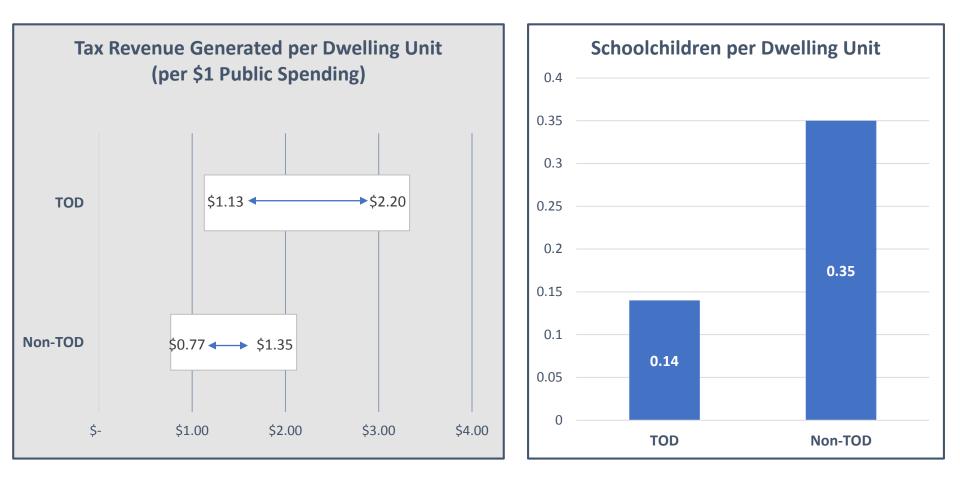
"The large growth in the millennial population is widely considered to be a boost to Philadelphia's economy. If employed, these young residents add to the city's consuming class. They are spending a large portion of their disposable incomes patronizing restaurants, retail stores, and arts and cultural institutions. They pay city taxes – and as compared to aging adults – make fewer demands on city services." **"Envisioning a Future Washington."** The Brookings Institution, 2001.

Net Fiscal Impact on Public Service Costs (District of Columbia, 2001)



Source: "Envisioning a Future Washington." The Brookings Institution. 2001. $\,6$

- and TOD generates higher revenue with fewer school-age children.



Source: Fiscal Impacts of Transit-Oriented Development Projects, December 2016. Urban Land Institute

Our challenge is to align land use planning with these residential, retail and office market directions.

COMPACT DEVELOPMENT







MIXED-USE ZONING



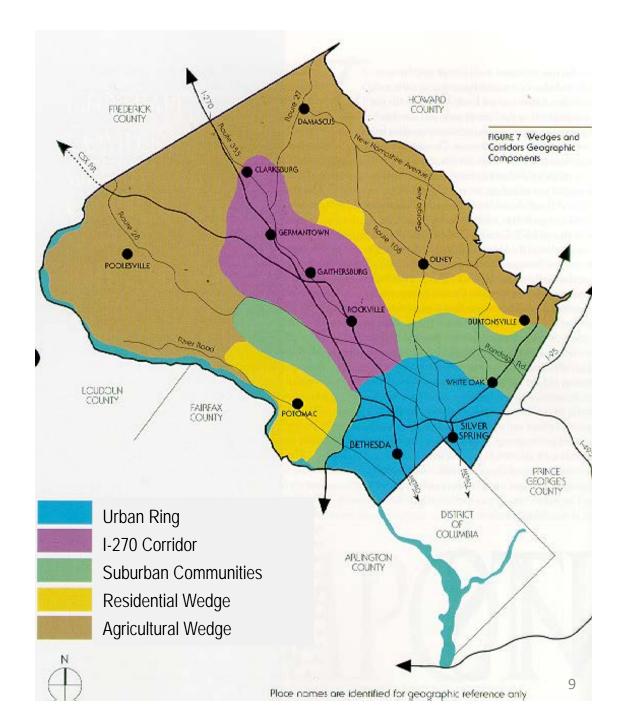
SUBURBAN OFFICE PARK RETROFITS

URBAN DESIGN / PLACEMAKING

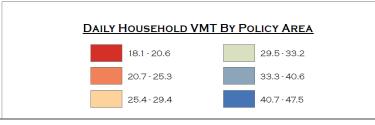


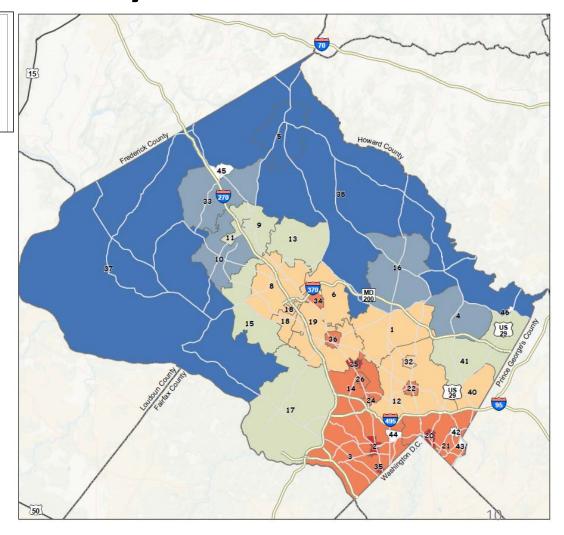


Montgomery County's 1964 General Plan: "...On Wedges and Corridors"



VMT is lower near transit, but varies depending on location in Montgomery County.





Infill redevelopment improves water quality -

Pike & Rose: before and after



Size: 8.78 Acres 77% Runoff Reduction

Runoff Rates: Pre-construction runoff: 78,722.36 cu/ft

Treatment Provided: 60,555.66 cu/ft

Post-construction runoff: 18,166.70 cu/ft

SWM Treatments:

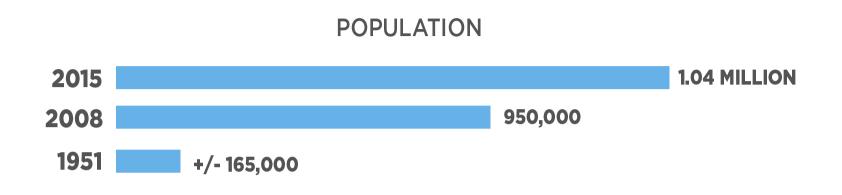
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- Green roof
- Bioretention
- Silva cells

Source: Montgomery County Planning Department; Department of Permitting Services



- and we've increased forest cover over the last 60 years while adding 1 million residents.



PERCENT OF FOREST COVER



Source: Montgomery County Planning Department

New Suburbanism: Elements of Design



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Maryland-National Capital Park and Planning Commission



MONTGOMERY COUNTY PLANNING DEPARTMENT

Maryland-National Capital Park and Planning Commission

Characteristics of New Suburbanism

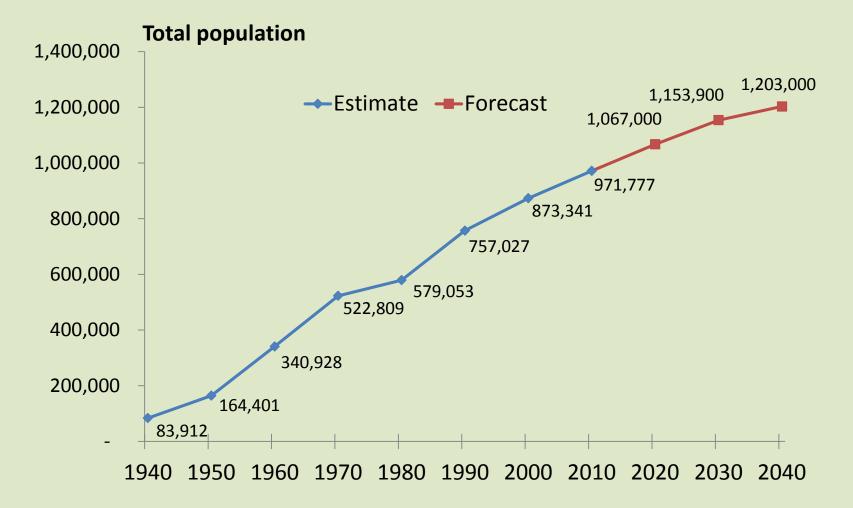
- Key: "suburban" not "urban"
- Not necessarily near transit
- Uses land and space efficiently infill
- Promotes walkability
- Multi-modal opportunities
- Mixture of uses and building types/heights
- Great streets and an inviting public realm
- Great public gathering spaces

New Suburbanism

Montgomery County: Who We Are Today

- **STABLE:** Population exceeded 1 million in 2012, but the rate of growth has declined since 1990.
- **DIVERSE:** County is majority minority (2010 U.S. Census).
- **SMART:** County ranks #10 in the U.S. in residents age 25 and over who have a bachelor's degree or higher.
- AGING: We are getting older. County has fewer millennials than other jurisdictions nearby. Millennials are 19% of the County population, but their share is almost 31% within ¹/₂ mile of Metrorail stations.
- TRANSIT SAVVY: Public transportation is used for 15% of all work trips Countywide. That percentage rises to 28% for people who live within ¹/₂ mile of a Metrorail station.

Montgomery County population is still growing – but at a slower rate



MONTGOMERY COUNTY PLANNING DEPARTMENT

Forecasted housing demand higher than historic average of permitted units

Montgomery County Building Permits



Source: US Census Bureau, Building Permit Estimates

Environmental + Man-Made Constraints

Environmental

Hydrological

- Streams
- Wetland Buffers
 Erodible soils
 Parks & Biodiversity areas
 Agricultural Reserves
 Special Protection Areas
 Forest Conservation Easements

Man-made

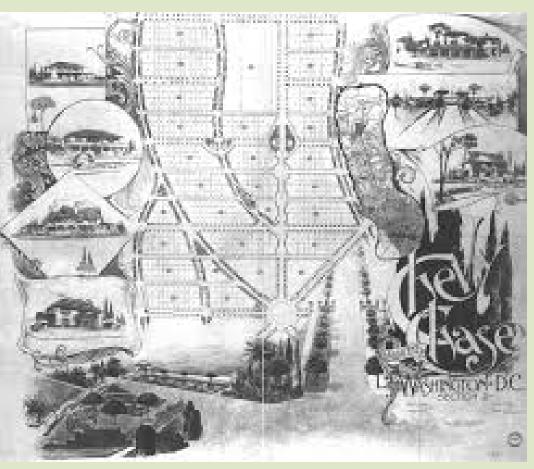
Utility Sites

- Washington Suburban Sanitary Commission
- Transmission Lines
- Transportation Infrastructure
- Metrorail
- Rail
- State Roads
- Federal Highways
 Government Ownership
 Rustic Roads
 Historic Preservation
 TDR Exhausted
 Rock Quarries
 Regulated Affordable Housing,
 Private Institutional
 HOA Common Ownership
 Single Family Dwellings

Area Constrained area = 263,260 Acres 81% 19% Unconstrained area = 61,059 Acres

Infilling Suburbs/Learning from the Past

- Walkability
- Mix of uses and housing types
- Multi-modal and access to transportation
- Great streets and public realm
- Open spaces and gathering places
- Design Excellence



NEW SUBURBANISM

Vision for New Suburbs: Walkability

- Compatible infill near established neighborhoods – walk to services
- Mixed-use, mixed-housing types
- Vibrant public realm of great streets, sidewalks, parks and plazas.
- Design excellence and "sense of place" for each unique neighborhood
- Maximize connections pedestrians first









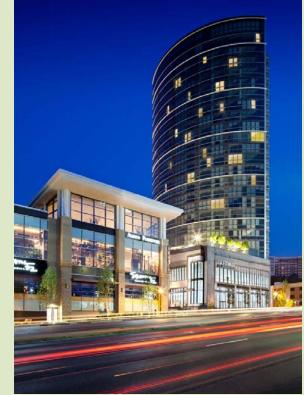
New Suburbanism

Maryland-National Capital Park and Planning Commission

MONTGOMERY COUNTY

Vision for New Suburbs: Mixed-Use

- Maximize walkability & transit use
- Park once minimize auto trips
- Work-Live options
- Environmentally & economically sustainable
- Provides viable option for empty nesters wanting to stay in their neighborhood





NEW SUBURBANISM

Maryland-National Capital Park and Planning Commission

Vision for New Suburbs: Mixed-Housing Options

- Expand the "missing middle"
 - Housing for young people starting out and empty nesters
 - Small lot homes, courtyard housing, bungalow courts, duplexes and triplexes, granny flats
- Promote Housing Affordability

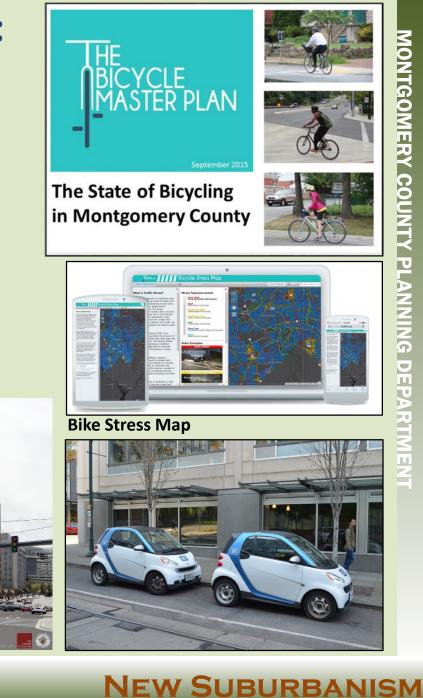




Vision for New Suburbs: Multi-Modal

- **Buildout of the Purple Line Light Rail System**
- **Bus Rapid Transit System**
- **Bicycle Master Plan low stress** biking
- **Bike Share, Auto Share, Ride Share** programs
- **Driverless cars**





Vision for New Suburbs: Great Streets

- Focuses activities, defines circulation and provides continuity with surrounding community
- Pedestrians first

land-National Capital Park and Planning Commission

Trees and environmentally sustainable design



Yes

No

NEW SUBURBANISM

GO

Vision for New Suburbs: Open Spaces

- Not just livable, but also lovable (Ethan Kent)
- Activating uses
- Community partnerships
- Reflects the unique characteristics of a community – intersection with historic preservation









New Suburbanism

Maryland-National Capital Park and Planning Commission

Vision for New Suburbs: Innovative School

Design

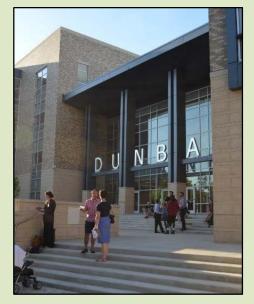




Rachel Carson Elementary School, Kentlands, MD

Somerset Elementary School - Chevy Chase, MD

- Compact, walkable, efficient sites
- Building up, not out
- Co-location of uses
- Creative ways of providing recreational facilities, open space, bus access, parking



Dunbar High School – DC

Vision for New Suburbs: Design Excellence

- Details really do matter especially in how the building meets the street
- Grid, grid, grid, grid, grid...
- It takes a village to make a village.





ONIGOMERY

Downtown Crown

- Townhouse, single-family and apartment mixed-use community
- Pedestrians first
- Centrally located public spaces
- Eyes on the street safe
- Great retail/outdoor dining





ryland-National Capital Park and Planning Commission

NTGOMERY COUNT Ρ ANNING

Pike and Rose

- A new Rockville Pike
- New street grid
- Mixed-use
- Mid-rise and High-rise flats
- Reduced need for a car/TOD
- Pedestrian friendly
- Pocket parks and open spaces







New Suburbanism

Maryland-National Capital Park and Planning Commission



LESSONS IN NEW SUBURBANISM

Presented by: Jennifer Russel, Rodgers Consulting



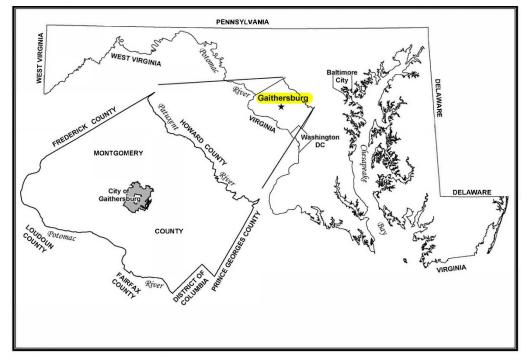


American Planning Association

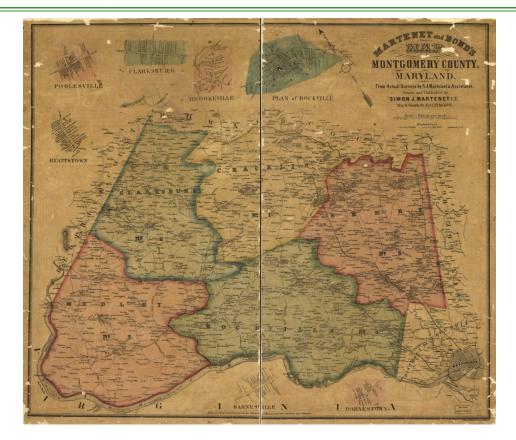
April 21, 2018



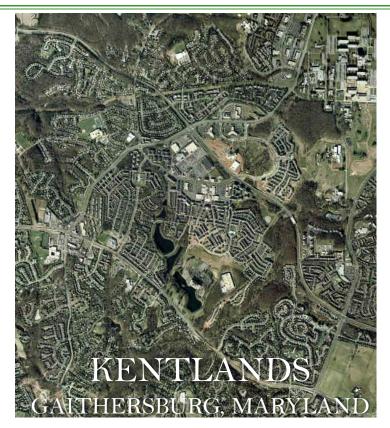
THE CITY OF GAITHERSBURG, MARYLAND



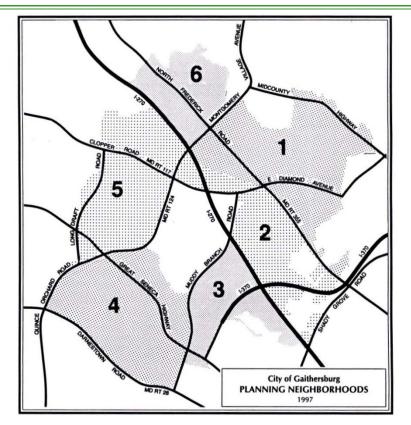
RODGERS Knowledge CONSULTING Enduring Values











RODGERS Knowledge CONSULTING Enduring Values



Andres Duany

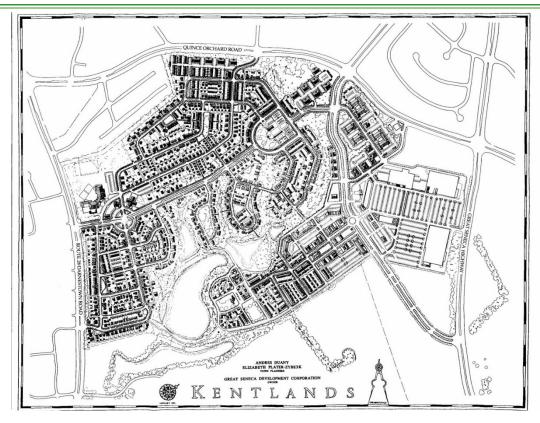
KENTLANDS: PRINCIPLES & CONCEPTS EMERGED DURING CHARRETTE

- 1. Create range of housing types
- 2. Create walkable neighborhoods
- 3. Encourage community and stakeholder collaboration
- 4. Foster communities' sense of place with good design
- 5. Mix land uses and housing types a seamless community
- 6. Build narrow streets with enhanced connectivity via a grid system
- 7. Create great civic spaces and building-lined streets























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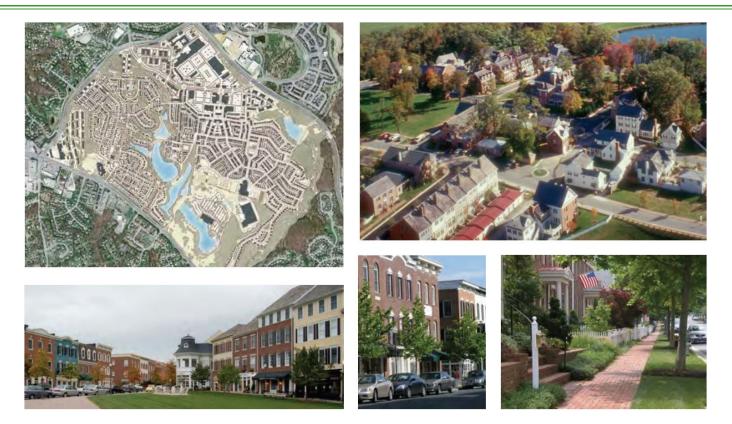








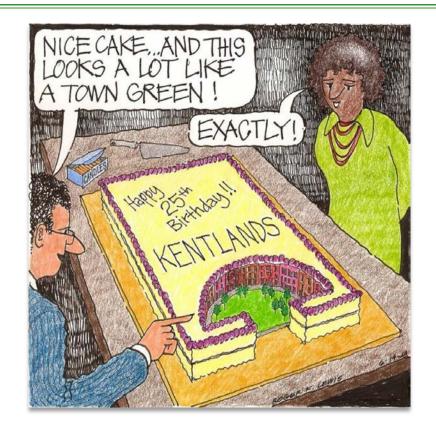




INGREDIENTS FOR SUCCESS

- ✓ Political Will
- ✓ Visionary Developer
- ✓ Creative Designer
 ✓ Forward Looking Staff
 ✓ Involved Stakeholders
 ✓ The Charrette Approach









THANK YOU TO THANK

Special acknowledgements to: Trudy M. W. Schwarz at the City of Gaithersburg and Jenna Jacobs at Rodgers Consulting

FOULGER-PRATT

INTRODUCTION

DOWNTOWN SILVER SPRING

BRYANT FOULGER

eggsperience.

THE NATURE CONSERVANCY

SILVER SPRING METRO CENTER



ROCKVILLE METRO PLAZA II

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PER CALLER OF STREET



CORE



THE THORNTON

BRYANT FOULGER



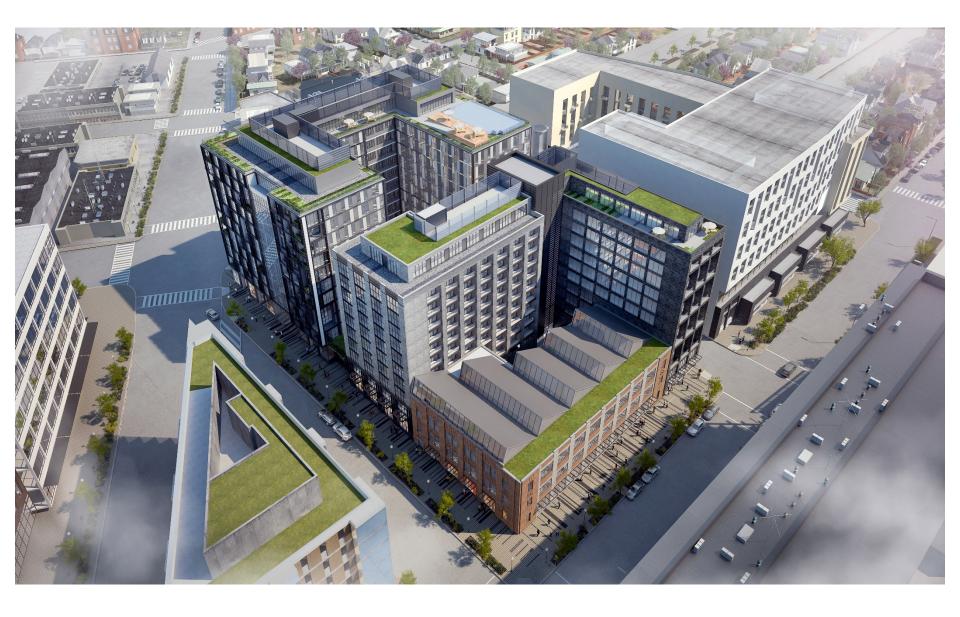
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PRESS HOUSE



ECKINGION PARK



TYSONS CENTRAL







CASE STUDY

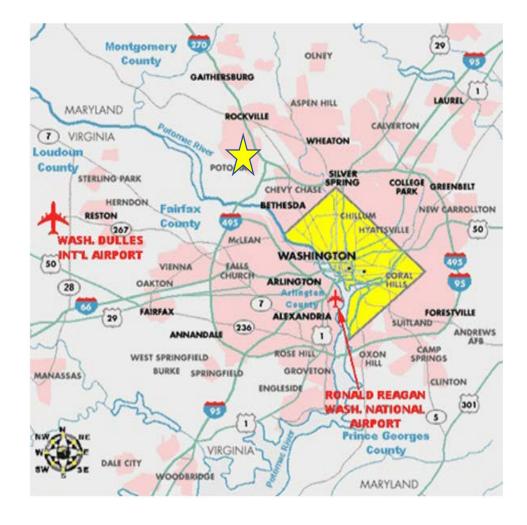








PARK POTOMAC



PARK POTOMAC



- Developed by EYA
- 150 Luxury Brownstones
- \$1.0 to \$1.5M
- Up to 4,500 SF, many with elevators
- Mix of front-loaded and rearloaded units
- Site features wooded preserve, trails











- Two towers with 75 units each
- 1,900 SF average unit size
- Average purchase price just over \$1,000,000
- Average purchaser age: 65 years
- Underground parking
- Amenities include outdoor pool and deck, fitness center, clubhouse, card room, high-end finishes, concierge, etc.

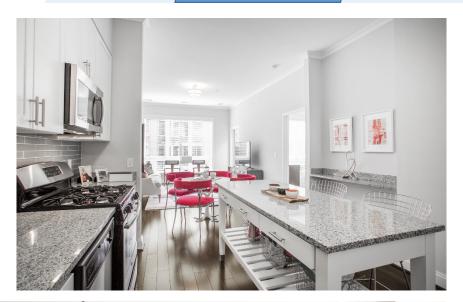






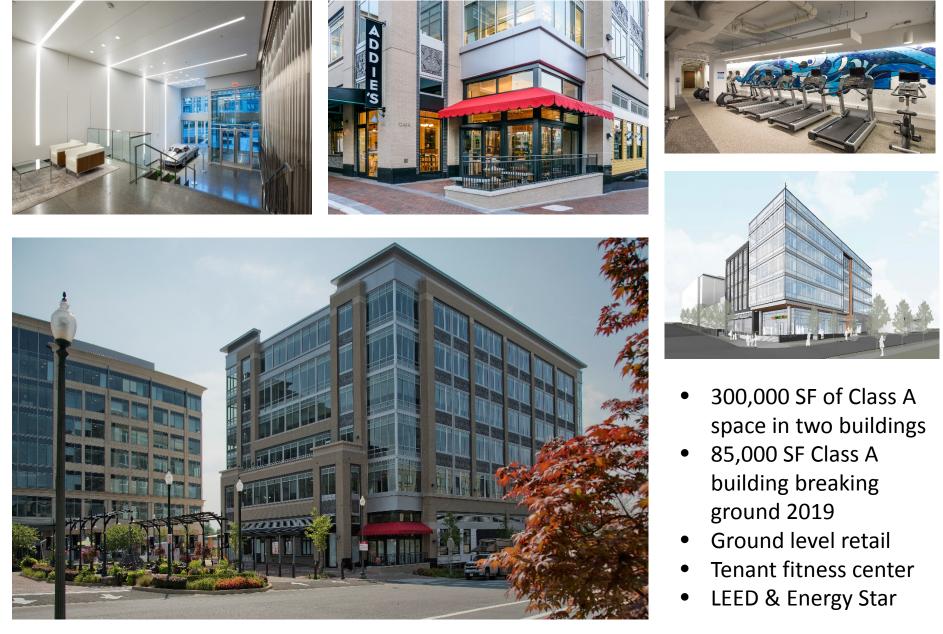


- Two buildings, totaling 298 units
- 4- and 5-stories above underground garage
- Average unit size of 1,100 SF
- Amenities include lounges, two fitness centers, business center, outdoor pool and grilling area, pet spa, large outdoor landscaped park, private courtyard with fireplace, etc.



















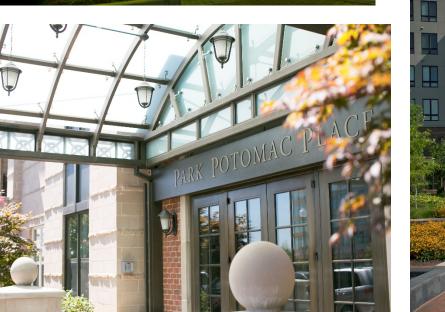


MIX OF USES



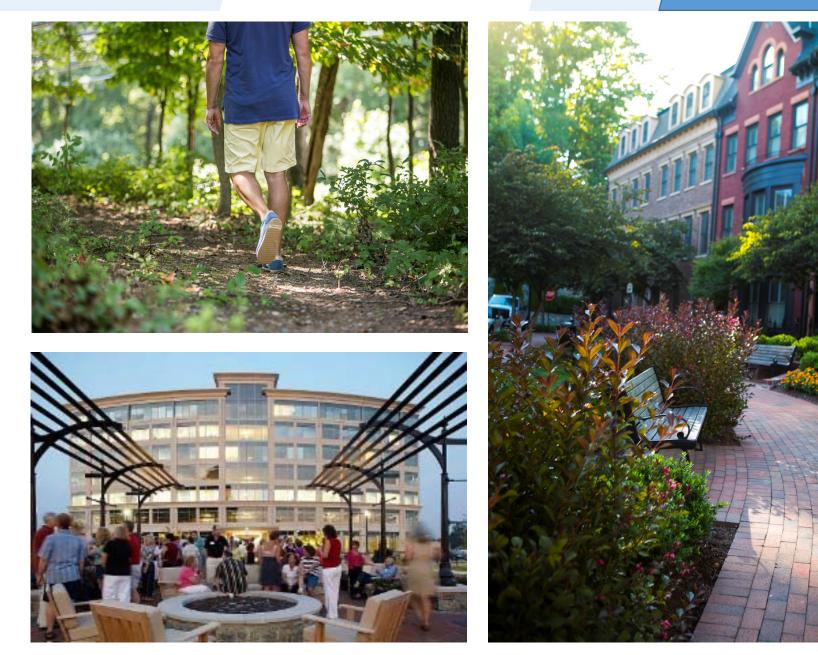








WALKABLE



ACCESS TO MAJOR ROADS AND TRANSIT



MIX OF ARCHITECTURE













PARK POTOMAC: SUCCESSES

GER-PRATT

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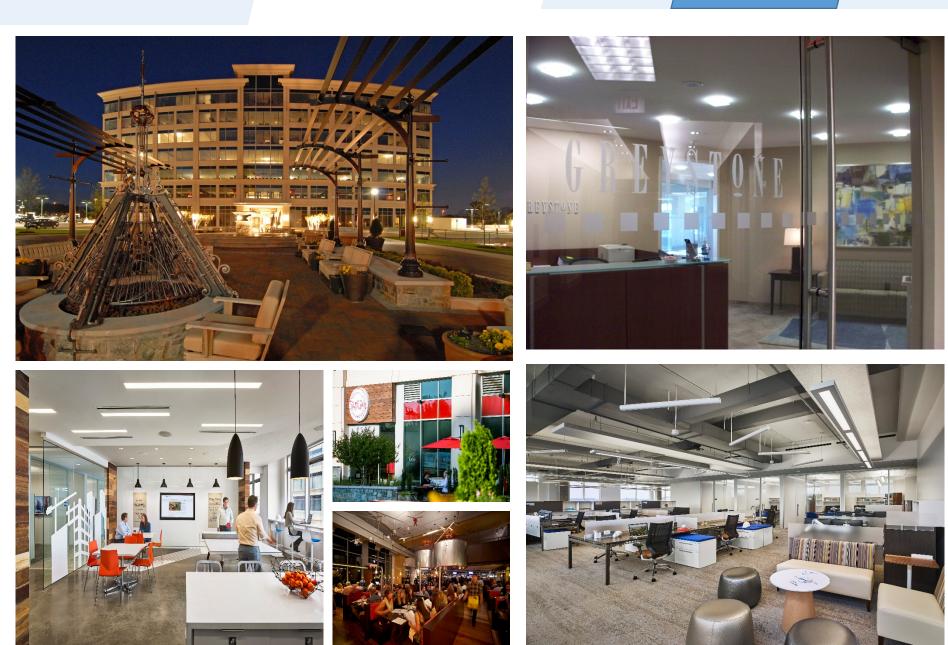
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OFFICE LEASING



ORIGINAL SALES PACE



STABILITY OF TENANT BASE

BRYANT FOULGER

The Perry

 75% tenant retention with abovemarket rent increases

Office Buildings

 Major office tenants have expanded and extended their terms

Condos and Brownstones

Low turnover of for-sale housing

Retail Tenants

- Strong sales
- Founding Farmers is expanding and extending term

Commercial and residential occupants consider Park Potomac "HOME"



RETAIL AND FOOD



Foulger-Pratt

PARK POTOMAC: CHALLENGES

HOTEL #S DIDN'T WORK



OFFICE MARKET



RIGID SEGREGATION OF USES



STOREFRONT SELF EXPRESSION



"OLD WAY"

 Tenants fit storefront within building elements

"NEW WAY"

- Reduce building elements at base
- Allow tenants self expression and branding with their storefronts



PUBLIC PARK NOT UTILIZED



GRADE ISSUES/RETAIL LIMITS



- 22' of grade change across the property
- Added expense related to accommodating outdoor seating
- Reduces flexibility to accommodate differing tenant size requirements
- Retail SF limited by Master Plan





BRYANT FOULGER

Re-Imagining Park Potomac













THANK YOU

