# New Suburbanism in Montgomery County

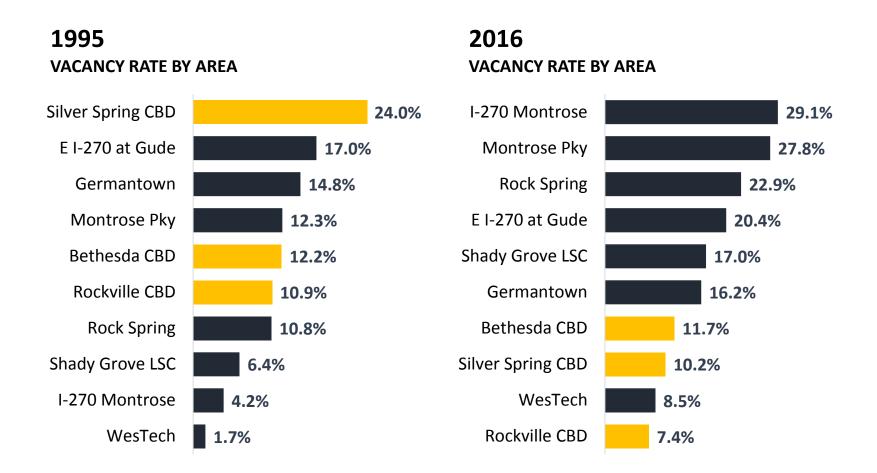
# A Vision for Retrofitting the Suburbs





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

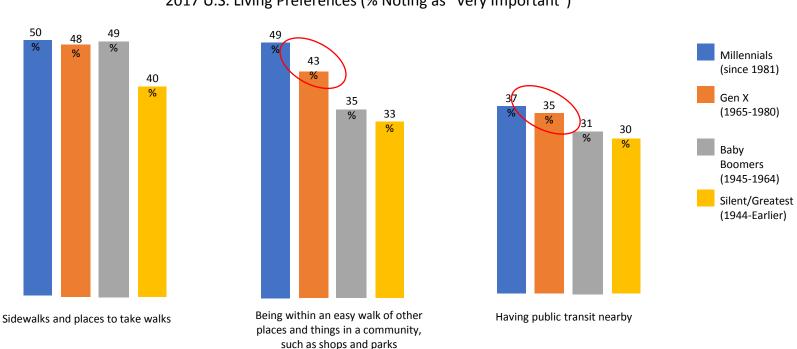
# Office submarkets in transit-accessible locations have lower vacancy rates



Source: 2016 Vacancy Rates, CoStar Group



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

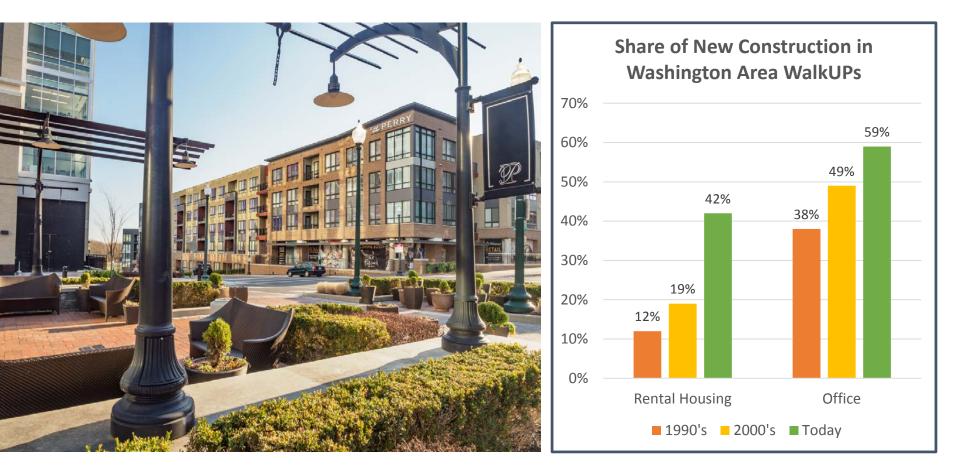


2017 U.S. Living Preferences (% Noting as "Very Important")

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.

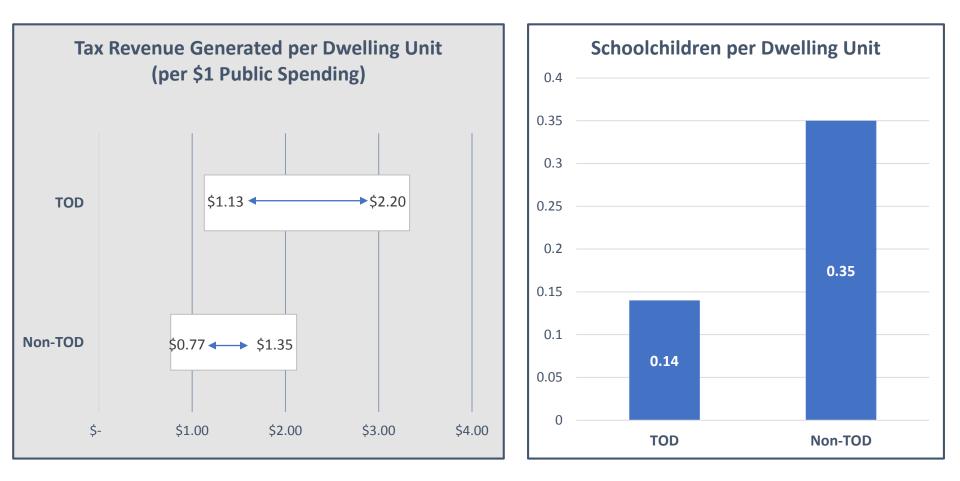
"The large growth in the millennial population is widely considered to be a boost to Philadelphia's economy. If employed, these young residents add to the city's consuming class. They are spending a large portion of their disposable incomes patronizing restaurants, retail stores, and arts and cultural 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



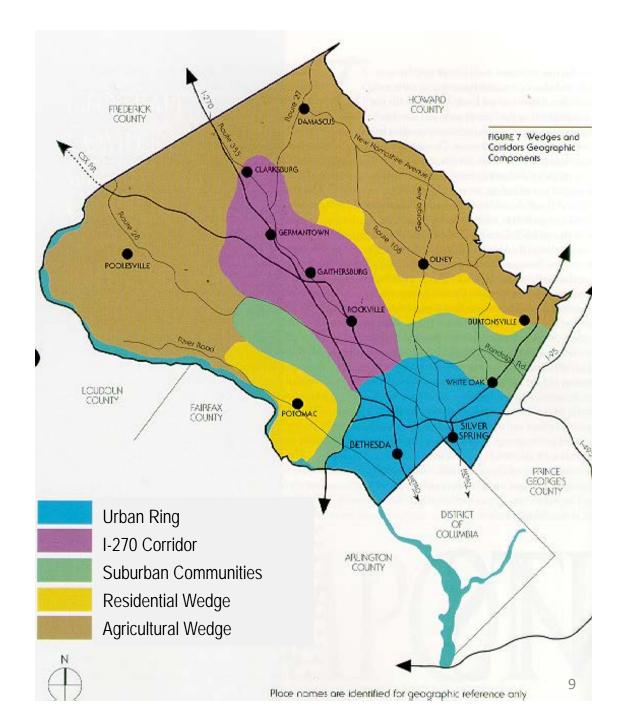
# SUBURBAN OFFICE PARK RETROFITS

URBAN DESIGN / PLACEMAKING

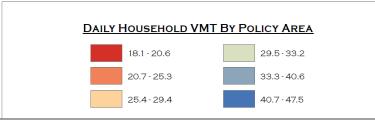


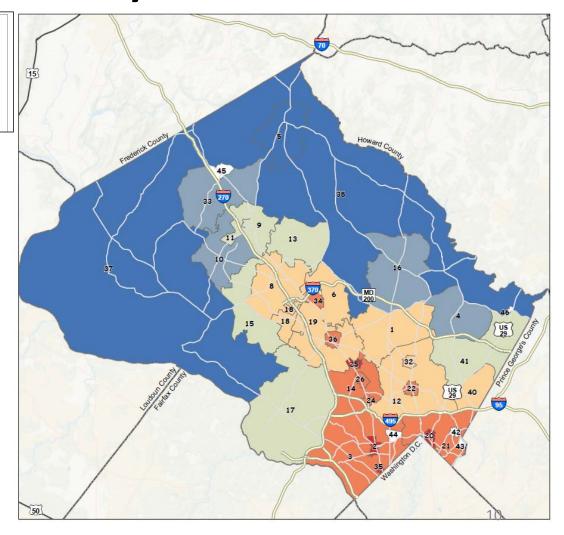


### Montgomery County's 1964 General Plan: "...On Wedges and Corridors"



## 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:** 

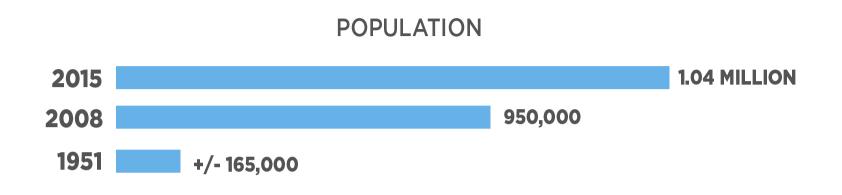
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- Green roof
- Bioretention
- Silva cells

**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**

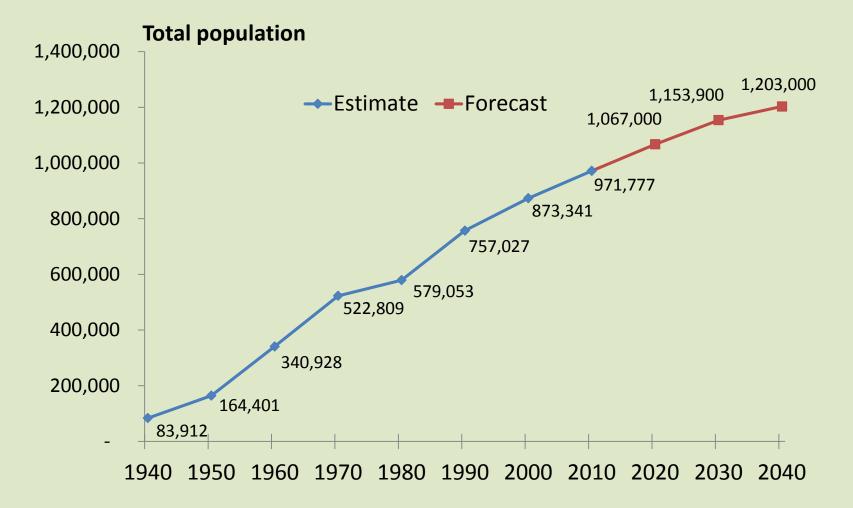
- Key: "suburban" not "urban"
- Not necessarily near transit
- Uses land and space efficiently infill
- Promotes walkability
- Multi-modal opportunities
- Mixture of uses and building types/heights
- Great streets and an inviting public realm
- Great public gathering spaces

**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 <sup>1</sup>/<sub>2</sub> 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 <sup>1</sup>/<sub>2</sub> 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

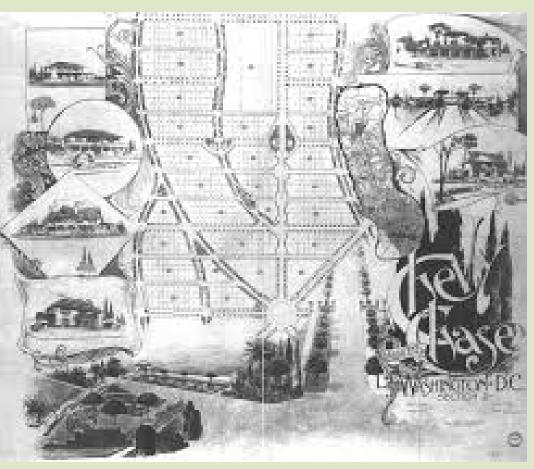
#### **Utility Sites**

- 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









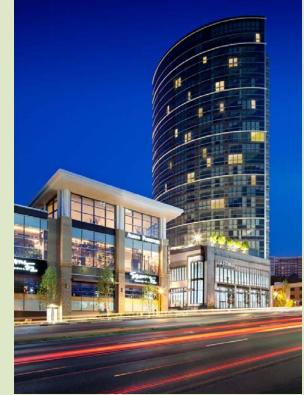
#### **New Suburbanism**

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

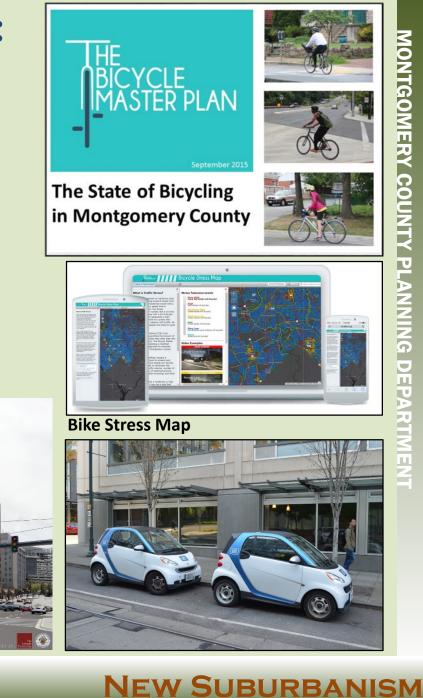




# **Vision for New Suburbs: Multi-Modal**

- **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

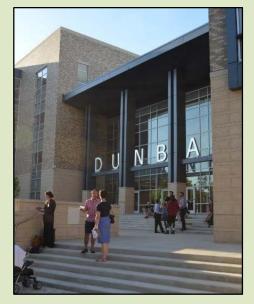




Rachel Carson Elementary School, Kentlands, MD

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



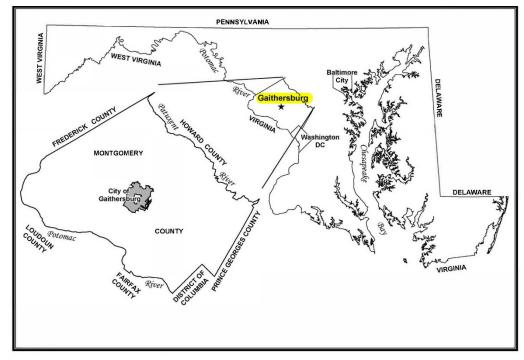


**American Planning Association** 

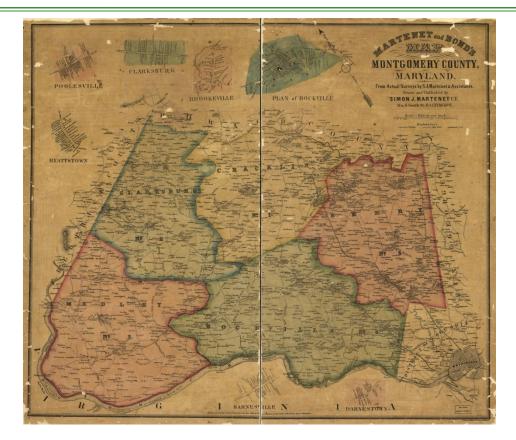
April 21, 2018



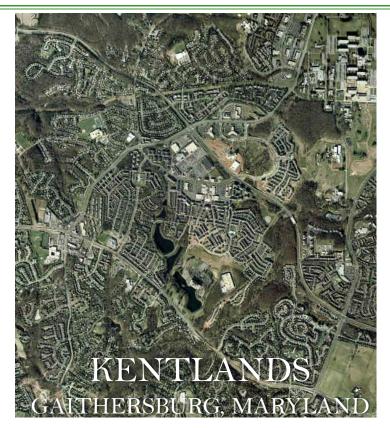
#### THE CITY OF GAITHERSBURG, MARYLAND



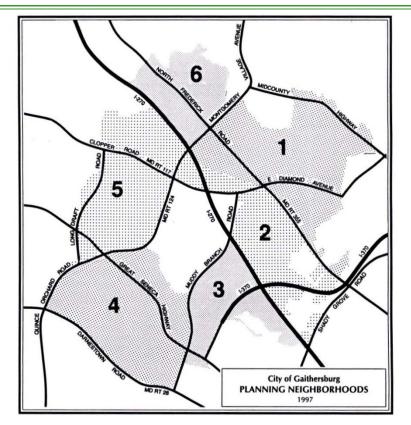
#### RODGERS Knowledge CONSULTING Enduring Values











#### RODGERS Knowledge CONSULTING Enduring Values



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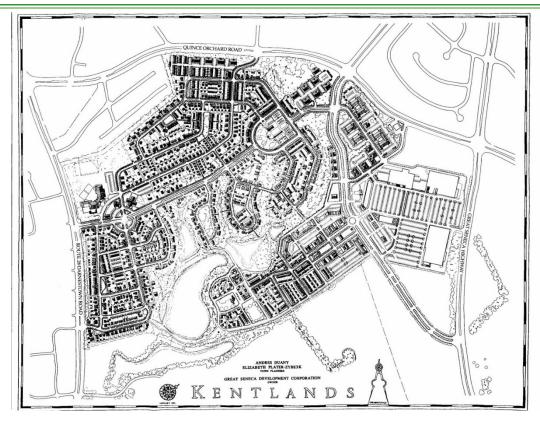
KENTLANDS: PRINCIPLES & CONCEPTS EMERGED DURING CHARRETTE

- 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





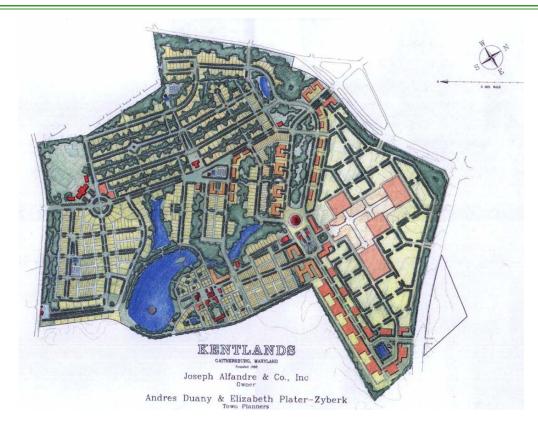


















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## **KENTLANDS**:

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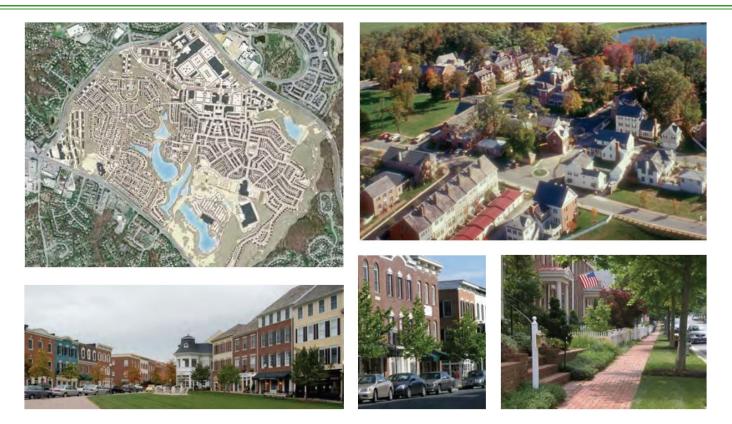








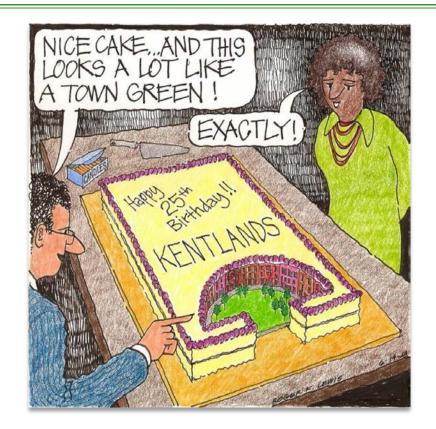




# INGREDIENTS FOR SUCCESS

- ✓ 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



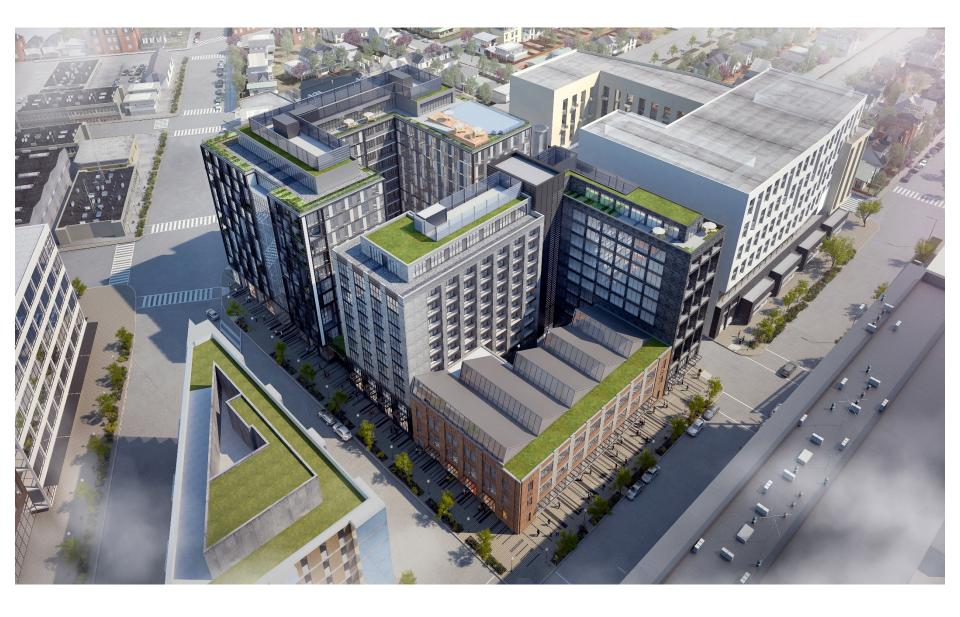
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## PRESS HOUSE



## ECKINGION PARK



## TYSONS CENTRAL







# CASE STUDY

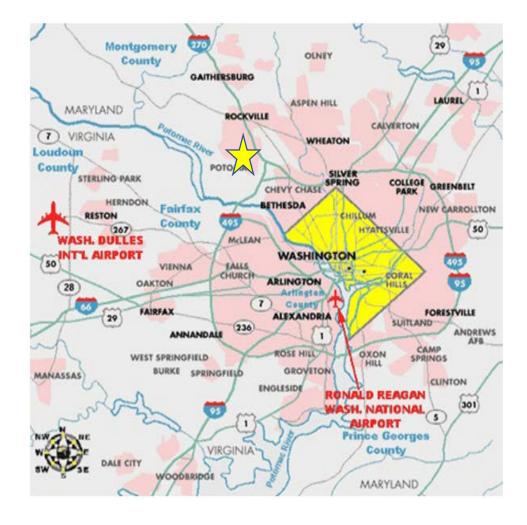








## PARK POTOMAC



## 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.

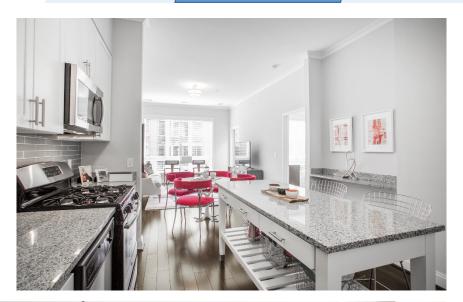






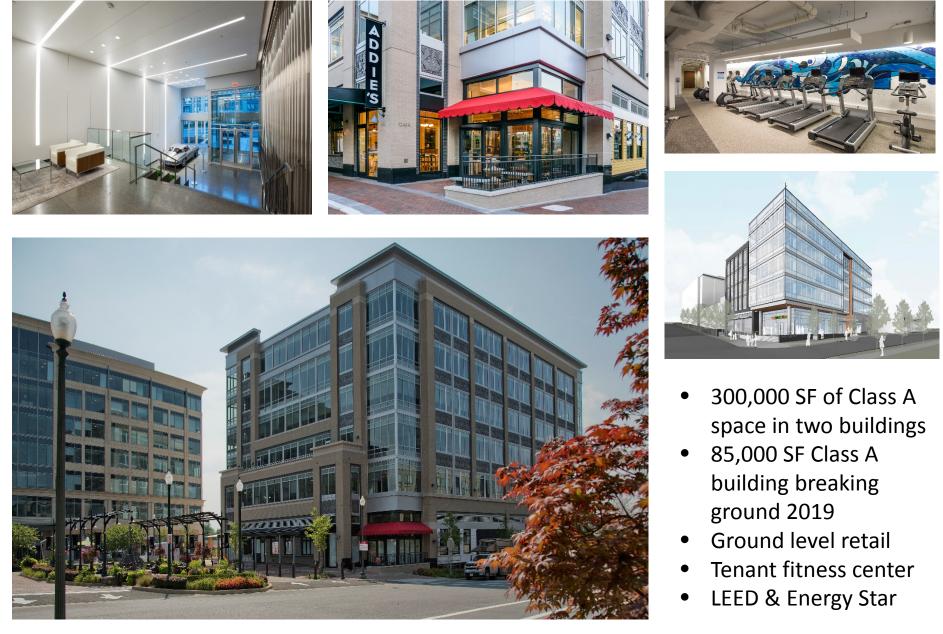


- Two buildings, totaling 298 units
- 4- and 5-stories above underground garage
- Average unit size of 1,100 SF
- Amenities include lounges, two fitness centers, business center, outdoor pool and grilling area, pet spa, large outdoor landscaped park, private courtyard with fireplace, etc.



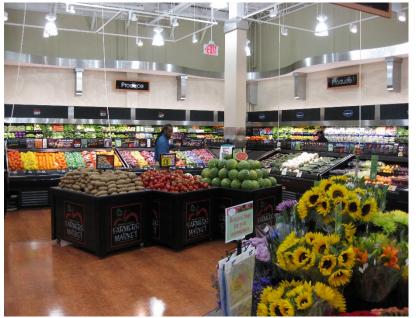
















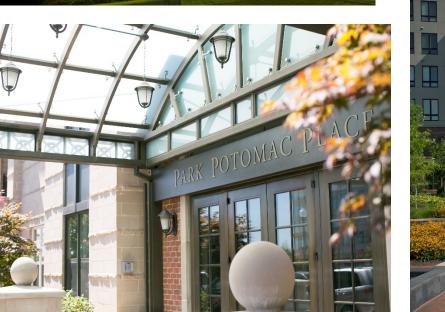


### MIX OF USES



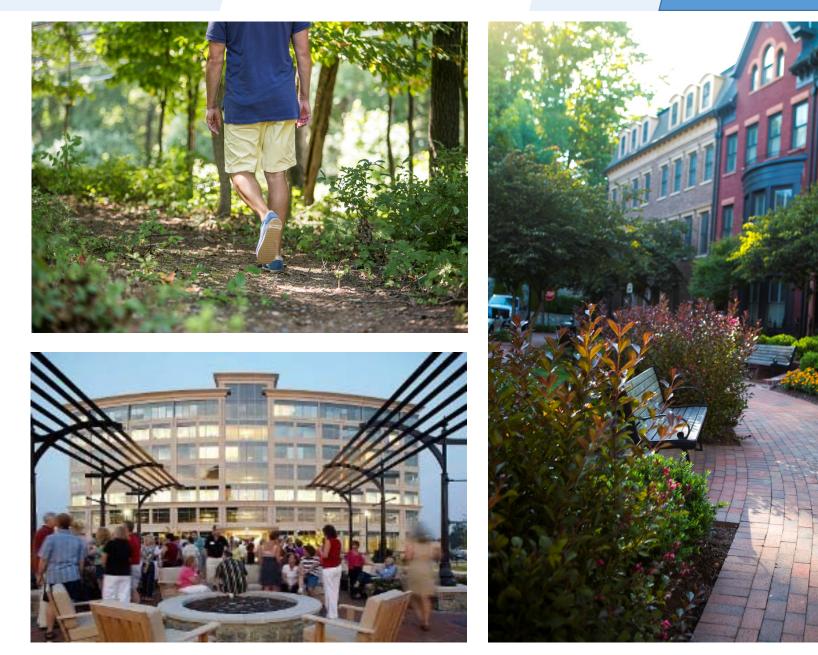








### WALKABLE



#### ACCESS TO MAJOR ROADS AND TRANSIT



### MIX OF ARCHITECTURE













# PARK POTOMAC: SUCCESSES

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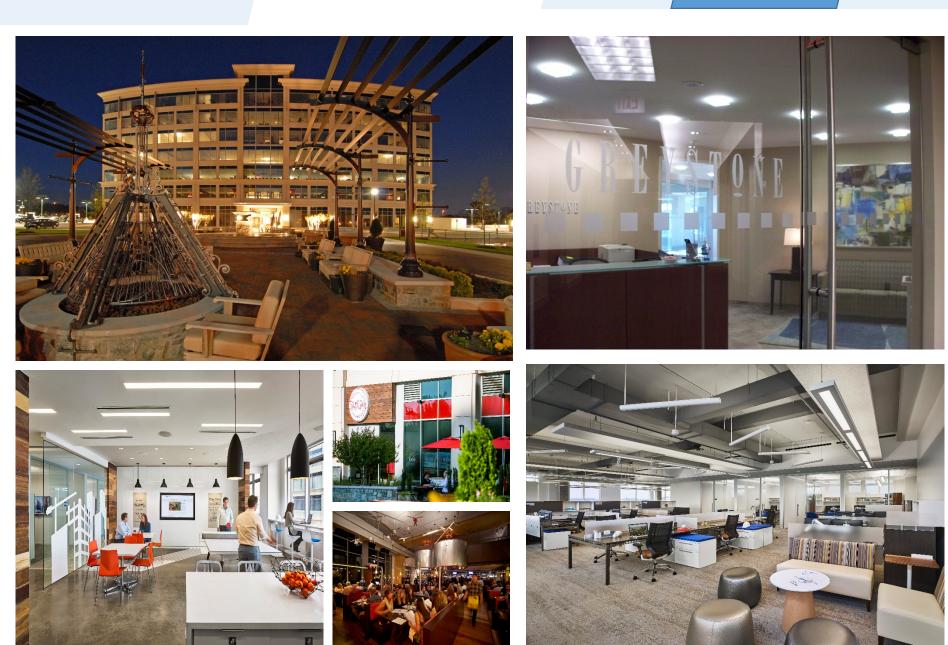
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### **OFFICE LEASING**



# 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

