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**

**1995**

<table>
<thead>
<tr>
<th>Area</th>
<th>Vacancy Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver Spring CBD</td>
<td>24.0%</td>
</tr>
<tr>
<td>E I-270 at Gude</td>
<td>17.0%</td>
</tr>
<tr>
<td>Germantown</td>
<td>14.8%</td>
</tr>
<tr>
<td>Montrose Pky</td>
<td>12.3%</td>
</tr>
<tr>
<td>Bethesda CBD</td>
<td>12.2%</td>
</tr>
<tr>
<td>Rockville CBD</td>
<td>10.9%</td>
</tr>
<tr>
<td>Rock Spring</td>
<td>10.8%</td>
</tr>
<tr>
<td>Shady Grove LSC</td>
<td>6.4%</td>
</tr>
<tr>
<td>I-270 Montrose</td>
<td>4.2%</td>
</tr>
<tr>
<td>WesTech</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

**2016**

<table>
<thead>
<tr>
<th>Area</th>
<th>Vacancy Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-270 Montrose</td>
<td>29.1%</td>
</tr>
<tr>
<td>Montrose Pky</td>
<td>27.8%</td>
</tr>
<tr>
<td>Rock Spring</td>
<td>22.9%</td>
</tr>
<tr>
<td>E I-270 at Gude</td>
<td>20.4%</td>
</tr>
<tr>
<td>Shady Grove LSC</td>
<td>17.0%</td>
</tr>
<tr>
<td>Germantown</td>
<td>16.2%</td>
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<tr>
<td>Bethesda CBD</td>
<td>11.7%</td>
</tr>
<tr>
<td>Silver Spring CBD</td>
<td>10.2%</td>
</tr>
<tr>
<td>WesTech</td>
<td>8.5%</td>
</tr>
<tr>
<td>Rockville CBD</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

**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")

- **Sidewalks and places to take walks**:
  - Millennials: 50%
  - Gen X: 48%
  - Baby Boomers: 49%
  - Silent/Greatest: 40%

- **Being within an easy walk of other places and things in a community, such as shops and parks**:
  - Millennials: 49%
  - Gen X: 43%
  - Baby Boomers: 35%
  - Silent/Greatest: 33%

- **Having public transit nearby**:
  - Millennials: 37%
  - Gen X: 35%
  - Baby Boomers: 31%
  - Silent/Greatest: 30%

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 -


"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."


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

<table>
<thead>
<tr>
<th>Family Structure</th>
<th>Fiscal Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Couple, childless</td>
<td>$13,000</td>
</tr>
<tr>
<td>Adult Single, childless</td>
<td>$4,300</td>
</tr>
<tr>
<td>Two-parent family, two kids</td>
<td>$6,200</td>
</tr>
<tr>
<td>Single-parent family, two kids</td>
<td>($16,500)</td>
</tr>
<tr>
<td>(Single-parent family, two kids)</td>
<td>($20,000) ($10,000)</td>
</tr>
</tbody>
</table>

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

**Tax Revenue Generated per Dwelling Unit (per $1 Public Spending)**

<table>
<thead>
<tr>
<th>Non-TOD</th>
<th>TOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.77</td>
<td>$1.13</td>
</tr>
</tbody>
</table>

**Schoolchildren per Dwelling Unit**

<table>
<thead>
<tr>
<th>Non-TOD</th>
<th>TOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.14</td>
<td>0.35</td>
</tr>
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</table>

**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.
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:
• 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.

**POPULATION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1.04 million</td>
</tr>
<tr>
<td>2008</td>
<td>950,000</td>
</tr>
<tr>
<td>1951</td>
<td>+/- 165,000</td>
</tr>
</tbody>
</table>

**PERCENT OF FOREST COVER**

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent</th>
</tr>
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<tbody>
<tr>
<td>2015</td>
<td>29.3%</td>
</tr>
<tr>
<td>2008</td>
<td>28.8%</td>
</tr>
<tr>
<td>1951</td>
<td>25.5%</td>
</tr>
</tbody>
</table>

*Source: Montgomery County Planning Department*
New Suburbanism: Elements of Design
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
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 ½ 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 ½ mile of a Metrorail station.
Montgomery County population is still growing – but at a slower rate
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%
Unconstrained area =  61,059 Acres  19%
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
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
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
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
- Trees and environmentally sustainable design

Yes

No
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
Vision for New Suburbs: Innovative School Design

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

Presented by: Jennifer Russel, Rodgers Consulting
THE CITY OF GAITHERSBURG, MARYLAND
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
KENTLANDS: 1988
INGREDIENTS FOR SUCCESS

- Political Will
- Visionary Developer
- Creative Designer
- Forward Looking Staff
- Involved Stakeholders
- The Charrette Approach
NICE CAKE... AND THIS LOOKS A LOT LIKE A TOWN GREEN!

EXACTLY!

Happy 25th Birthday!! KENTLANDS
THANK YOU 
TO THE 
CITY OF GAITHERSBURG

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

833.200.2489
- Developed by EYA
- 150 Luxury Brownstones
- $1.0 to $1.5M
- Up to 4,500 SF, many with elevators
- Mix of front-loaded and rear-loaded units
- Site features wooded preserve, trails
PARK POTOMAC

- 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.
PARK POTOMAC

• 300,000 SF of Class A space in two buildings
• 85,000 SF Class A building breaking ground 2019
• Ground level retail
• Tenant fitness center
• LEED & Energy Star
MIX OF USES
WALKABLE
ACCESS TO MAJOR ROADS AND TRANSIT

PARK POTOMAC
www.parkpotomac.com
MIX OF ARCHITECTURE
The Perry
• 75% tenant retention with above-market 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”
PARK POTOMAC: CHALLENGES
HOTEL #S DIDN’T WORK
RIGID SEGREGATION OF USES
“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
• 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
Re-Imagining Park Potomac