Makeover Montgomery 2
The Continuing Transformation of America’s Suburbs

Transit Corridors as a Model for Suburban Retrofit

Branch Avenue Corridor Revitalization Sector Plan
M-NCPPC Prince George’s County
Case Study

Lee Quill FAIA, CNU
Cunningham | Quill Architects
May 10, 2014
TRENDS:
2011 Urban Land Institute Report

- Rising energy prices and increasing congestion will increase the demand for locations and real estate developments that offer live-work options, less driving, or enhanced opportunities to work at home.

- Multi-family development demand will focus around public transit stations & near suburban centers.

- Baby boomers downsizing out of larger suburban homes and into locations with convenient urban lifestyles.

- Boomers will seek walkable places, with accessibility to grocery stores and medical offices.

- As Gen Y and Boomers seek more urban living options, gentrifying close-in neighborhoods, low-income households will be pushed into the weakening outer suburban rings.

- Urban redevelopment shifting to the suburbs, where developers and planners will need to re-purpose dying retail strips and suburban fringe.

DATA:

DEVELOPMENT PREFERENCES IN THE U.S.: *

- Walkable communities with mixed-housing and mixed uses 56%
- Suburban sprawl 40%

HOUSING TYPES IN THE U.S.: DEMAND (DESIRE)*

- Attached housing options (Apts/Condos/Townhomes/Multiplexes) 39%
- Small-lot options 37%
- Large-lot options 24%

SUPPLY**

- Attached housing (Apts/Condos/Townhomes/Multiplexes) 30%
- Small-lots 20%
- Large-lots 50%

* Survey by National Association of Realtors (NAR) 2011
** American Housing Survey 2011
Transit Context – BRT in the Region

Montgomery County, Maryland

City of Alexandria, Virginia

What Opportunity Does This Present
Living with Transit

Vive, Ukraine

New York Times 2014

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Living with Bus Rapid Transit

Curatiba, Brazil

Eugene, Oregon
Living with Bus Rapid Transit

Southern Maryland Transit Corridor Preservation Study – BRT & LRT Alignments

Leading to the

Central Branch Avenue Corridor Revitalization Sector Plan (M-NCPPC)
Central Branch Avenue Corridor Revitalization Sector Plan
Economic Context

FIVE DISTINCT ACTIVITY CENTERS
RATIONALIZED USE PATTERNS AND STRONGER PLACES

1. Branch Avenue Station
   - Transit-oriented village
   - Drives identity for entire area
   - Mix of residences, shopping, jobs

2. Camp Springs Town Center
   - Non-commercial activity center
   - Destination for arts, recreation uses
   - True “center of community”

3. Coventry Village
   - Employment center for service industries
   - Residential village serving AFB and community

4. Downtown Clinton
   - Regional retail destination
   - Consumer medical and health services center
   - Village dining and local-serving offices

5. Southern Maryland Hospital Health Sciences Center
   - Veterans Health Hub
   - Enhanced office opportunities
   - Complete Care Community
Economic Context

**KEY MARKET FINDINGS**
Reduce & Concentrate Retail Space into Priority Activity Centers

**Residential** ➔ Average or below-average household density and stagnant household growth limits the spending power available to drive the retail market

- *Infuse the corridor with spending power by adding high-density units*

**Retail** ➔ Abundance of retail space along the corridor has lowered performance, as many retailers are chasing limited spending power and there is no concentrated “center of gravity”

- *Reduce amount of overall retail square feet (SF) and concentrate new retail development to create a destination activity center*

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Today</th>
<th>Tomorrow</th>
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</thead>
<tbody>
<tr>
<td>Retail</td>
<td>1.8 M SF</td>
<td>600,000 SF <em>(Repurpose 1.2 M SF)</em></td>
</tr>
<tr>
<td>Office</td>
<td>2.2 M SF</td>
<td>3.4 M <em>(with new 1.2 M SF Class A)</em></td>
</tr>
<tr>
<td>Industrial</td>
<td>3.2 M SF</td>
<td>3.2 M SF</td>
</tr>
<tr>
<td>Residential</td>
<td>7,043</td>
<td>9,043 – 15,043 <em>(Add 2K – 8K Units)</em></td>
</tr>
<tr>
<td>Hotel</td>
<td>5-10 Struggling Hotels</td>
<td>2 – 3 Strong Hotels</td>
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</tbody>
</table>
Extensive Community Engagement

Community Workshops “Lead-in Presentations and Community Listening Sessions

Community Leaders Meetings / Stakeholder Meetings
Extensive Community Engagement

Community Workshop Table “Report Backs”

Community Workshop Table “Hands On Charrette Sessions”
Branch Avenue BRT Transit Corridor Station Plans
Suburban Retrofit
Allentown Road
Transition Over Time (Phase One)

- New Pedestrian Connection & Gate
- New Village Green
- New Joint Base Andrews Office Development
- New Multi-way Boulevard
- Facade Renovation
Allentown Road
Transition Over Time

New Development Program

- Retail: 50,000 sf
- Office: 140,000 sf
- Residential: 926 MF Units
- Townhomes: 188 Houses

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Central Branch Avenue Corridor Revitalization

Allentown Road

Urban Advantage
Central Branch Avenue Corridor Revitalization

Allentown Road

Urban Advantage
Central Branch Avenue Corridor Revitalization

Allentown Road
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Central Branch Avenue Corridor Revitalization

Allentown Road

Urban Advantage
Central Branch Avenue Corridor Revitalization

Allentown Road
Camp Springs
Camp Springs
Transition Over Time - Existing
Camp Springs
Transition Over Time

- Agrarian Urbanism
- Farmer's Market / New Civic Green (over parking)
- New Bank and Grocery Store
- Renovation into Arts/Entertainment/Restaurant Uses
- Renovation into Arts Incubator/Entertainment Uses

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Camp Springs

Agrarian Urbanism

Farmers Market

Artist Incubator Space

Restoring a Former Agricultural Center

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Coventry Way
Coventry Way
Transition Over Time - Existing
Coventry Way
Transition Over Time (Phase One)

First Infill - 26,000 sf Retail
179 Residential Units

New Connected Greenway
Daylighting & Restoration of Stream
Coventry Way
Transition Over Time

New Development Program
Retail: 258,200 sf
PDR: 50,000 sf
Residential Houses: 208 Houses
Residential Units: 1,208 Units
(PDR = Production, Distribution & Repair)

New Transit Station & Civic Plaza
Coventry Way
Transition Over Time

Station Area
Creek

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Central Branch Avenue Corridor Revitalization

Coventry Way
Central Branch Avenue Corridor Revitalization

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Coventry Way
Central Branch Avenue Corridor Revitalization

Coventry Way
Coventry Way

Industrial Area / Fragmented Watershed – Creek Inside Underground Culvert

Opportunity to Cleanup & Restore a Connected Greenway / Watershed Trail System
Coventry Way

Former Industrial Site to Daylighting a Creek and Restoring a Greenway
Coventry Way

Former Industrial Site to Daylighting a Creek and Restoring a Greenway
Woodyard Road
Woodyard Road
Transition Over Time (Phase One)

140,000 sf Office
New Village Green w/ new Street Connection & 26,400 sf of Retail
Civic Building & Future Transit Station
Pedestrian Connection
Woodyard Road
Transition Over Time (Phase Two)
Central Branch Avenue Corridor Revitalization

Woodyard East
Central Branch Avenue Corridor Revitalization

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Woodyard East

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Central Branch Avenue Corridor Revitalization
Woodyard East

Pedestrian Bridge

Bus Rapid Transit (BRT)
Woodyard Road / West: Historic Crossroads at Old Branch Avenue
Woodyard Road / **West:** Historic Crossroads at Old Branch Avenue

1867 Artist’s Rendition of Surrattsville

Main Street in Clinton, circa 1920

Surratt House

Historic Crossroads adjacent Surratt House
Woodyard Road - West

Existing Conditions

Existing Six Lane Woodyard Road

Proposed Multi-Way Boulevard
Woodyard Road
Transition Over Time

- New Branch Avenue Exit
- Ramp on to Site
- Pedestrian Bridge
- New Transit Station
- 608,100 sf Office
- 19,300 sf Retail
New Park & Expansion of Greenway
New Automobile Connector Bridge
Woodyard Road
Transition Over Time

Development Program - West

Office: 987,500 sf
Retail: 438,700 sf
Civic: 3 Buildings
Residential: 114 Town Houses
Residential Units: 1,117 Multifamily Units
Woodyard Road
Transition Over Time
Central Branch Avenue Corridor Revitalization

Woodyard Road Multi-Way Boulevard
Central Branch Avenue Corridor Revitalization
Woodyard Road Multi-Way Boulevard
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Woodyard Road Multi-Way Boulevard
Central Branch Avenue Corridor Revitalization

Woodyard Road Multi-Way Boulevard
Southern Maryland Hospital Center
Southern Maryland Hospital Center
Southern Maryland Hospital Center
Illustrative Plan
Southern Maryland Hospital Center
Transition Over Time - Existing
Southern Maryland Hospital Center
Transition Over Time

New Development Program

<table>
<thead>
<tr>
<th>Type</th>
<th>Area</th>
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<tbody>
<tr>
<td>Office</td>
<td>419,600 sf</td>
</tr>
<tr>
<td>Retail</td>
<td>34,400 sf</td>
</tr>
<tr>
<td>Residential Units</td>
<td>253 Units</td>
</tr>
<tr>
<td>Hotel</td>
<td>116 Rooms / 106,000 sf</td>
</tr>
<tr>
<td>Hospital Expansion</td>
<td>208,200 sf</td>
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