A Community Conversation...
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**BROOKVILLE ROAD**
**ENHANCED/EMERGING CENTER OF ACTIVITY**

**Existing Conditions**

**Strengths:**
- Large number of businesses, business diversity
- Street widths and turning radii advantageous for bus and truck maneuverability
- Strategic location inside beltway, close to customer base
- Afforable and competitive lease rates
- Proximity to future Purple Line station
- Presence of a large employer for potential customers

**Challenges:**
- Limited restaurants/stores within walking distance
- Limited wayfinding signs for commercial vehicles
- Cut through traffic from I-95 to I-495 beltway
- Lack of support businesses if residential growth occurs
- Lack of good pedestrian connections to surrounding uses (Rock Creek Park, industrial areas)
- Increase walkability
- Environmental degradation

**Opportunities:**
- Revitalizable Brookville Road to be more walkable and inviting (Brookville Rd as a "Main Street")
- Creative use of warehouse space for new uses
- Unique retail and residential options
- Increased access to public transportation (Purple Line, RideOn, WMATA bus)
- Opportunities to green corridor
- Opportunities to improve water quality, habitat

**Additional Comments:**

**Vision:** What would you like to see here in the future?

1. Place a check mark next to the **character elements** you would most like to see in this area (check up to 3 per category).
2. Write in any other elements you think appropriate to the area not shown in the photos provided.

**Street Elements:**

[Street Elements Diagram]

**Open Space Elements:**

[Open Space Elements Diagram]

**Environmental Elements:**

[Environmental Elements Diagram]

**Land Use:**

[Land Use Diagram]

**Buildings:**

[Buildings Diagram]

**Placemaking Elements + Community Facilities:**

[Placemaking Elements + Community Facilities Diagram]
A Community Conversation...
A Community Conversation…

Outreach and Engagement
Overall Average Attendance - 40 Stakeholders

Office Hours – Coffield Center
– October 20, 2015
– September 22, 2015

Open House and Forums
– March 28, 2012: Community
– August 22, 2014: Woodlin Elementary School
– October 28, 2014: Property Owners
– February 10, 2015: Small Businesses

Community Meetings
Averaged 100 Stakeholders
– May 14, 2012: Initial Launch
– May 6, 2014: ReLaunch
– January 21, 2015
– April 29, 2015
– November 18, 2015

Community Events
– August 5, 2014: National Night Out
– August 7, 2015: National Night Out
– July 12, 2012: Georgetown Branch Trail Run

Sunrise Series Business Breakfast
– July 31, 2014
– August 7, 2014

Community Workshops
– Summer 2014: UMD Students
– July 15, 2014
– September 29, 2014 - Visioning

Monday Matters – Educational Series
– June 16, 2014
– June 9, 2014
– June 2, 2014
A Long Rich History . . .
A Long Rich History…

SAMUEL LYTTON’S PROPERTY
A Long Rich History…
What will Greater Lyttonsville be like in 20 years?
Purple Line Stations

• 16 mile light rail line between Bethesda and New Carrollton
• 21 stations
• Connections to:
  • Red Line at Bethesda and Silver Spring
  • Green Line at College Park
  • Orange Line at New Carrollton
Purple Line Stations

- Woodside/ 16th Street Station
- Brookville Road – Lyttonsville Station
A **cohesive community** celebrating its diversity...
...with core strengths preserved, enhanced, and expanded.
Preserve.
History Recommendations

- Promote *area history*
- Erect *signage, markers, and commemorative art about local history* within the Plan area and Purple Line stations
- Make such historically-oriented wayfinding (signage, markers) and art a public benefit
- Establish a *history and art implementation committee*
- Establish a *Lyttonsville museum/interpretive space* in the Plan area (*preferably in Coffield Center*)
- Conduct a *future historic evaluation of the area’s 20th century resources*, including Richland Place
Preserving Diversity Land Uses

- Existing **single-unit** residential neighborhoods will **maintain** the current R-60 zoning classification.

- Existing **industrial** businesses will **maintain** the **appropriate** zoning for their existing uses.

- **Institutional uses** are recognized as stable community **assets**.
Preserving Affordable Housing

Effective Rent Per Square Foot 2006 – 2016
Lyttonsville and Downtown Silver Spring

2006 - 2016 Average Effective Rent Growth/Year

<table>
<thead>
<tr>
<th>Location</th>
<th>Growth/Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lyttonsville</td>
<td>1.6%</td>
</tr>
<tr>
<td>Downtown Silver</td>
<td>2.2%</td>
</tr>
<tr>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>US Inflation Rate</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

Lyttonsville and Downtown Silver Spring Rent Trends from 2006 to 2016
Preserving Affordable Housing

- **Eight** multi-unit rental developments:
  - **All units market-rate affordable**
    Average affordability at **68% of AMI** (Area Median Income)
  - **No MPDUs** (due to age of buildings) but there are number of rent-restricted units under other programs
Preserving Affordable Housing

• Identify **market rate affordable housing** units suitable for **inclusion in established affordable housing programs**

• Rollingwood Apartments: Recommendation **to preserve 176 existing units**, in the event of redevelopment

• Friendly Gardens/HOC: **Deeper levels of affordability**, proposed zoning allows them to continue to expand their mission

• Summit Hills Apartments: Redevelopment/targeted infill strategy, creation of **MPDU units** and preservation of market-rate **family sized units**
Retention of Industrial Businesses

Strategies

- Preserve zoning that allows retail-industrial hybrid use
- Establish parking & wayfinding systems
- Encourage marketing and promotional efforts
- Increased attention from County staff
  - Government relations
  - Financial & technical assistance
  - Attract entrepreneurs and high value industries

Wayfinding signage for businesses will make the industrial area easier to navigate

Forest Glen Annex Research Facility
Enhance.
Woodside/16th St Station Area
District Character
Residential Area

Industrial/Institutional Area
Brookville Rd/Lyttonsville Station Area
Woodside/16th St Station Area
Brookville Road/Lyttonsville Station Area
District Character
District Character
Building Form and Compatibility

- Design buildings and landscape to **frame** walkable and active streets and public spaces
- Provide opportunities for **limited development** near transit
- **Ensure compatibility** with surrounding communities
Enhance Habitat + Biodiversity

- Tree/vegetative plantings
- Green roofs (6 inches or greater)
- Stream valley buffers
- Stormwater management (SWM) – Environmental Site Design (ESD)
Integration in the Landscape

1. Bioretention
   Vegetated areas designed to increase water quality

2. Riparian Buffers
   Vegetated areas designed to increase water quality
Restoring Ecological Assets

Through Redevelopment

- 4 Stream Improvement Areas

- Unnamed Tributary #1
- Unnamed Tributary #2
- Donnybrook Tributary
- Fenwick Branch
Donnybrook

- Consider separating SWM from Donnybrook tributary
- Native plantings & stream buffers

Existing SWM facility

Example of restored SWM
Creating Amenity Space

- Continuing dialog with MTA for a SWM/open space public amenity

Example of the current design

Existing SWM facility at NIH, Bethesda Campus
Expand.
• Coordinate with adjacent property owners to **create a more efficient parcel configuration** for Rosemary Hills-Lyttonsville Local Park to **promote improvements to recreational facilities** at this park.
Expand Parkland

- Improve pedestrian crossing and connections to proposed Purple Line Station.
- Consider providing a small plaza or green space at the station.

Daylight stream and provide public open space.
Expand Parkland

• Consider Daylighting Fenwick Branch
Expand Parkland

Parkland Area:
~ 4.83 AC (15.7% of site)

- Preserves existing structures
- Removes 430 parking spaces
- Proposes trail and some recreational activities along the stream
- Connects to Rock Creek Park at the southern end
Expand Parkland

• Provide **six new parks** or open spaces

• Establish an **interconnected system** of park facilities

• Connect new and existing parks, and open spaces, by creating **new open space during redevelopment**

• **Improve the public realm** in tandem with **community design and transportation recommendations**
Public Space Network

- Create a **range of accessible open space** types and sizes to compliment RH-L Park

- **Enhance connections** throughout the area and to surrounding destinations

- **Design streets for all users**—people who walk, bike, drive and use transit
Opportunities for Growth

Existing Zoning

Recommended Zoning
## Opportunities for Growth

<table>
<thead>
<tr>
<th>Total</th>
<th>Existing</th>
<th>Max Allowed Today</th>
<th>Max Allowed – Proposed Zoning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Residential - Single-Unit</strong></td>
<td>499</td>
<td>1,290*</td>
<td>1,334*</td>
</tr>
<tr>
<td><strong>Residential - Multi-Unit @ 1,450 s.f. (average size)</strong></td>
<td>2,864</td>
<td>3,912</td>
<td>5,577</td>
</tr>
<tr>
<td><strong>Commercial – Retail/Office (square feet)</strong></td>
<td>76,809</td>
<td>122,436</td>
<td>1,217,388</td>
</tr>
<tr>
<td><strong>Industrial (square feet)</strong></td>
<td>1,418,996</td>
<td>8,780,995</td>
<td>8,927,317</td>
</tr>
</tbody>
</table>

* These numbers include R-60 zoned land that is currently home to Parks, Federal, County and or other governmental uses.
Expand Mobility Options

- Enhance roadways for multimodal use
- Expand and implement new transit options
- Improve pedestrian and bicycle infrastructure
- Designate Urban Road Code and Pedestrian and Bicycle Priority Areas

Recommended Bike Network
Expand Mobility Options

- Enhance roadways and improve upon existing connections
- Expand and implement new transit options
- Improve pedestrian and bicycle infrastructure
- Designate Urban Road Code and Pedestrian and Bicycle Priority Areas
Expand Tree Canopy Cover

Strive for:

- 10-15% Industrial
- 10-15% Commercial
- 40% Residential
- 40% Right-of-way

Existing cover

Canopy Corridors

Future Canopy Cover
Water Quality/Stormwater Management

- Extensive Green Roofs
- Pervious Surfaces
- Integrated SWM
Responsible Development

- Reduce quantity & improve quality of runoff
- Reduce impervious surfaces
- Promote groundwater recharge
- Improve aquatic biodiversity
- Reduce Heat Island Effect
- Increase carbon sequestration capacity
- Reduce demands on power grid
- Encourage energy efficient construction
- Maximize use of renewable energy
- Reduce vehicle miles travelled
Greater Lyttonsville Sector Plan

**Preserve.**
- History + Culture
- Unique Character
- Diversity + Inclusiveness
- Affordability
- Jobs + Industrial Businesses
- Ecological Features
- Civic Pride

**Enhance.**
- Placemaking
- Connectivity
- Market Flexibility
- Environmental Quality
- Places to Play + Recreate
- Existing Assets

**Expand.**
- Mobility Options
- Responsible Redevelopment
- Retail Opportunities
- Network of Open Spaces