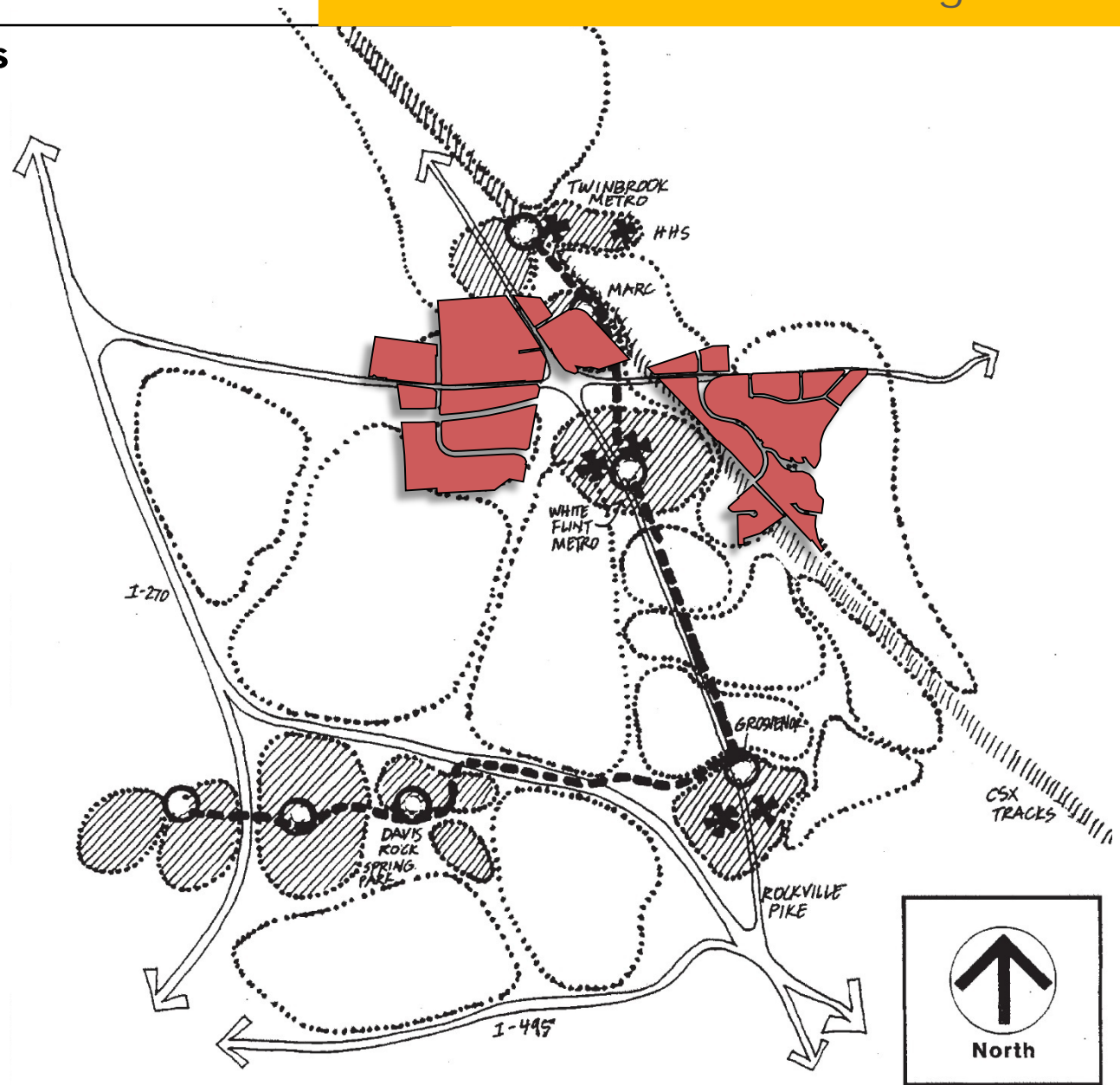


Planning Board Session No. 7: Design Guidelines



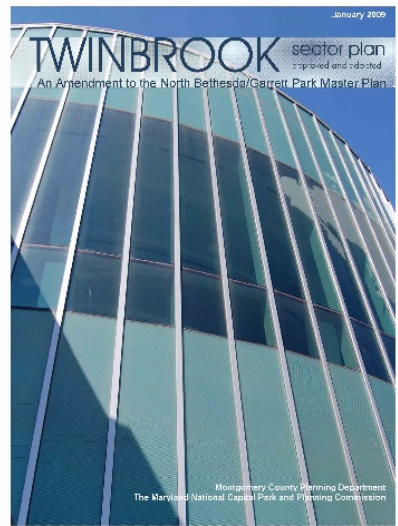
“...new development within **districts** focused around transit nodes....to establish a balance between auto and transit access by designing for non-auto movement within walking distance of transit stops.”

1992 North Bethesda/Garrett Park Master Plan

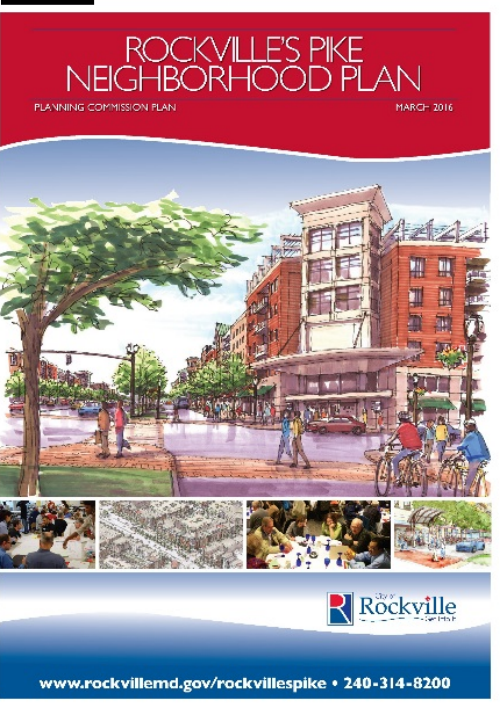


Area Master Plans

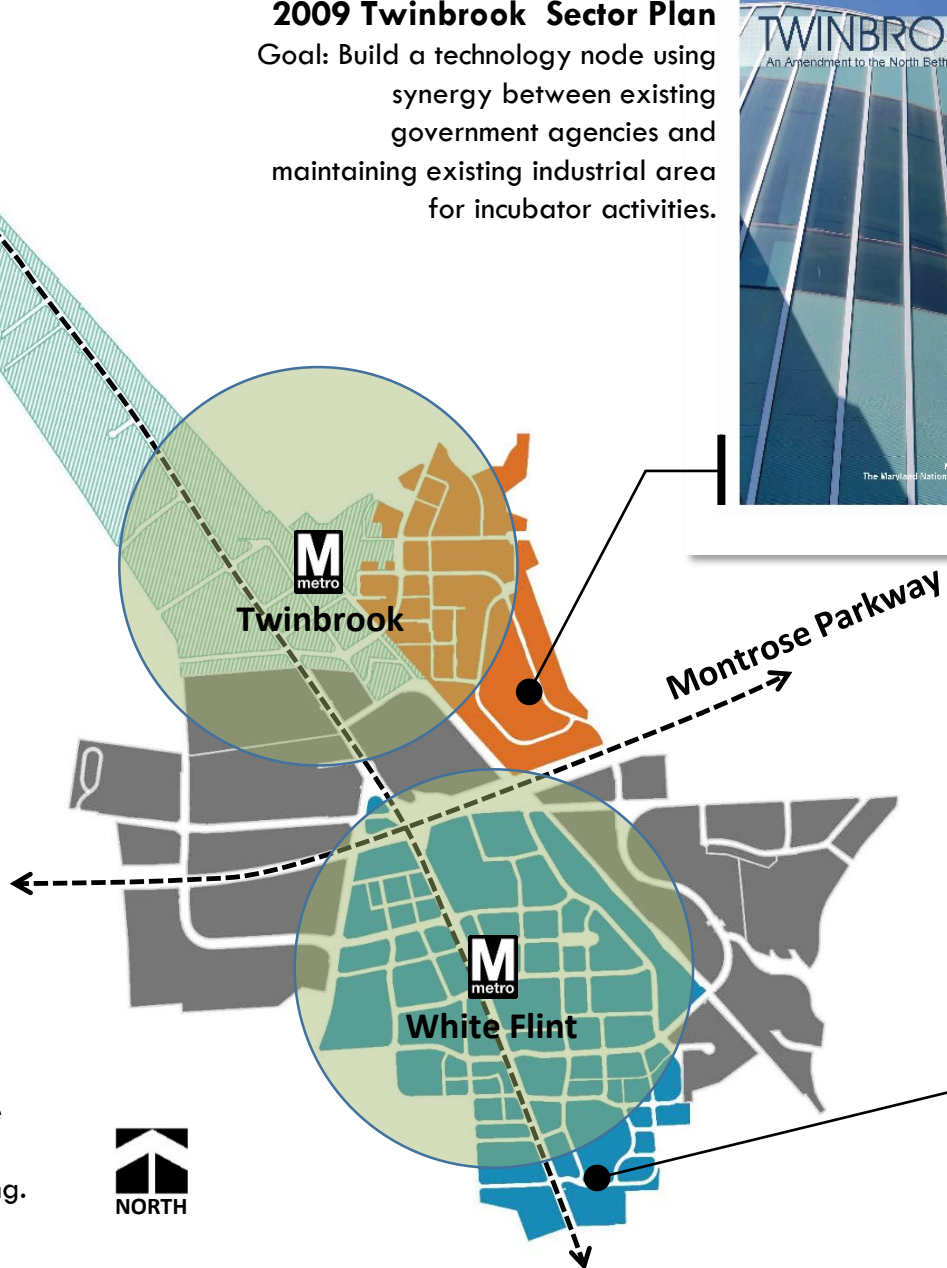
2009 Twinbrook Sector Plan
Goal: Build a technology node using synergy between existing government agencies and maintaining existing industrial area for incubator activities.



2010 White Flint Sector Plan
Goal: Transform a car-oriented area into an urban and diverse mixed-use area centered on transit.



Rockville's Pike Plan Update (2016 Draft)
Goal: Transform a portion of the Rockville Pike corridor into an attractive and vibrant neighborhood for shopping, living , and working.



Design Objectives



Montgomery County Planning Department

Design Objectives

Connectivity

- Improve how people connect to transit, services, entertainment, and nature by:
- using building facades to create a comfortable pedestrian environment along streets
 - providing on-street parking wherever possible
 - providing closely-spaced trees along all pedestrian oriented streets
 - minimizing driveway cuts along major pedestrian routes
 - creating active mid-block pedestrian connections
 - improving safety at pedestrian crossings

Environment

- Reduce development impact on the natural environment by:
- creating walkable environments that reduce reliance on cars
 - using innovative stormwater management techniques to meet the ESD guidelines for urban areas
 - promoting energy conservation and generation as a primary building and public space design feature
 - encouraging building massing that improves air flow and access to natural light
 - integrating sustainable components into the design of buildings and public places (e.g., vegetated roofs, green walls, recycled content materials, etc.).

Design

- Apply sustainable principles to the way we build and how we live by:
- building adaptable facilities and spaces that can accommodate land use changes over time
 - promoting compact development patterns and walkable communities
 - focusing on quality buildings and spaces that will provide long term value to the community.

Diversity

- Create a true mix of choices in how and where we live and work by:
- implementing land use patterns that create a mix of homes, jobs, shopping, and public amenities
 - redeveloping Twinbrook's light industrial area to retain flexibility for businesses to evolve.
 - creating an attractive urban environment that will attract people of all ages, incomes, and ethnicities.

June 2010

Twinbrook

Urban Design Guidelines



Montgomery County Planning Department

Design Objectives



Connectivity

- Improve how people connect to transit, services, and entertainment, and open space by:
- establishing a grid of streets to improve access for vehicles, pedestrians, and bicyclists
 - promoting continuous building facades along streets, to define and activate the public realm
 - providing reduced vehicular speeds to increase safety
 - improving safety at pedestrian crossings.

Environment

- Reduce our impact on the natural environment by:
- creating walkable environments to reduce car use
 - promoting innovative stormwater management techniques and reducing imperviousness
 - promoting energy conservation and generation as a primary building and public space design consideration
 - encouraging building massing distribution that improves air flow and access to natural light
 - promoting the integration of sustainable components into the design of buildings and public places.

Design

- Apply sustainable principles to the way we build and how we live by:
- promoting compact development and smarter buildings to reduce impact on the natural environment
 - encouraging pedestrian activity by enhancing the connections between local institutions, services, open spaces, and transit.

Diversity

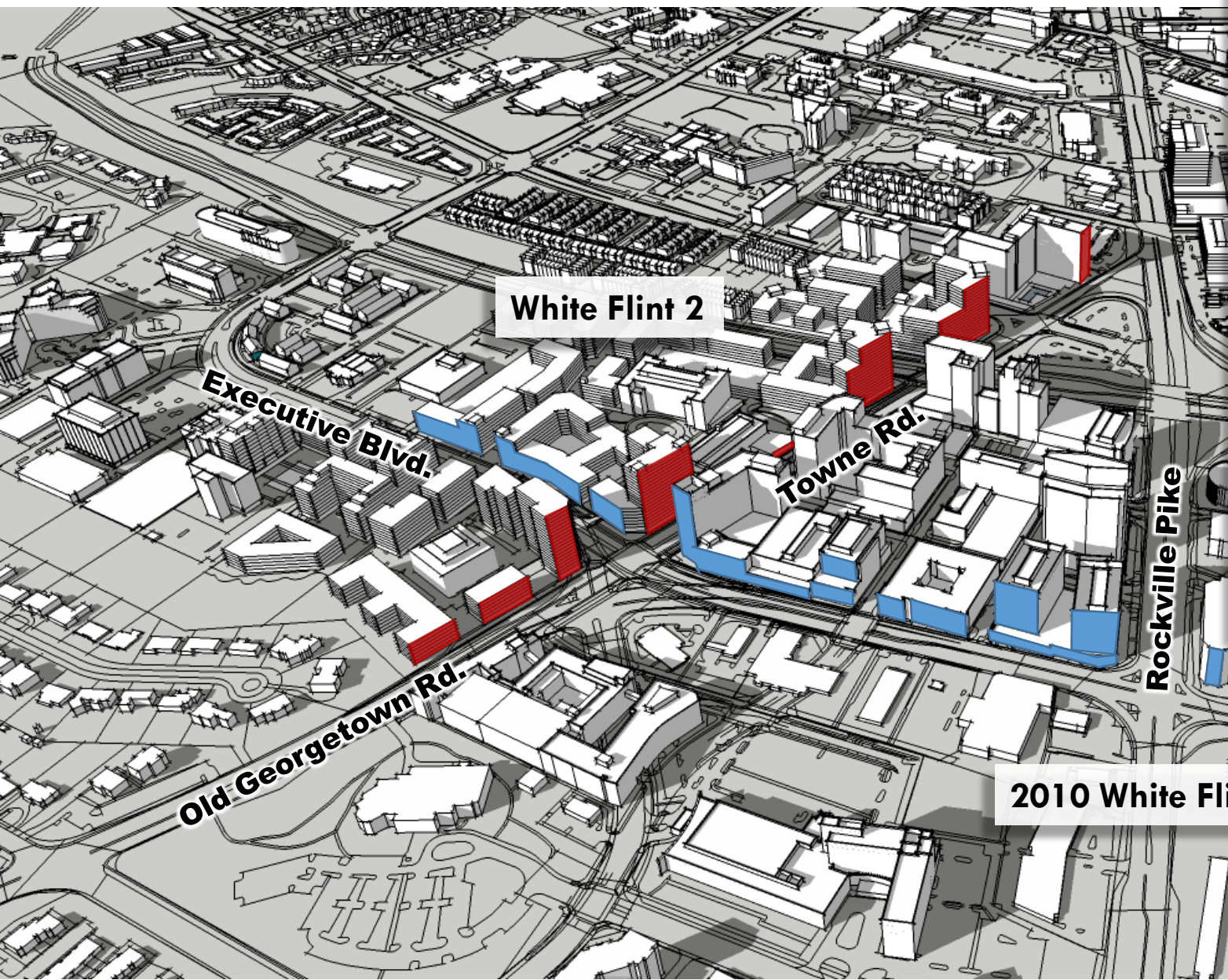
- Create a true mix of choices in how and where we live by:
- recommending land use patterns that create a mix of homes, jobs, shopping, and public places
 - recommending the creation of housing options that can accommodate a range of ages and family needs
 - creating an attractive urban environment that will attract people of all ages, incomes and ethnicities.

June 2010

White Flint

Urban Design Guidelines

Connection to Adjacent Plan Areas – West of CSX Tracks



Intent:

- Promote pedestrian-friendly development along local corridors anchored by the Western Workaround, to establish continuity with adjacent planning areas.

Achieved by:

- Zoning recommendations for properties with fronts along these streets.
- Implementation of the development standards of the CR Zones.
- Incorporating the guidance in the 2010 White Flint Urban Design Guidelines.

Connection to adjacent Plan Areas – East of CSX Tracks

2009 Twinbrook

Intent:

- Promote a limited mix of creative-new economy and industrial uses to create a transitional district between single-family residential and to the east and high-density TOD to the west.

Achieved by:

- Retaining existing industrial zones.
- Incorporating the adaptive reuse guidance in the 2010 Twinbrook Urban Design Guidelines.

Montrose Parkway

Randolph Rd.

Parklawn Dr.

White Flint 2

Nicholson Ln.

2010 White Flint

CSX Tracks



Goals (Key Urban Design Recommendations, p.17)

- Provide design direction that recognizes the unique context and development challenges of individual areas such as Executive Boulevard, Rockville Pike, and other neighborhood centers identified in the Plan.
- Encourage design excellence for new development, including quality use space that complements the guidance in the White Flint and Twinbrook Urban Design Guidelines.
- Promote walkability with new streets and enhanced streetscapes to define the public realm.
- Promote variety in new building height and massing to maximize access to natural light and air circulation for building occupants, and those of neighboring buildings, surrounding communities, and public open spaces.



Working Draft – Pages 19 - 21

Buildings

- Consider innovative development types.
- Highlight properties that will improve connections between districts.
- Promote compatibility between new development and adjacent high-density development, as well as with existing low-density residential communities.
- Identify properties that could develop as unique mixed-use centers serving existing communities.



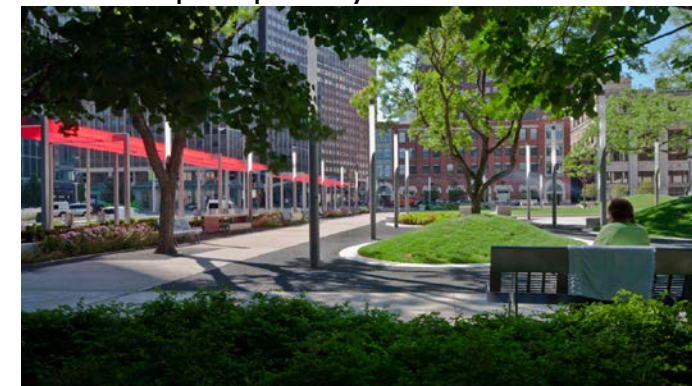
Connections

- Create public streets in larger properties to improve local connectivity and create mobility alternatives to Rockville Pike.
- Expand the network of potential public streets with internal streets that may be privately owned, walkable, and well connected to surrounding areas.
- Explore shared streets and other innovative mobility alternatives when considering private streets.
- Improve the public realm along existing connections with wider sidewalks, amenities for pedestrians, and landscaped areas.
- Provide access alternatives by creating mid-block connections between existing single-family residential and Executive Boulevard.



Open Spaces

- Consolidate areas designated for public use into programmable and accessible spaces.
- Create places for community use that are framed by activated by uses, where the public feels welcome to gather and linger.
- Include seating and options for individual and group activities.
- Use combinations of hardscaped and landscaped areas.
- Retain wooded areas where recommended, and introduce opportunities for recreation.
- Incorporate wooded buffer areas into the open space system.

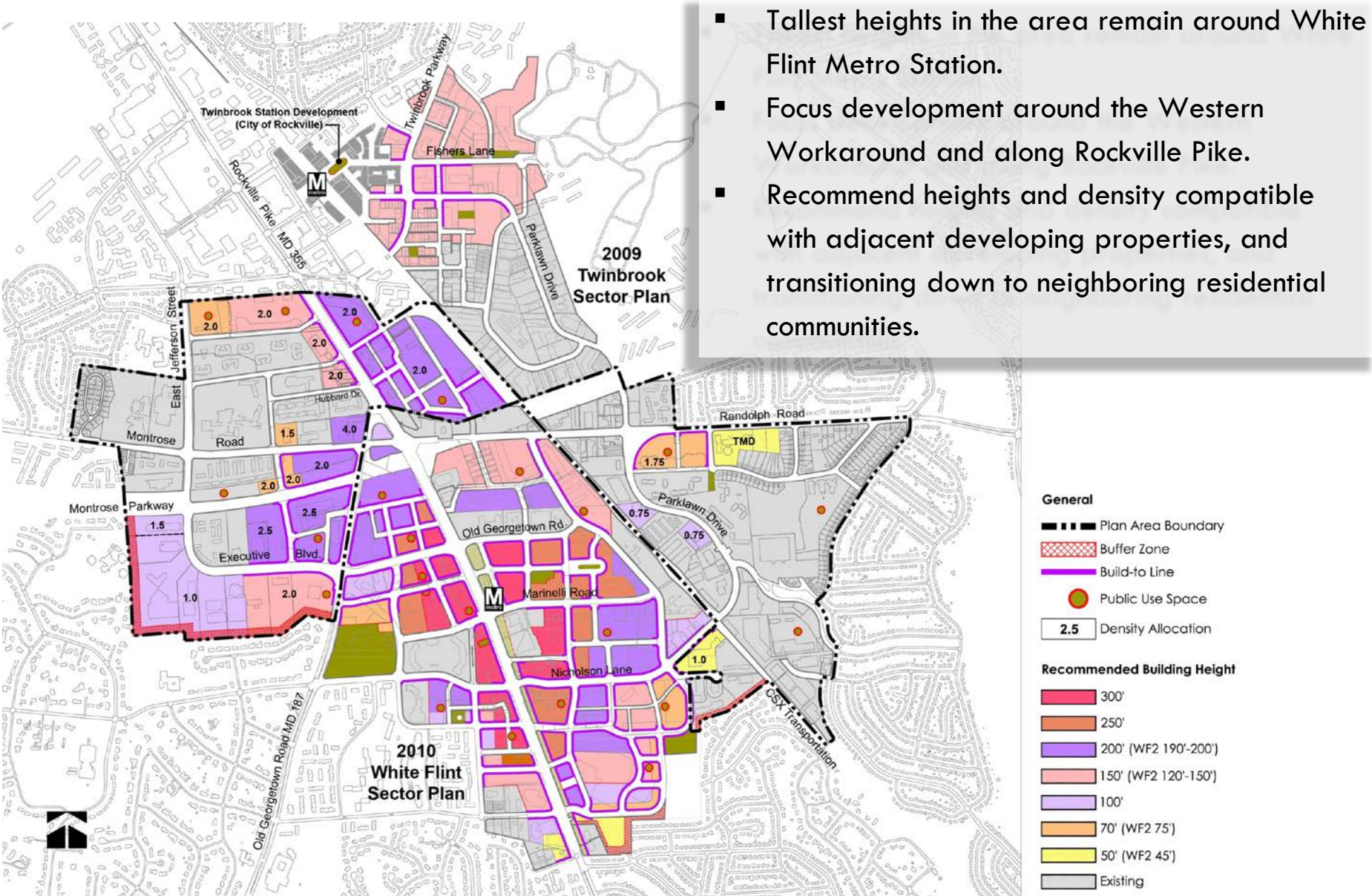


Neighborhoods

Executive Blvd. S.	Executive Blvd. N.	Montrose North	Parklawn South	Loehmann's Plaza	Randolph Hills
<ul style="list-style-type: none">▪ Potential for infill development, new street connections, and open spaces.▪ Potential for pedestrian connections to adjacent communities	<ul style="list-style-type: none">▪ Higher density development, with potential to deliver urban open space and public street connections▪ Establish compatibility with hi-density areas to the east, within 2010 White Flint plan area	<ul style="list-style-type: none">▪ Focus development along Rockville Pike, to build on the direction established by the 2010 White Flint plan.▪ Larger properties considering redevelopment should consider short blocks, internal streets, and open spaces for public use.	<ul style="list-style-type: none">▪ Retain existing light industrial uses▪ Complement with new economy, creative type uses▪ Encourage redevelopment to build on existing character and uses	<ul style="list-style-type: none">▪ Potential to develop a neighborhood center to serve surrounding residential communities	<ul style="list-style-type: none">▪ Support existing residential community by promoting neighborhood serving retail nearby

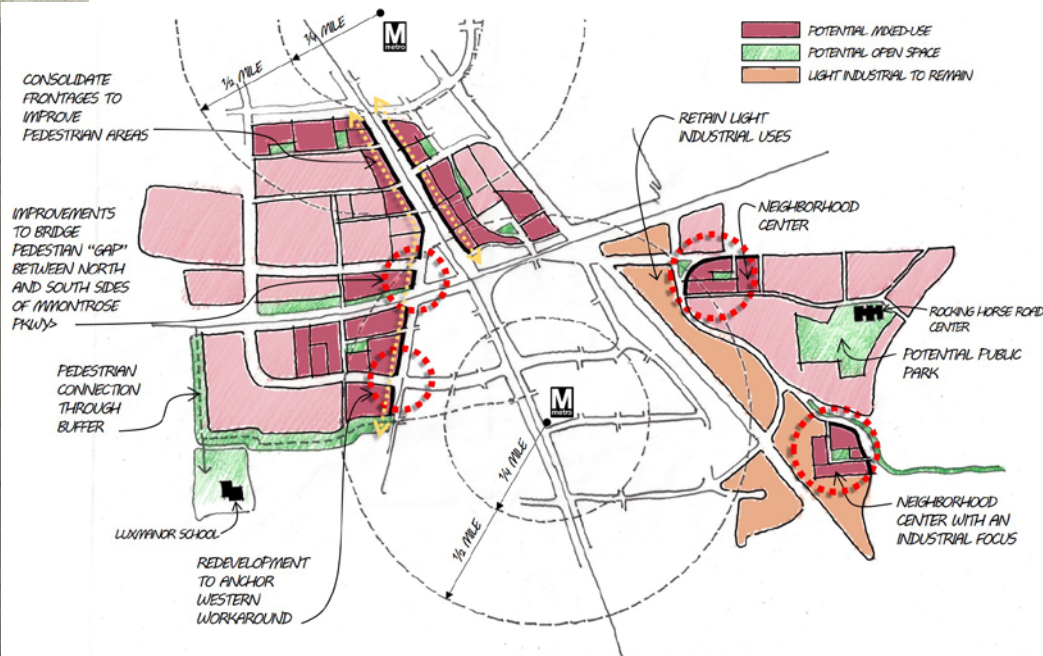
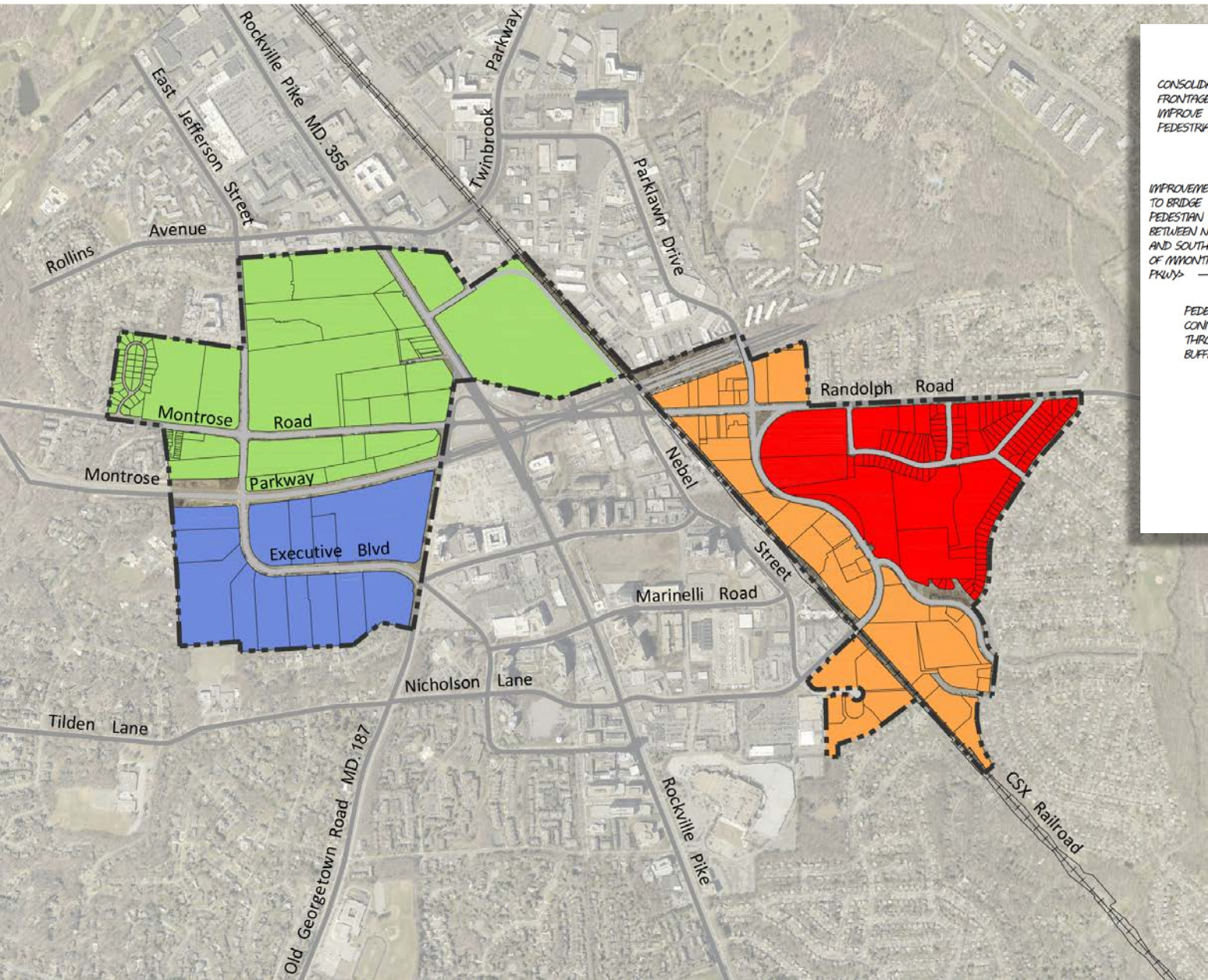


Compatibility



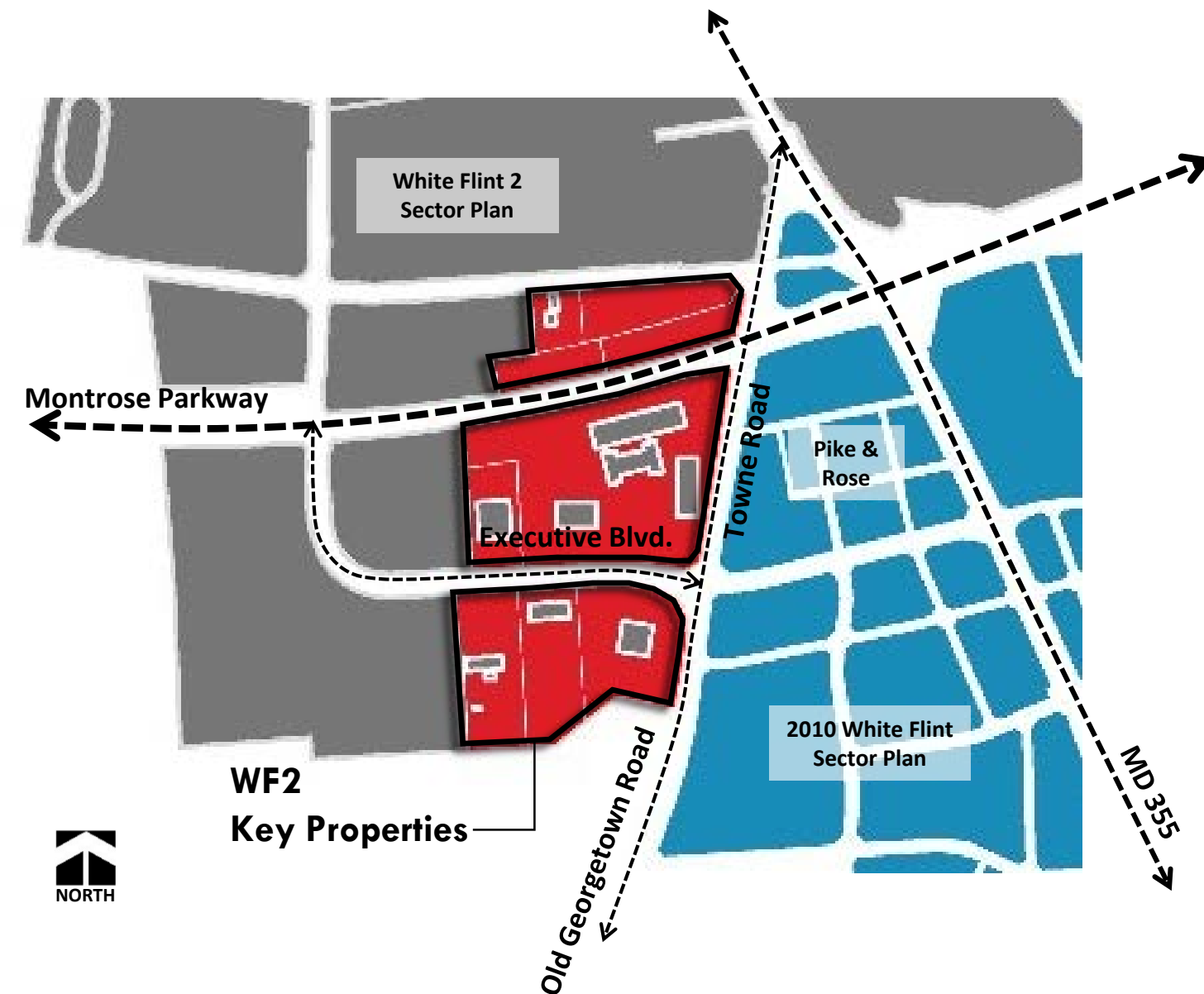
- Tallest heights in the area remain around White Flint Metro Station.
- Focus development around the Western Workaround and along Rockville Pike.
- Recommend heights and density compatible with adjacent developing properties, and transitioning down to neighboring residential communities.

Districts



- White Flint 2 Sector Plan Boundary
- Executive Boulevard
- Rockville Pike-Montrose North
- Randolph Hills
- Parklawn South

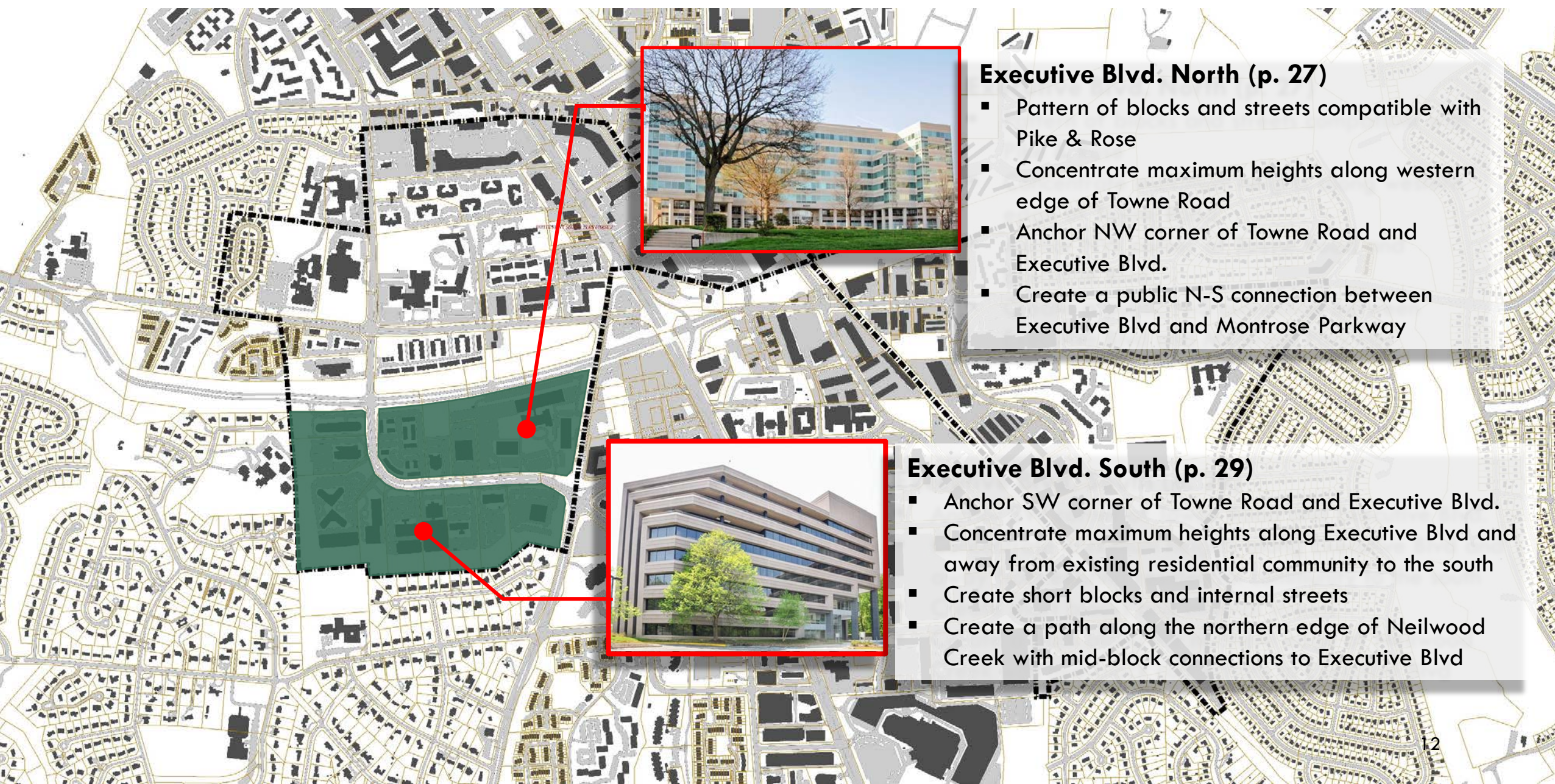
Recommendations



Recommendations:

- New development should enhance Executive Boulevard for pedestrians and introducing street activating uses and open spaces for public use.
- Focus redevelopment to support ongoing County priorities, such as the realignment of Executive Blvd. and Old Georgetown Road.
- Develop vacant land north of Montrose Parkway to connect with northern part of the planning area.
- Introduce new uses that complement existing remaining uses, and that take advantage of existing natural resources.

Key Property Guidance



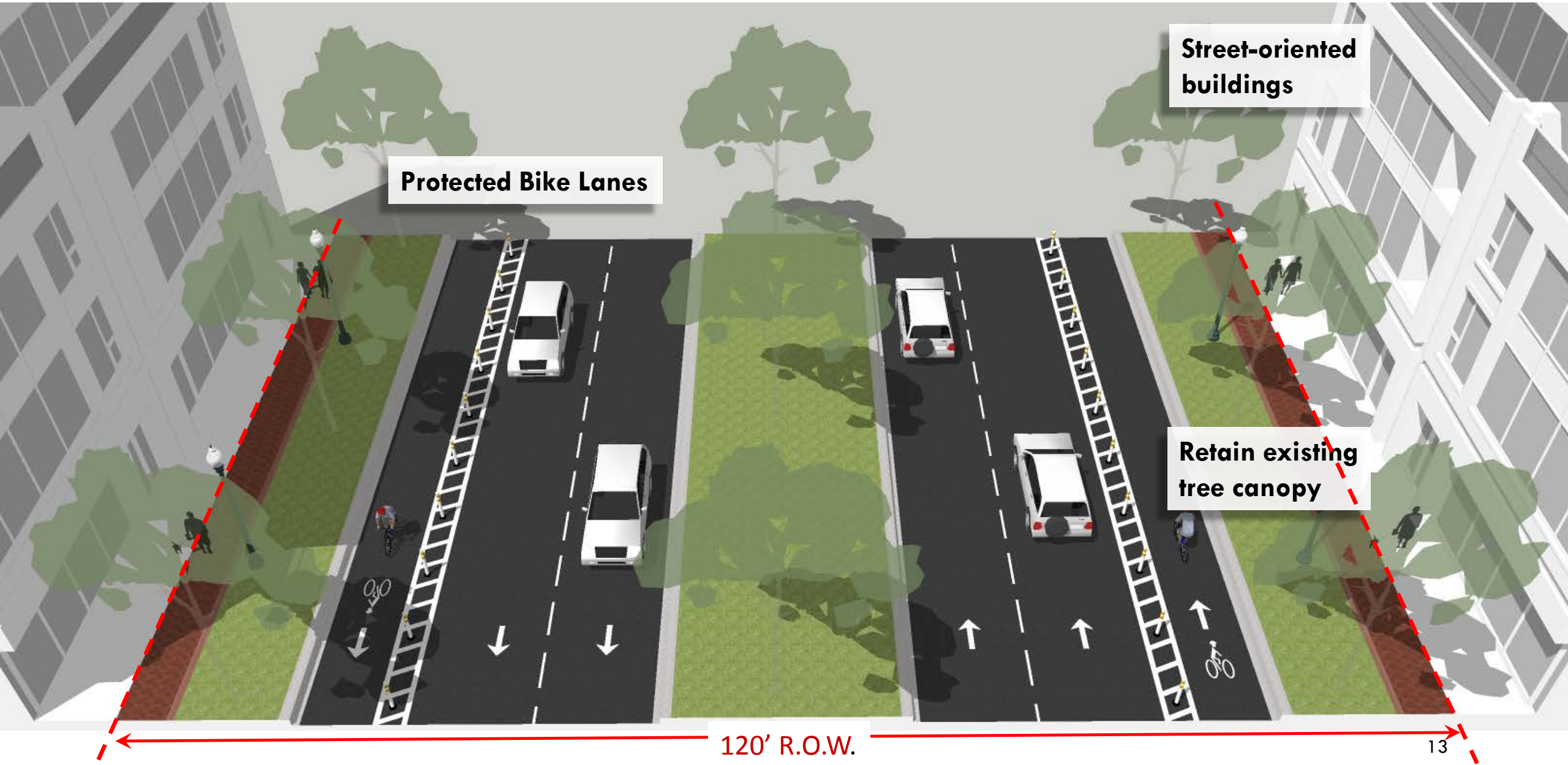
Executive Blvd. North (p. 27)

- Pattern of blocks and streets compatible with Pike & Rose
- Concentrate maximum heights along western edge of Towne Road
- Anchor NW corner of Towne Road and Executive Blvd.
- Create a public N-S connection between Executive Blvd and Montrose Parkway

Executive Blvd. South (p. 29)

- Anchor SW corner of Towne Road and Executive Blvd.
- Concentrate maximum heights along Executive Blvd and away from existing residential community to the south
- Create short blocks and internal streets
- Create a path along the northern edge of Neilwood Creek with mid-block connections to Executive Blvd

Executive Boulevard



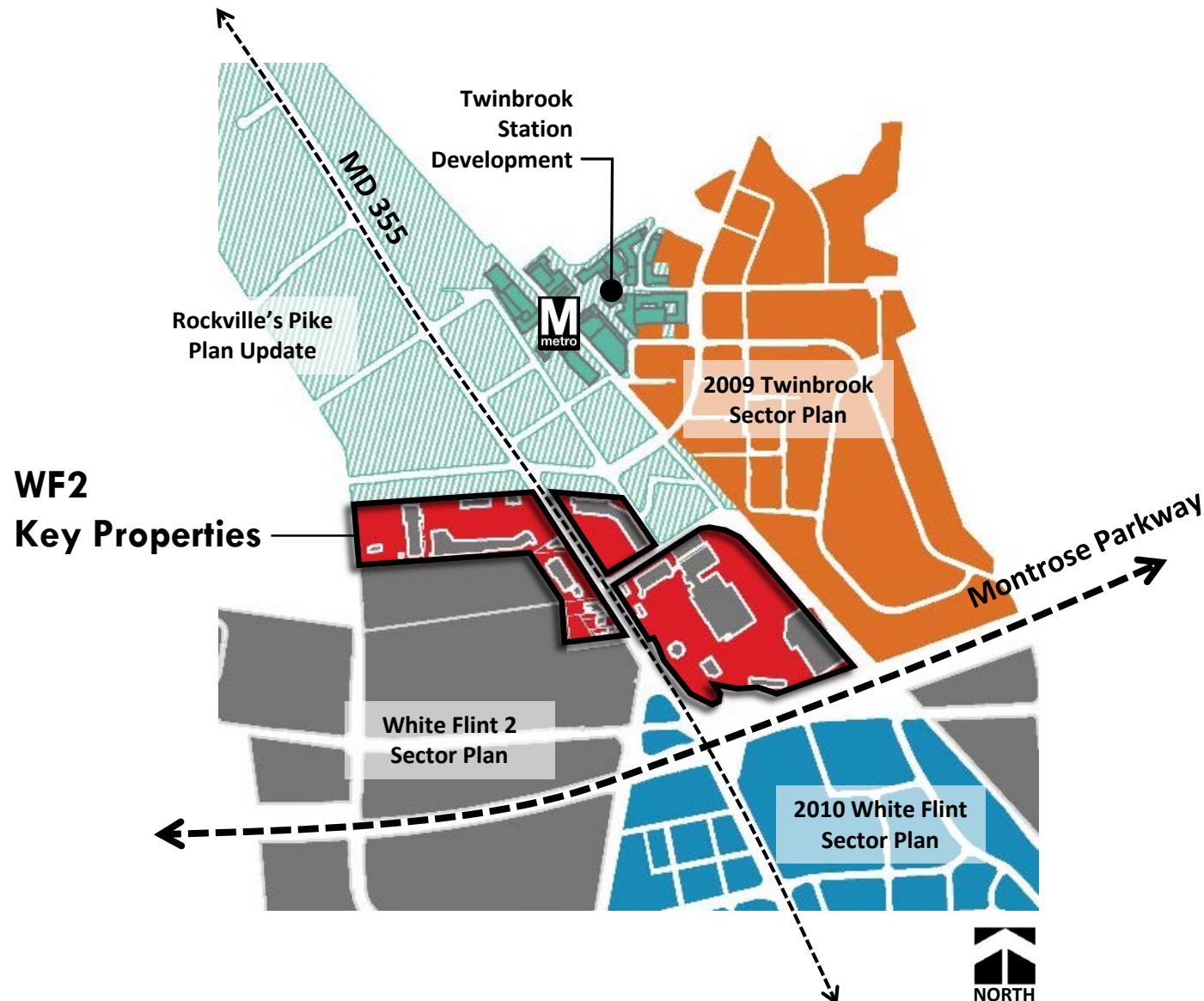
Protected Bike Lanes

Street-oriented buildings

Retain existing tree canopy

120' R.O.W.

Recommendations



Recommendations:

- Transform a car-centric area into a mixed-use, pedestrian friendly location.
- Focus redevelopment along Rockville pike to extend ongoing efforts to transform the corridor north and south through the plan area.
- Improve the area for pedestrians by introducing activating uses along the Pike.
- Integrate into new development spaces for public use, connected to the Pike and accessible to existing and future residents.

Key Property Guidance



Federal Plaza (p. 34)

- Create a pattern of blocks and streets
- Concentrate maximum heights along Rockville Pike
- Establish a new street along the south side of the property



Montrose Crossing (p. 40)

- Create a pattern of blocks and streets
- Concentrate maximum heights along Rockville Pike



Wilgus Property (p. 32)

- Maximum Heights at Towne Road
- Extend Stonehenge Pl as a public street



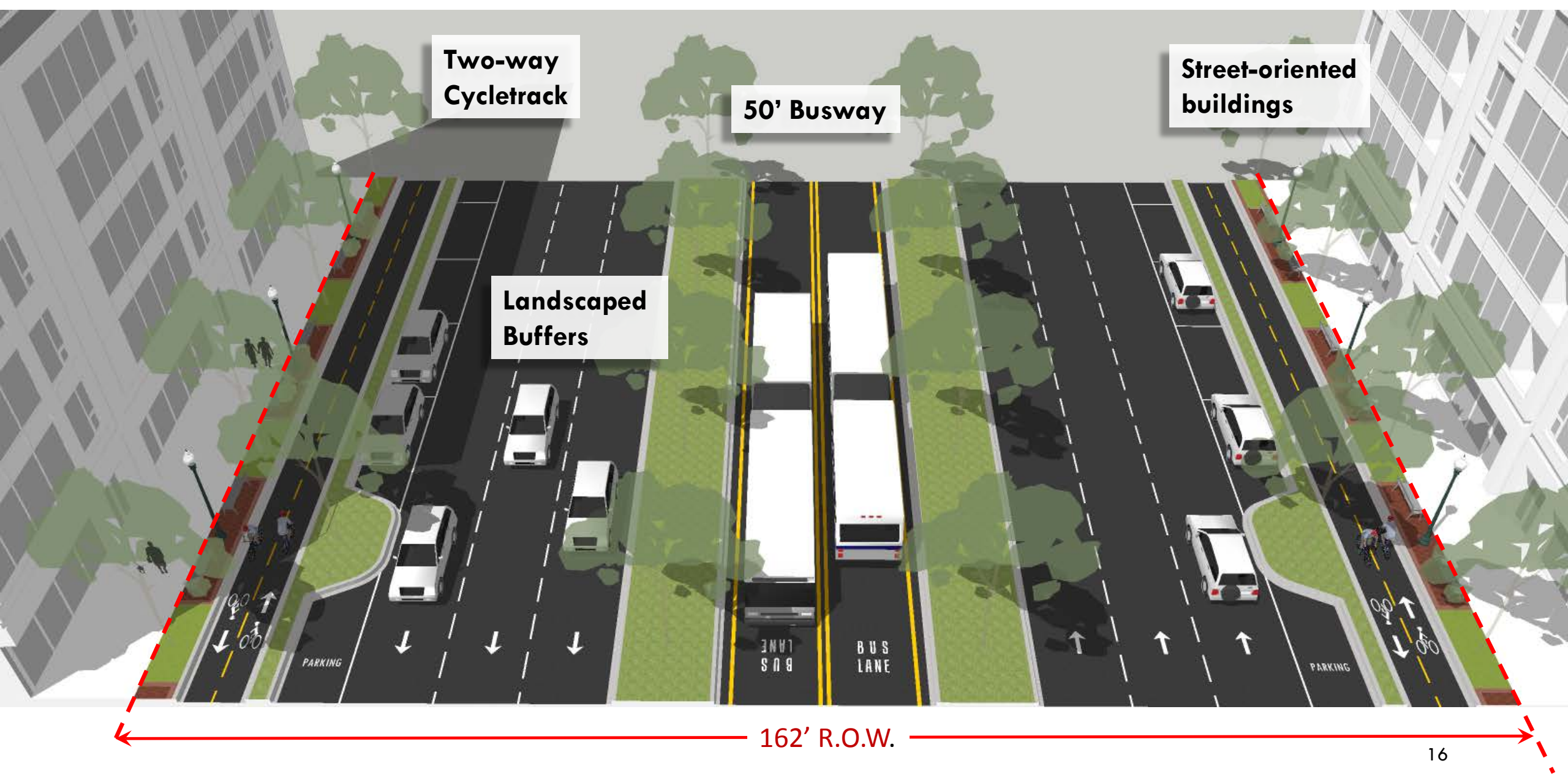
Jewish Community Center (p. 37)

If floating zone is implemented:

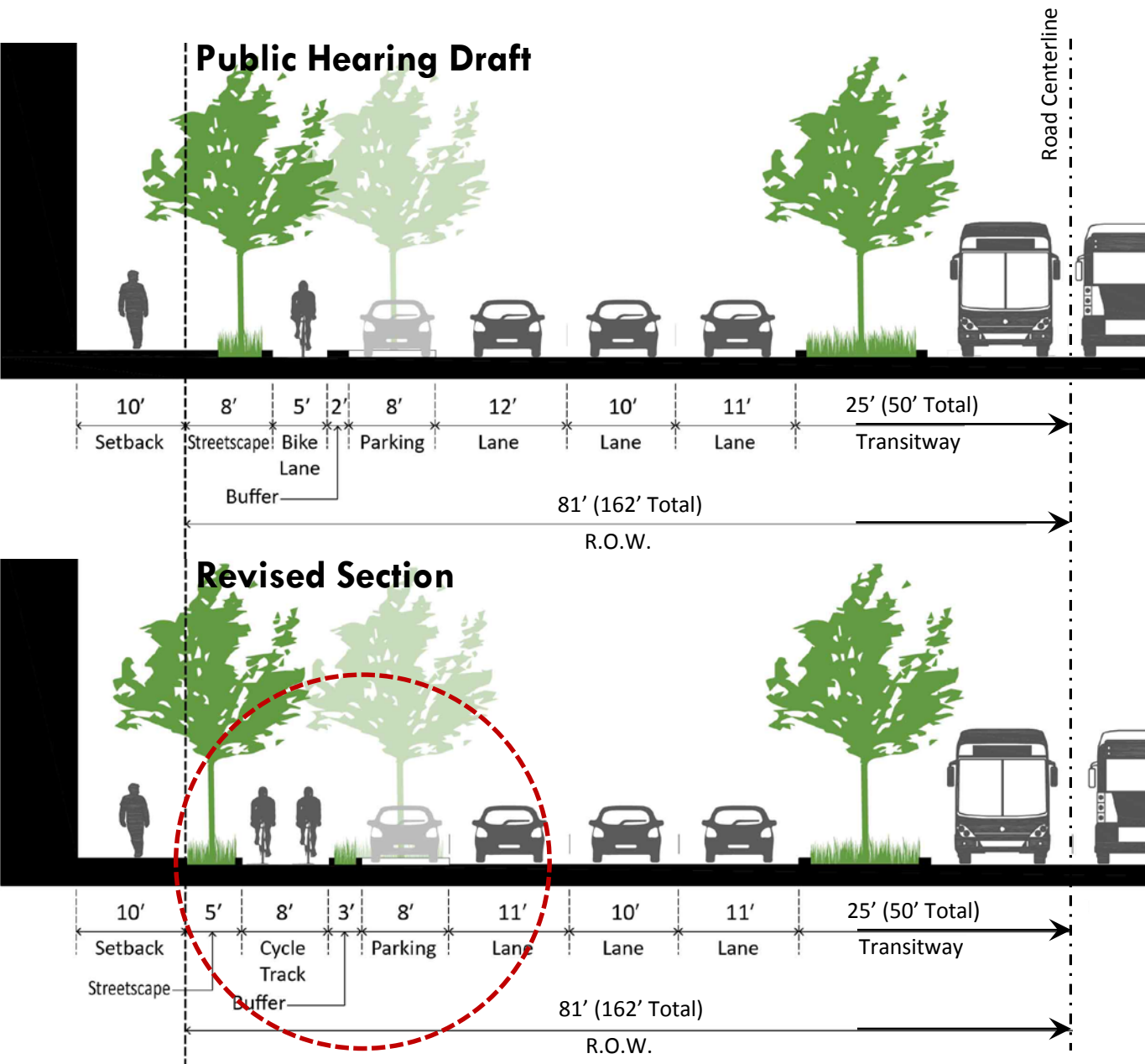
- Create pattern of short blocks
- Establish street connections described in the Plan
- Provide open spaces for public use



Rockville Pike section



Rockville Pike Section



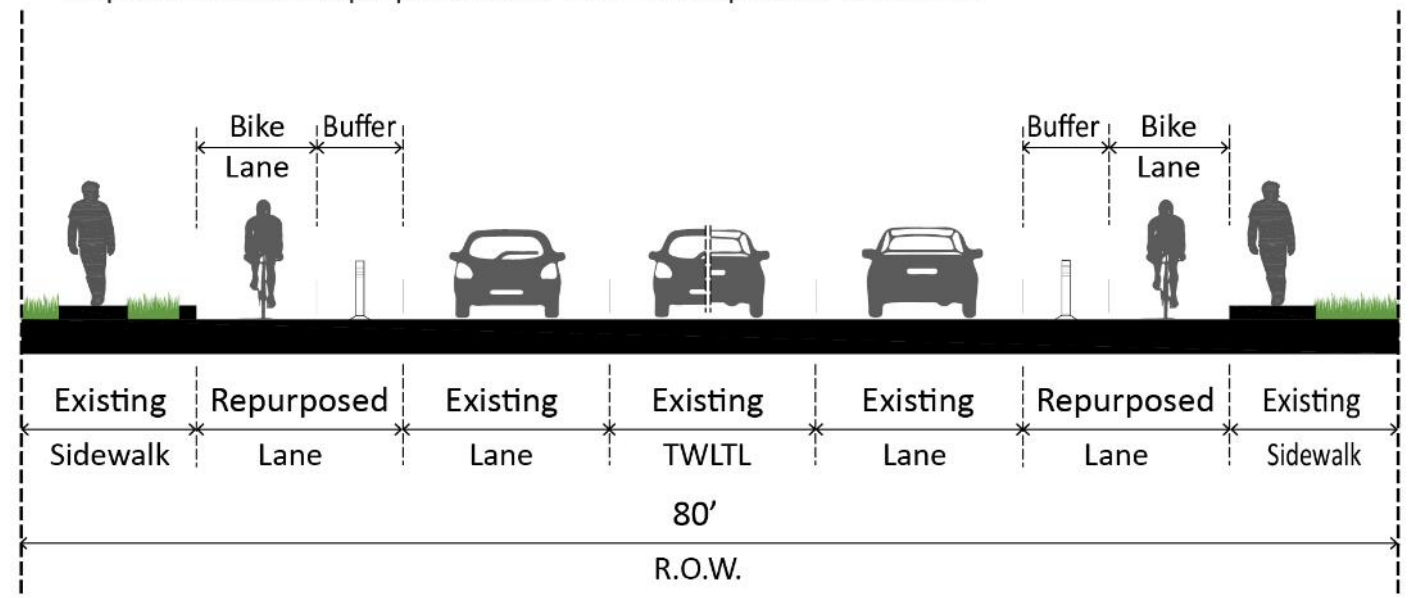
- Retains overall R.O.W. (162')
- Revises bikeway component from a one way protected bike lane on each side to a two-way cycle track on each side
- Retains 10' build-to-line setback

East Jefferson Street

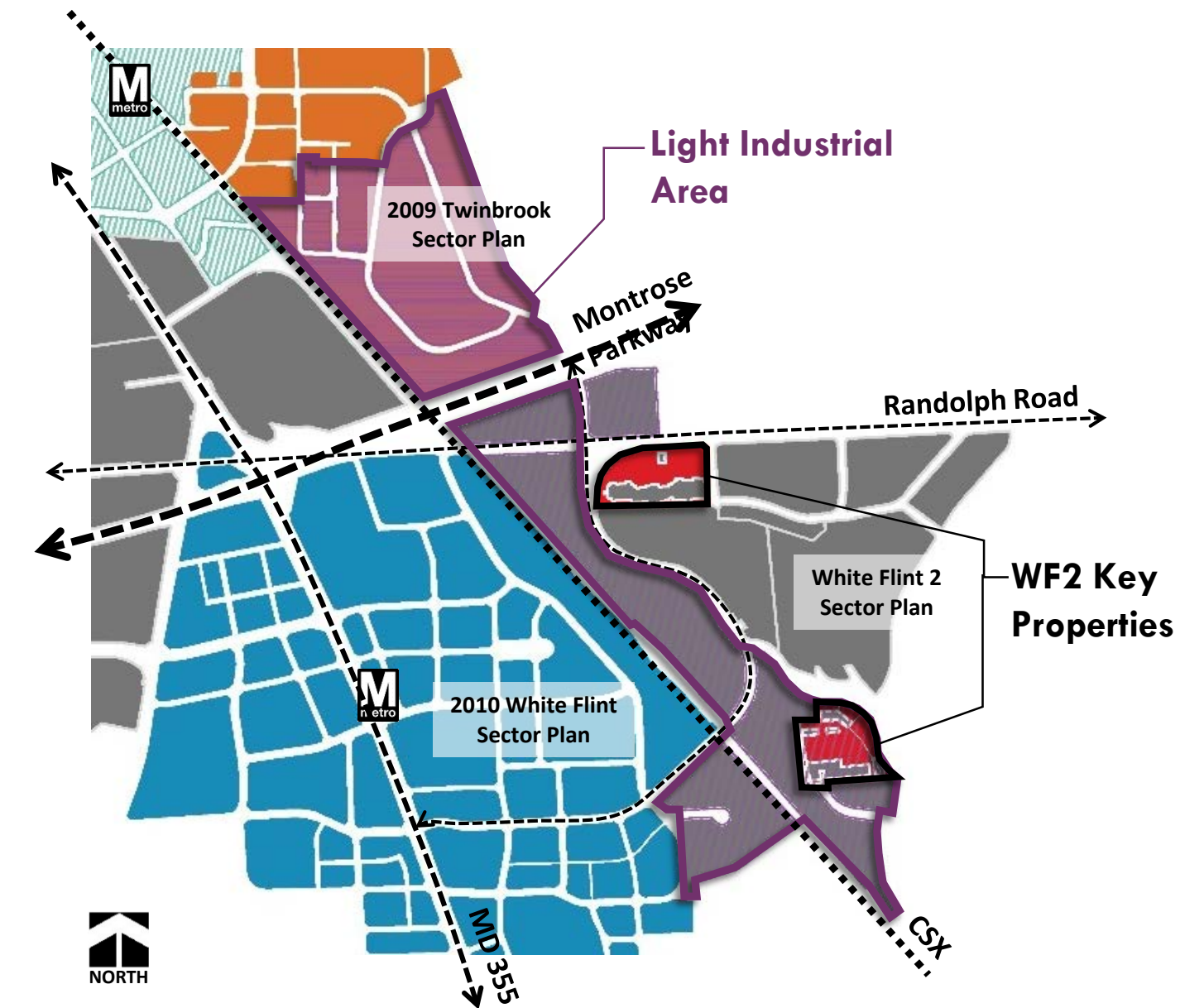


Existing Conditions

East Jefferson Street (3-lane section North of Montrose Road, looking North)
Proposed Section: Repurposed outer lane into Separated Bike Lanes



Recommendations



Recommendations:

- Redevelopment should incorporate the character of the adjacent industrial area, to create neighborhood serving centers that are unique to this cluster.
- Define and activate open spaces for community use.
- Promote the enhancement of bike and pedestrian connections related to potential redevelopment sites.

Key Property Guidance



Randolph Hills Shopping Center (p. 43)

- Provide work spaces and amenities aligned with the needs of creative new economy businesses
- Housing that targets underserved demographics
- Mix uses to promote collaboration and communication
- Incorporate innovative adaptive reuse techniques and sustainable practices

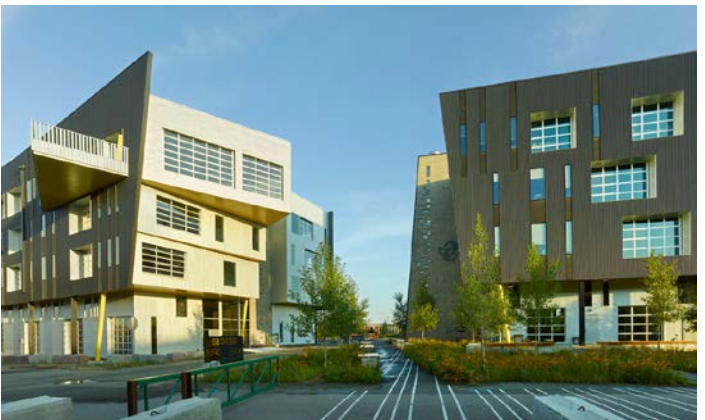
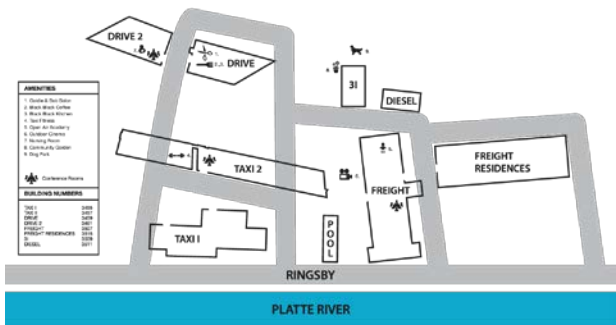
Key Property Guidance



Loehmann's Plaza (p. 45)

- Create a community serving center
- Mix of uses and development types
- Lower density along Putnam Road
- Create internal roads and pedestrian connections

Industrial Mixed Use Examples

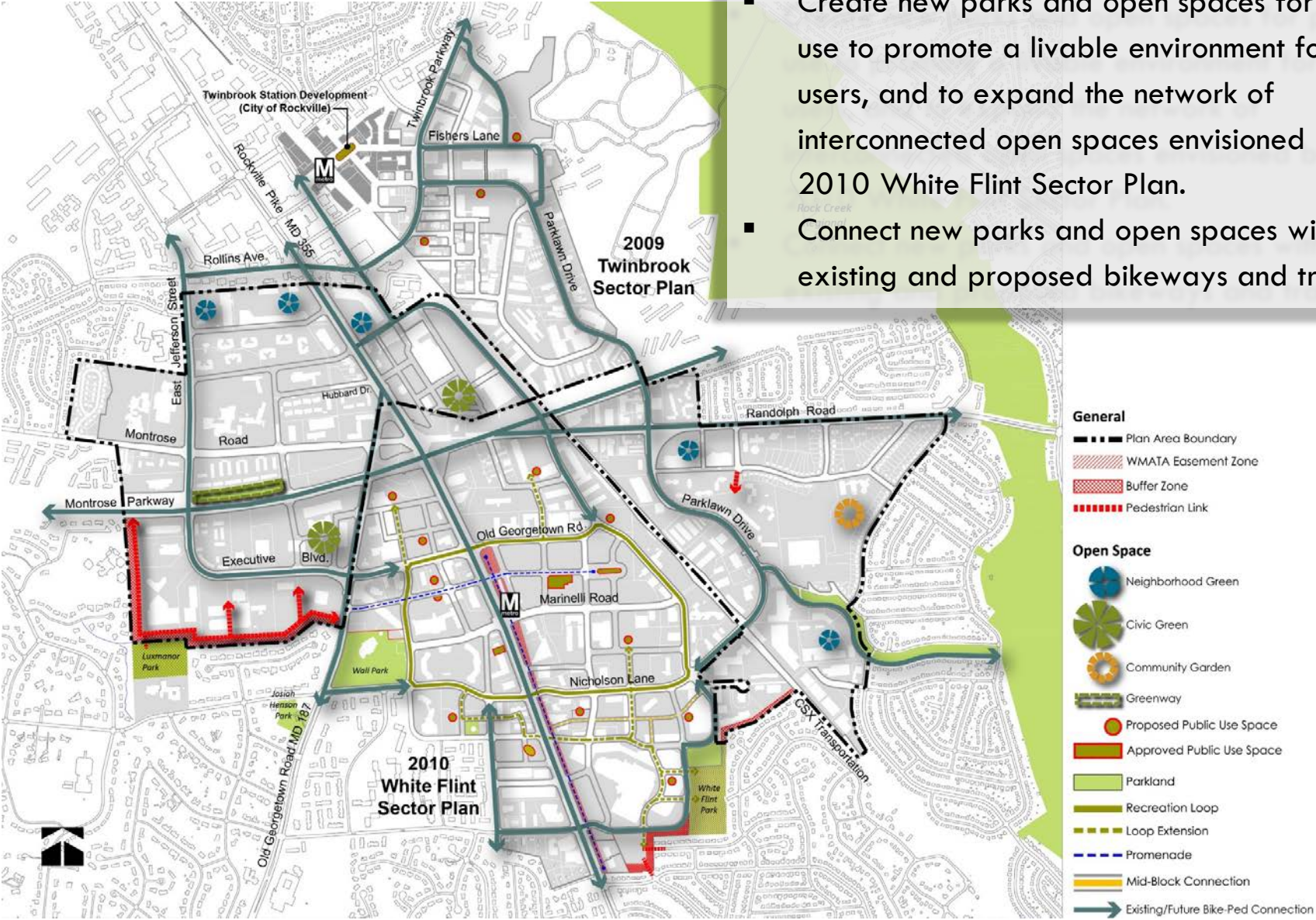


TAXI Development – Denver, CO

Scott's Addition – Richmond, VA

Parks and Open Space Network

HIERARCHY	
For Everyone	Rocking Horse Center Active recreation, community gardens Montrose Bike Trail Major trail connection Full Sized Rectangular Ball Field
For the Sector Plan Area residents	An urban greenway along Montrose Parkway Connectivity, active recreation, social interaction
	A civic green at Montrose Crossing Gathering, ceremonies, and celebrations
	A civic green at Wilco/Wilgus properties Gathering, ceremonies, and celebrations
For Each Neighborhood	Five neighborhood greens at Randolph Hill, Loehmann's Plaza, Federal Plaza and Pike Center Daily recreation, meeting place, access to green A trail connection north to the urban greenway and trail and east to the center of Pike and Rose
For Each Block	An urban plaza Meeting place, social gathering
For Each Building	Private recreation space public use space, community garden, green roof



- Create new parks and open spaces for public use to promote a livable environment for all users, and to expand the network of interconnected open spaces envisioned by the 2010 White Flint Sector Plan.
- Connect new parks and open spaces with existing and proposed bikeways and trails.

Open Space Types



Open Space Type: Civic Green
Example: Perk Park, Cleveland OH

Civic Green

Formally planned, flexible, programmable public use space that can provide places for informal gathering, quiet contemplation, or large gatherings and special events.

Location: Integrated with development

Size: Approximately 1/2 acre minimum; preferable 1 to 2 acre area

Design:

- Designed to incorporate several activity zones
- Flexible space to accommodate public gatherings.
- Adjacent to major roads and/or business streets.
- May be surrounded by local streets lined with high to medium density development.

Elements:

- Substantial central lawn area as a focal point
- Include trees for shading.
- Plantings, lawn area, shaded sitting and pathways
- Might include play areas, community gardens, or similar neighborhood facilities.
- Multiple options for seating.
- Public Art.
- Identity Features.

Open Space Types



Open Space Type: Civic Green
Example: Rockville Town Center, Rockville MD

Civic Green

Formally planned, flexible, programmable public use space that can provide places for informal gathering, quiet contemplation, or large gatherings and special events.

Location: Integrated with development

Size: Approximately 1/2 acre minimum; preferable 1 to 2 acre area

Design:

- Designed to incorporate several activity zones
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- Plantings, lawn area, shaded sitting and pathways
- Might include play areas, community gardens, or similar neighborhood facilities.
- Multiple options for seating.
- Public Art.
- Identity Features.

Open Space Types



Open Space Type: Neighborhood Green

Example: TAXI Development, Denver CO - Public Open Space – Converted Freight Yard

Neighborhood Green

Flexible open space to provide users from the surrounding neighborhood with options for passive recreation; may also be designed to include more active recreational uses.

Location: Integrated into mixed-use development with a primarily residential component

Size: 1/4 acre minimum

Design:

- Surrounded by local streets and medium density development
- Visibility and access from adjacent sidewalks, streets, and buildings

Elements:

- Include trees for shading
- Plantings, lawn area, shaded sitting and pathways
- Might include play areas, community gardens, or similar neighborhood facilities

Open Space Types



Open Space Type: Neighborhood Green
Example: Mosaic District Central Green, Merrifield VA

Neighborhood Green

Flexible open space to provide users from the surrounding neighborhood with options for passive recreation; may also be designed to include more active recreational uses.

Location: Integrated into mixed-use development with a primarily residential component

Size: 1/4 acre minimum

Design:

- Surrounded by local streets and medium density development
- Visibility and access from adjacent sidewalks, streets, and buildings

Elements:

- Include trees for shading
- Plantings, lawn area, shaded sitting and pathways
- Might include play areas, community gardens, or similar neighborhood facilities

Open Space Types



Open Space Type: Urban Plaza
Example: Columbia Heights Plaza, Washington DC

Urban Plaza

Public use space integrated into commercial or mixed-use development, to serve as focal point for community activity. Depending on size, may support organized activities and special events.

Location: Integrated with development; convenient to mass transit

Size: Less than 1 acre; actual size could be dependent on programmatic requirements

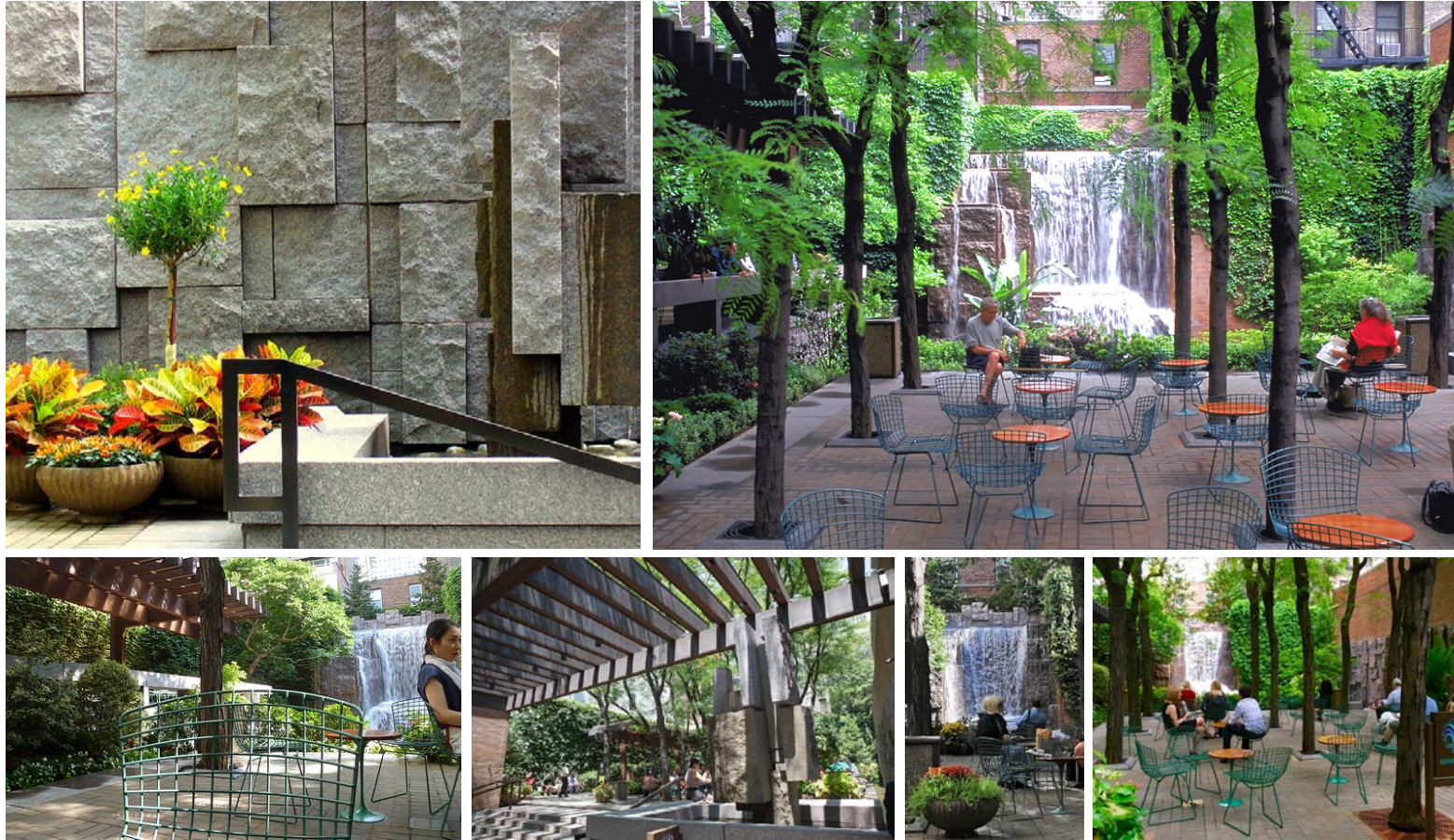
Design:

- Defined by building walls containing ground floor activating uses on at least two sides
- Visibility and access from adjacent sidewalks, streets, and buildings

Elements:

- Primarily hardscape – considerations for pervious surfacing are encouraged
- May include trees for shading
- Should include variety of seating options
- May include limited landscaped areas

Open Space Types



Open Space Type: Pocket Green
Example: Greenacre Park, New York, NY

Pocket Green

Privately developed small scale urban open space tucked into and scattered throughout urban fabric. These are intended to serve the immediately local population as a refuge from the bustle of surrounding urban life, and to offer opportunities for rest and relaxation.

Location: Integrated with development

Size: Approximately 1/4 acre or less

Design:

- Design as a single “room”, but may include spaces for small gatherings
- Defined by building walls on at least three sides; these may or may not contain activating uses
- Direct access to a local street
- Visibility and access from adjacent sidewalks, streets, and buildings

Elements:

- Primarily hardscape – considerations for pervious surfacing are encouraged
- May include trees for shading, planting areas, water features, art
- Should include variety of seating options

Property Recommendations

Willco Property

Provide a on-acre civic green. Could be divided into two smaller spaces, but the total acreage must remain at least one usable acre.

Wilgus Property

Retain forested area between Stonehenge Place and East Jefferson Street, north of Montrose Parkway.
Create open spaces for public use connected to the overall open space network.

Federal Plaza

Provide two neighborhood greens, integrated to new development, and connected to surrounding pedestrian networks.

Pike Center

Provide a 1/2 acre neighborhood green.

Montrose Crossing Shopping Center

Locate a one-acre minimum civic green on this property.

Randolph Hills Shopping Center

Provide a minimum 3/4 acre neighborhood green.

Loehmann's Plaza

Provide a 3/4 acre neighborhood green urban park on this property.

Revised Park Classification System and New Park Types

Addition to the Park Classification System

- CIVIC GREENS

The Plan recommends adding “1.5 ACRE IDEAL”

PARK TYPE	PARK TYPE DESCRIPTION	TYPICAL FACILITIES*	APPROX. SIZE
COUNTYWIDE PARKS - Parks in this category serve all residents of Montgomery County			
- Countywide Urban Parks			
CIVIC GREENS	Formally planned, flexible, programmable open spaces that serve as places for informal gathering, quiet contemplation, or large special event gatherings. Depending on size, they may support activities including open air markets, concerts, festivals, and special events but are not often used for programmed recreational purposes.	A central lawn is often the main focus with adjacent spaces providing complementary uses. May include gardens, water features and shade structures.	1/2 ACRE MINIMUM 1.5 ACRE IDEAL



New Park Types

PLAZAS

Plazas will be allocated to areas with higher pedestrian traffic, usually adjacent to transit stops and commercial buildings, and with higher concentration of paved surfaces.

- Formally planned, predominantly hardscaped open spaces for pedestrian traffic from nearby transit stops and commercial and higher density residential uses.
- Depending on size, they may support activities including open air markets, concerts, festivals, and special events, but are not often used for active recreational purposes.
- Consider access to sunlight and connection to the network of public spaces, and protection from the wind, traffic and noise.

PARK TYPE	PARK TYPE DESCRIPTION	TYPICAL FACILITIES*	APPROX. SIZE
COUNTYWIDE PARKS - Parks in this category serve all residents of Montgomery County			
PLAZAS	Formally planned, predominantly hardscaped open spaces for pedestrian traffic from nearby transit stops and commercial and higher density residential uses. Depending on size, they may support activities including open air markets, concerts, festivals, and special events, but are not often used for active recreational purposes. Consider access to sunlight and connection to the network of public spaces, and protection from the wind, traffic and noise.	Central hardscaped gathering area with public art/water feature as focal point. May include special lighting, shaded areas, and benches and tables. Consider temporary closure of local streets to enlarge the size of the plaza for special events. Playful and interactive elements are encouraged.	1/2 acre minimum 1 acre ideal



New Park Types

POCKET GREENS

*The **new park type of Pocket Greens** will play an important role in the network of public spaces that will be encouraged in higher density areas.*

- Serve residents and workers from nearby area, designed for relaxation, lunch breaks, small games, play area for children, and outdoor eating.
- Consider access to sunlight, important view corridors, connection to the network of public spaces, and protection from the wind, traffic and noise.

PARK TYPE	PARK TYPE DESCRIPTION	TYPICAL FACILITIES*	APPROX. SIZE
COMMUNITY USE PARKS - Parks in this category serve residents of surrounding communities			
- Community Use Urban Parks			
POCKET GREENS	Serve residents and workers from nearby area, designed for relaxation, lunch breaks, small games, play area for children, and outdoor eating. Consider access to sunlight, important view corridors, connection to the network of public spaces, and protection from the wind, traffic and noise.	Program and design should reflect the demographics and culture of its surrounding users. Sunlit small gathering areas, shaded seating, small children play areas. May include movable furniture, focal point public art, and small-scale green areas and trees.	1/10-1/4 ACRE



