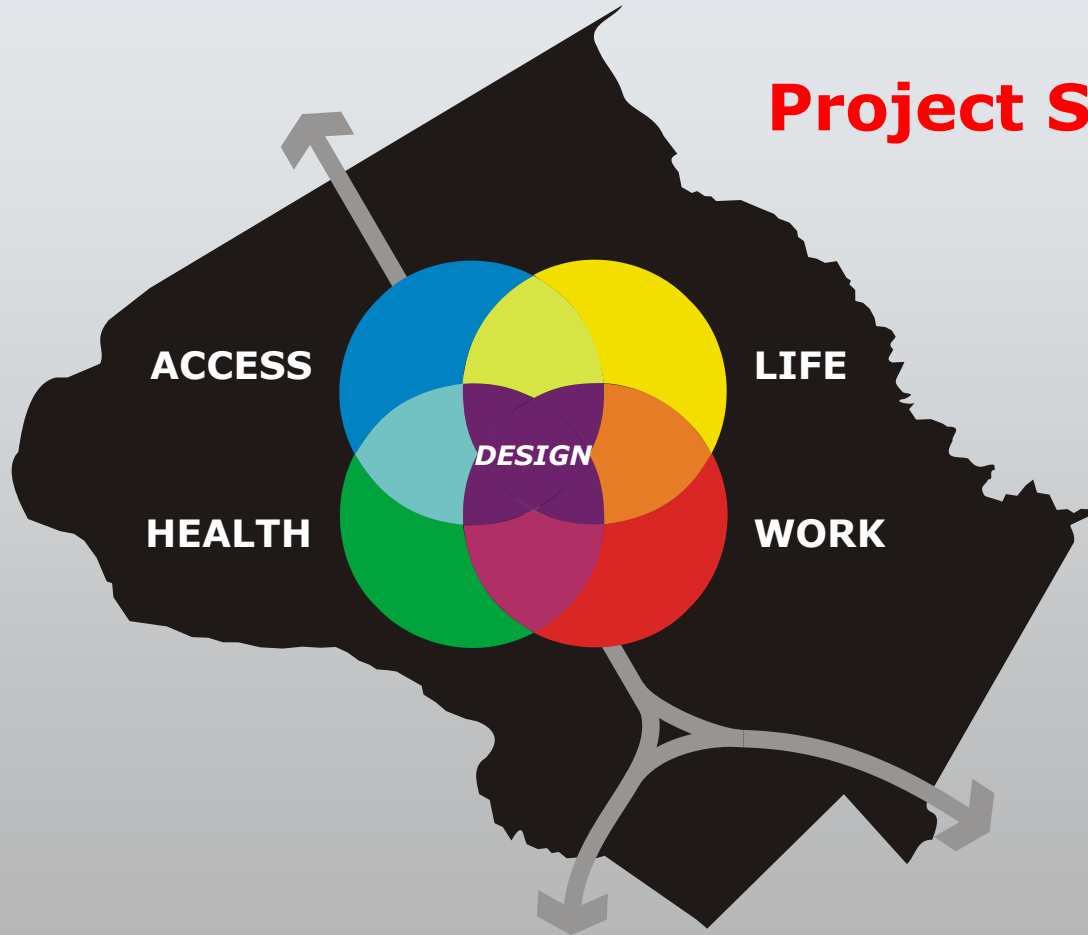


# THE 355/270 CORRIDOR:

Strategic Ideas for Sustaining a Livable Work Place

## Project Summary



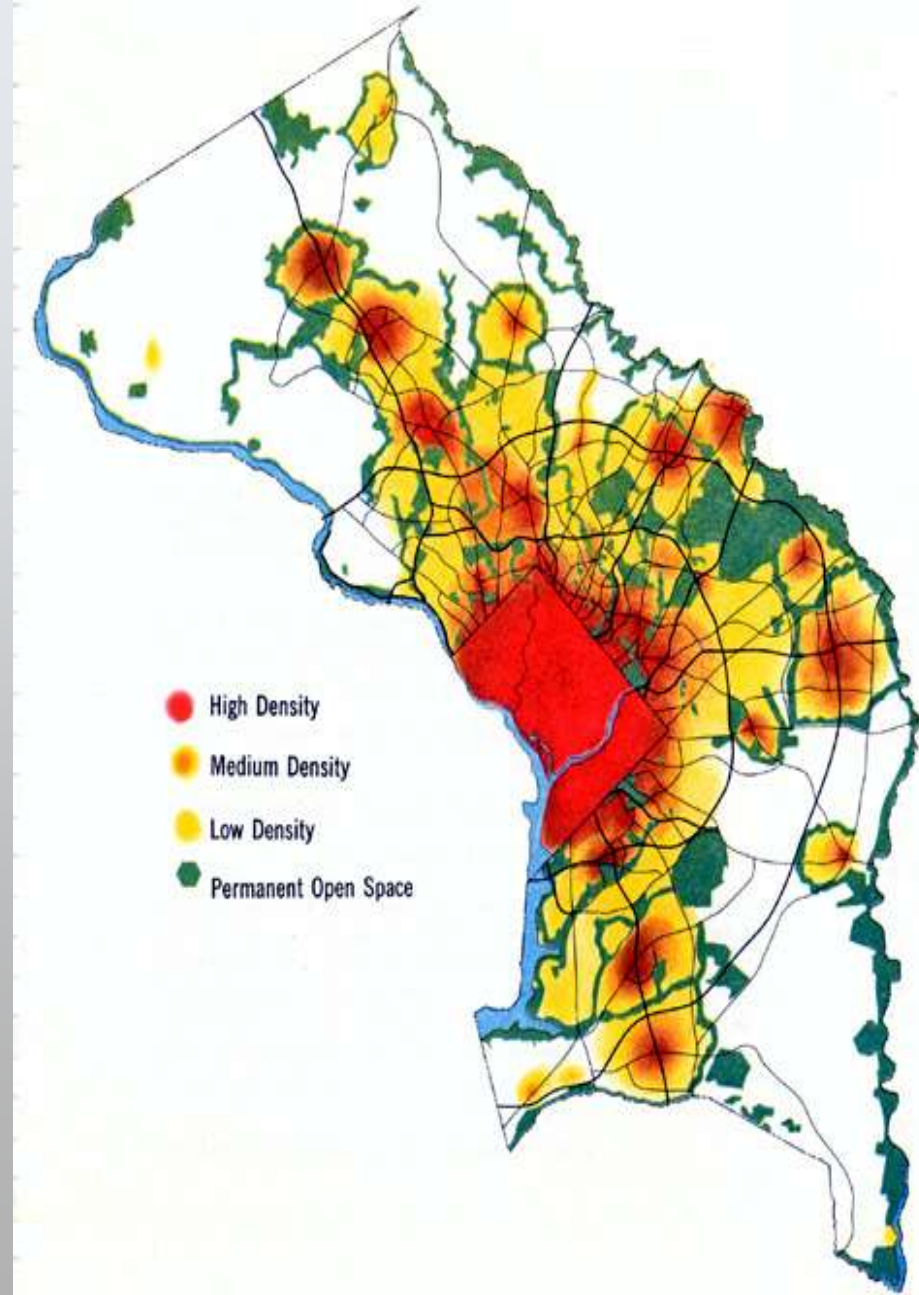
Montgomery County Planning Department



The Maryland-National Capital Park and Planning Commission

# The 355/270 Corridor Project Summary

- Over the next 25 years the County's **population will increase** as will the need for more jobs and housing
- The 355/270 Corridor is the jobs and housing resource for the County

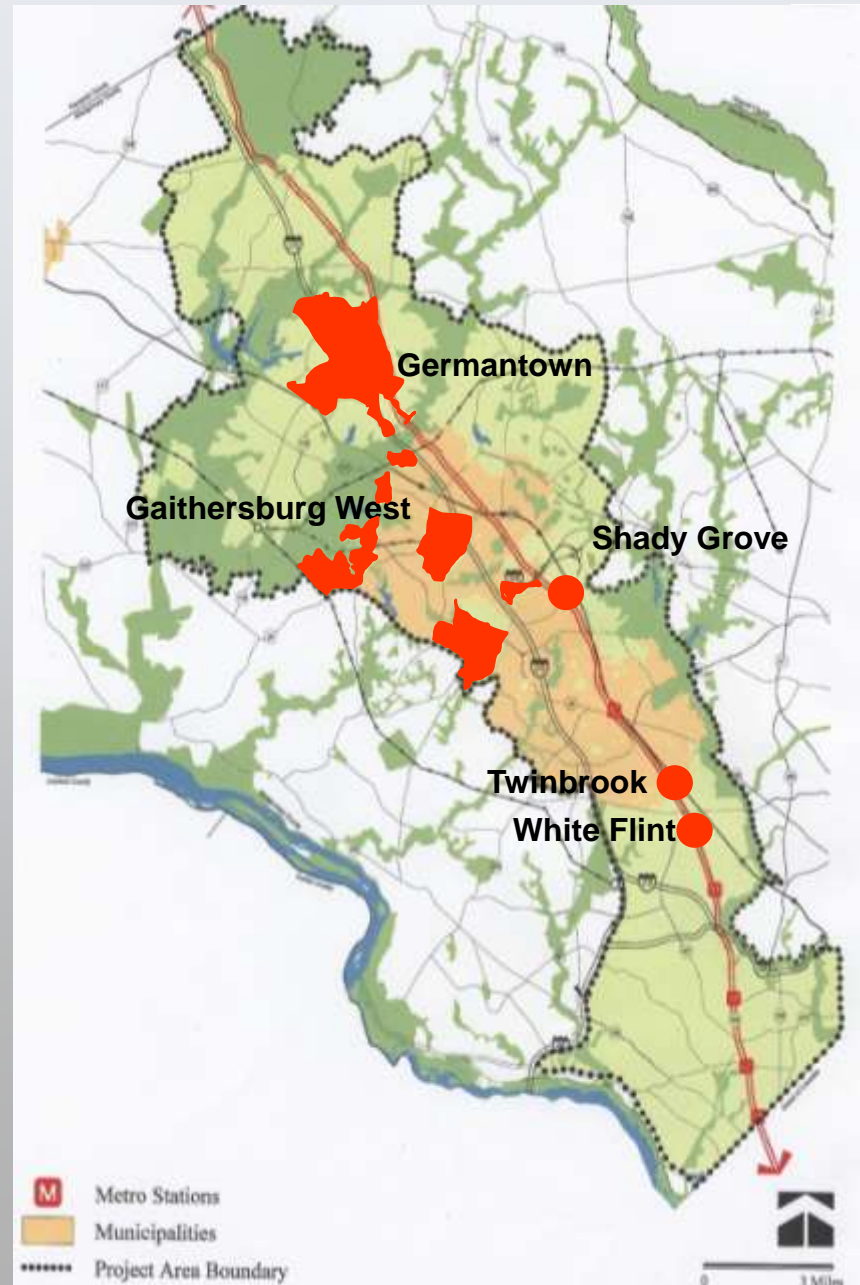
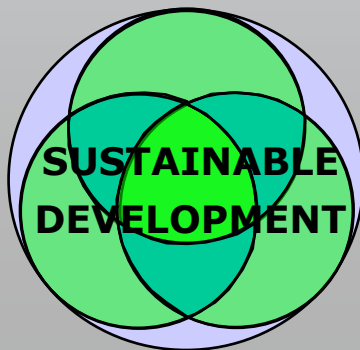


The 355/270 Corridor

# Project Summary

This Project:

- Examines the forces that will shape the future
- Provide a cohesive vision for the Corridor's future



The 355/270 Corridor

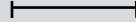
# Introduction

## Project Outline

(SYSTEM-CENTRIC)

(PEOPLE-CENTRIC)

**ECOLOGY**



**HEALTH**

**ECONOMY**

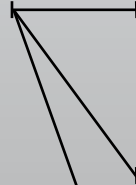


**WORK**

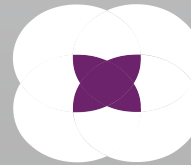
**SOCIETY**



**ACCESS**



**LIFE**



**DESIGN**

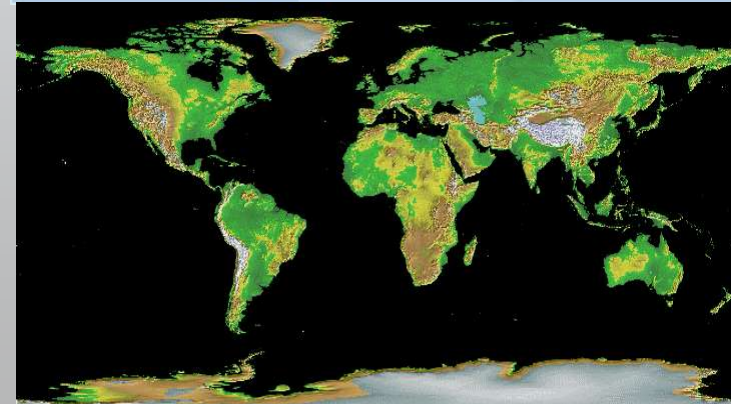
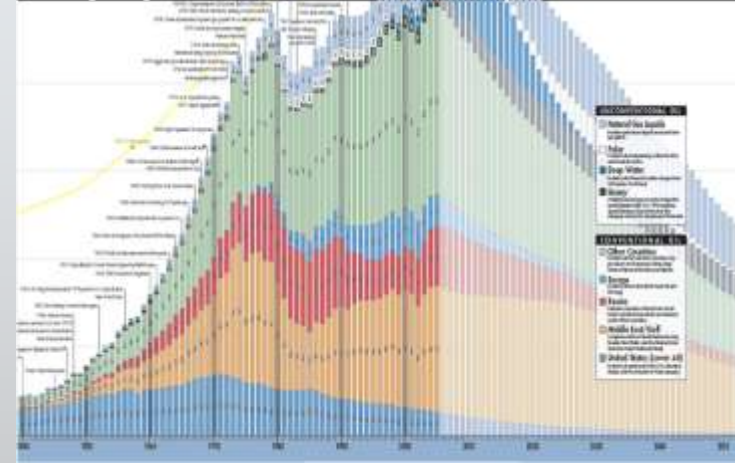
The 355/270 Corridor

# Project Summary

## Forces that will influence the County in the 21st Century:

- Energy
- Global competition
- Place in the region
- Needs of technology industry
- Workers to fill jobs
- Population growth
- Population composition

World Oil Production  
will peak around  
2010





# HEALTH

## Vision:

- **The 21<sup>st</sup> century Corridor communities will be green communities where people walk, ride bikes, or take transit**
- **The Corridor communities will be a model of sustainable community planning by:**
  - Integrating land use
  - Preserving open space
  - Ensuring mobility
  - Protecting water resources
  - Supporting renewable resources and efficient energy use
  - Improving the quality of the air and water



# Health

## Health Actions

- Cut carbon dioxide
- Provide walkways
- Plant trees
- Increase infiltration
- Plan green communities and buildings



# WORK

## Vision:

- World class advanced technology center in:
  - Research
  - Development to prototype phase of biotechnology
- Strong industry clusters:
  - Federal Facilities
  - Universities
  - Private industry





# The 355/270 Corridor Work Action

- Embrace social diversity
- High quality of life
- Focus attention on energy
- Connectivity and accessibility



The 355/270 Corridor

# Access Summary

## ACCESS

### Vision:

- Improved access from home to work, shopping, recreation, and entertainment:
  - Land use
  - Multi-modal transportation options
- Reduce dependence on single occupancy vehicles:
  - Mixed use centers
  - Transit-oriented development
  - Transit options, including walking and biking



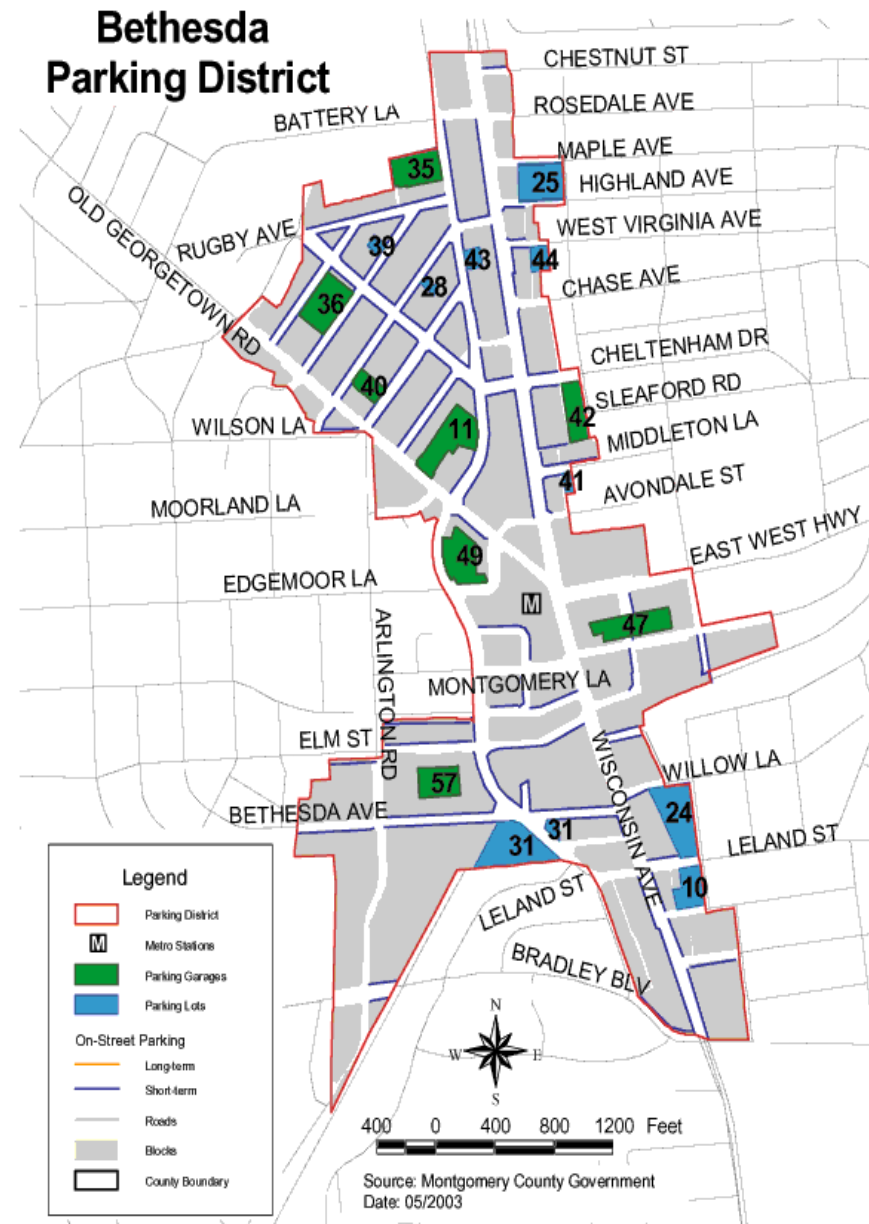
# The 355/270 Corridor Access Action

## Behavior:

- Conduct a Comprehensive Parking Management Study
- Define Multi-modal Quality of Service Objectives
- Reduce Auto Reliance

## Facilities:

- Develop a decision-making strategy for the CCT and Purple Line
  - Rail verses bus
  - Sequencing of construction
- Incorporate inter-modal transfer needs to master plans
- Apply local network enhancements
- Implement major investments (i.e. I-270, M-83) Consistent with Corridor objectives





The 355/270 Corridor  
**Access Action**

**Land Use:**

- Consider job/housing ratios, land use density, design, and proximity to transit
- Include staging in master plans and regulatory approvals



# LIFE

## Vision:

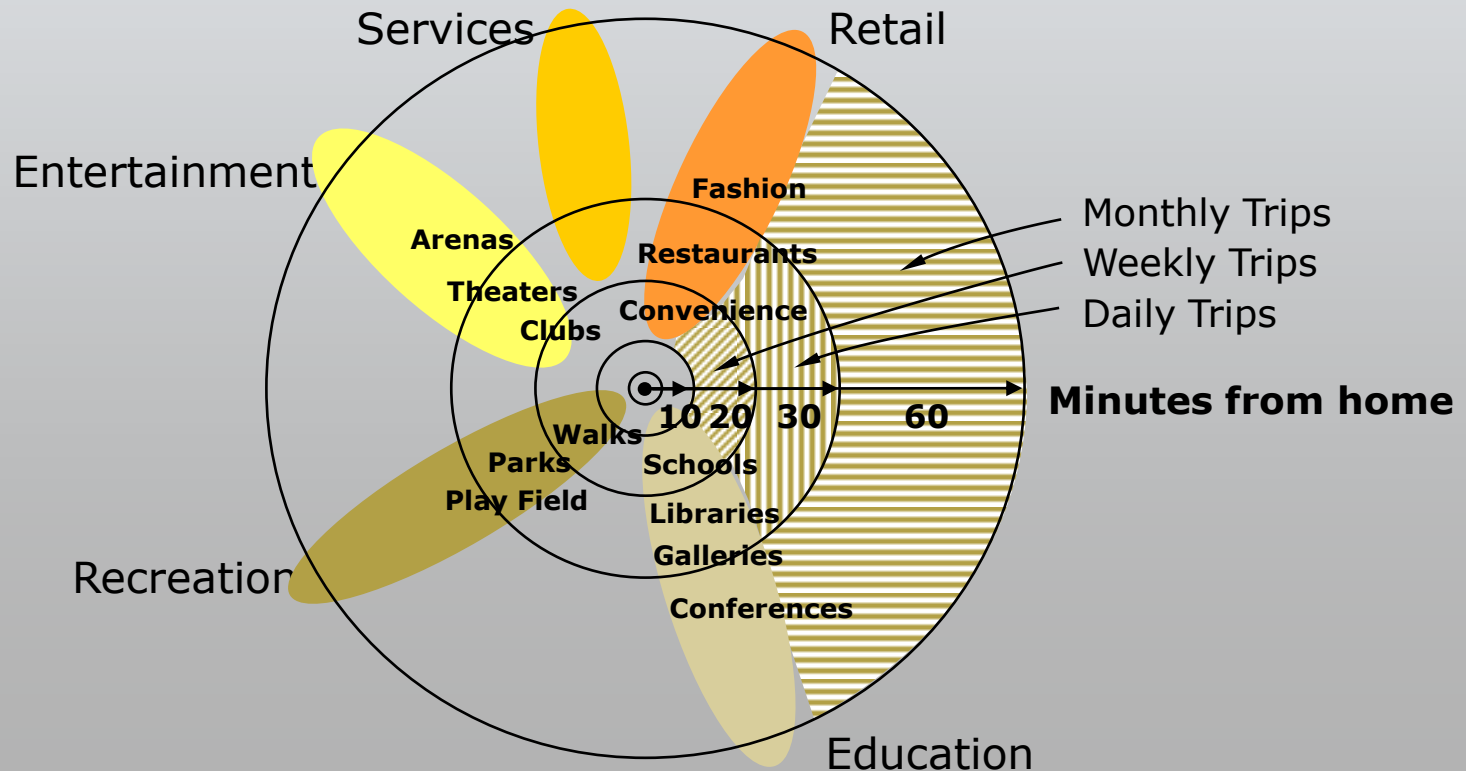
- Future residents will be able to choose between rural, suburban, and urban communities
- The Corridor will be composed of many centers that offer a complete complement of jobs, housing, retail, and services:
  - Rural Village Centers
  - Suburban Town Centers
  - Urban Centers
  - Central Business Districts





# Life Action

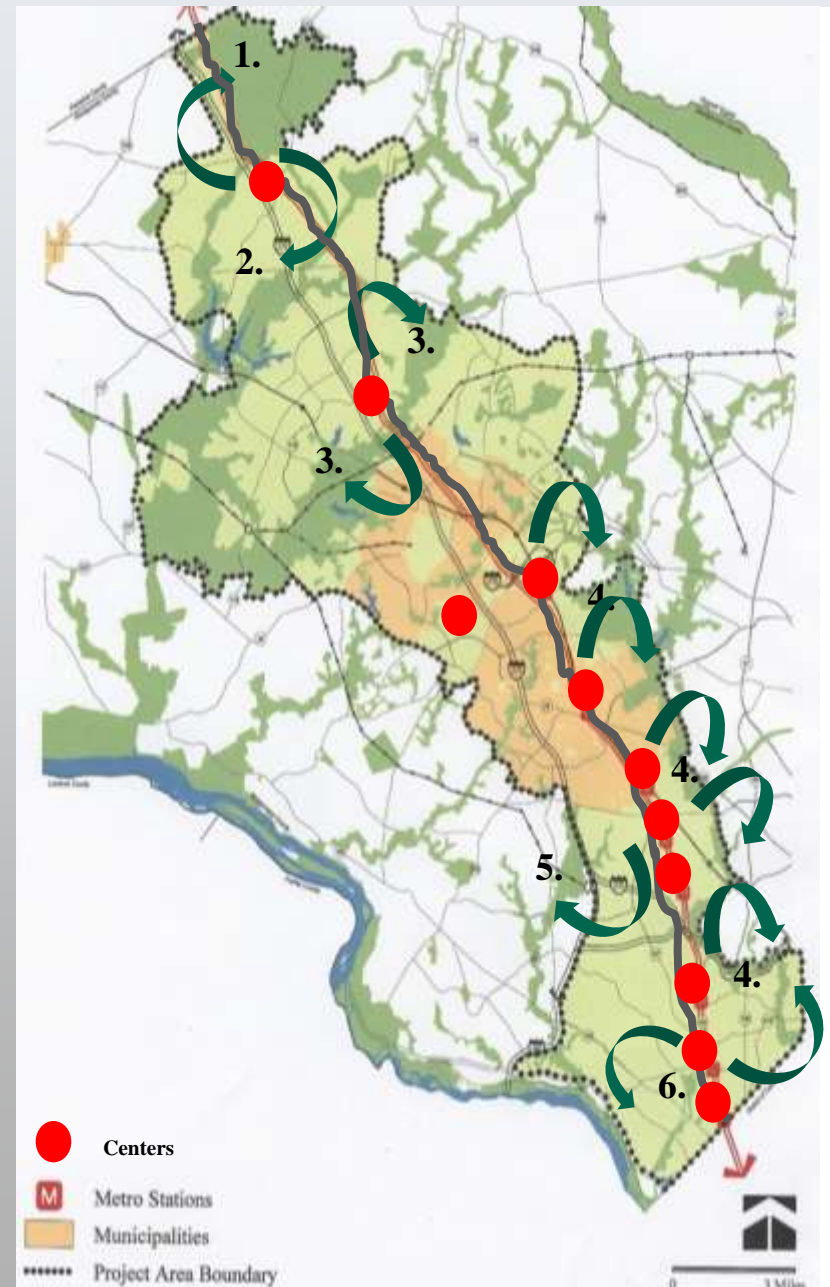
- **Create a better balance of jobs and housing in the Corridor**
- **Create unique communities at each center in the Corridor**
- **Provide a mix of uses easily accessible from home and work**
- **Convert some future commercial capacity within the Corridor to housing**



# The 355/270 Corridor

## Life Action

- Encourage a mix of housing types at each center
- Increase entertainment uses in the Corridor
- Locate cultural facilities near existing facilities to strengthen existing and emerging nodes along the Corridor
- Link the centers to the regional park system
- Develop an urban standard for future school development



The 355/270 Corridor

# Design Summary

## DESIGN

### Vision:

- MD 355 the “Great Road” includes:
  - High-quality pedestrian-oriented mixed-use downtowns
  - Private and public employment centers
  - Local and regional retail
  - Educational institutions
  - Transit-oriented town centers
  - Historic villages
  - Parkland
  - Natural areas





# The 355/270 Corridor Design Summary

## Centers

- High quality pedestrian-oriented areas with private and public employment

## MD 355 Boulevard

- MD 355 main street with a variety of characteristics

## Open Space

- Stream valley parks, residential areas and green space, and urban parks and public open space

## Landmarks

- Place making features

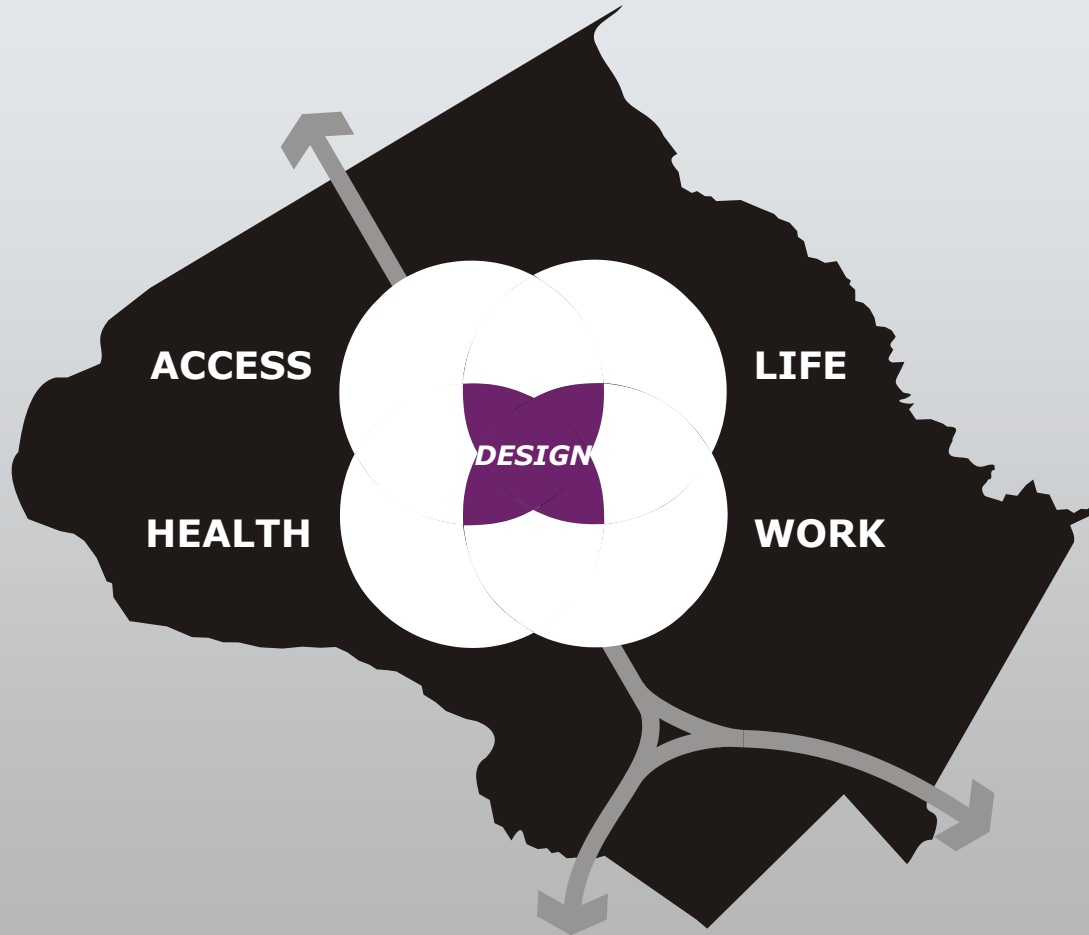






# DESIGN

**Visions, Concepts, Benchmarks, Amenities, Places (Character)**



Montgomery County Planning Department

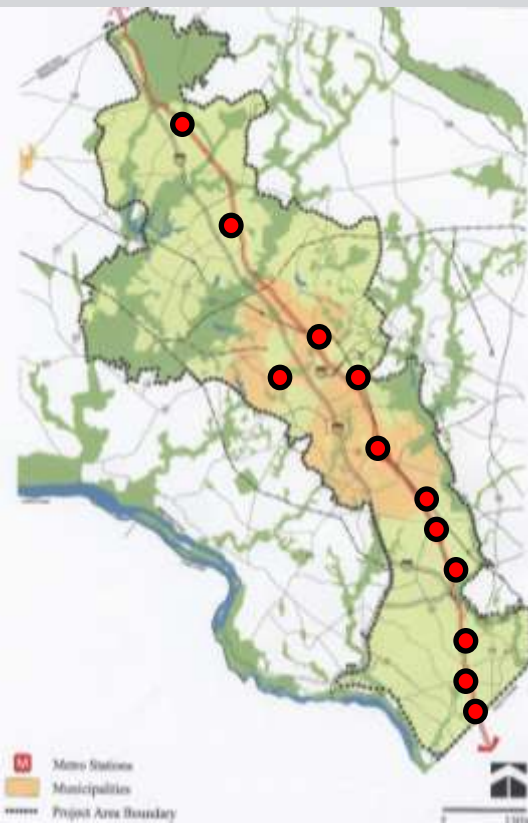


The Maryland-National Capital Park and Planning Commission

# Design Issues

**Vision** - The MD 355/I-270 Technology Corridor from Friendship Heights to Frederick County will include the following elements:

- **Centers:** High quality pedestrian-oriented areas with private and public employment, local or regional retail, a mix of residential units types, and historic villages
- **MD 355 Boulevard:** Main street with a variety of characteristics
- **Open Spaces:** Stream valley parks, residential areas and green space, and urban parks and public open spaces
- **Landmarks:** Place making features



# Design Issues

## **Centers:**

(Transit Stations and Commercial Centers)

- Friendship Heights
- Bethesda
- NIH/Naval Medical
- Grosvenor
- White Flint\*
- Twinbrook\*
- City of Rockville
- Shady Grove
- City of Gaithersburg
- Gaithersburg Vicinity West\*
- Germantown Employment Corridor\*
- Clarksburg

Note: \*Plans Underway

## **MD 355 Boulevard:**

(Changing Character of the Boulevard)

- Bethesda CBD
- Shady Grove
- Hyattstown

## **Open Spaces:**

(Typology of Green Spaces)

- Stream Valley and Regional Parks:
  - Rock Creek Stream Valley Park
  - Germantown Buffer
  - Little Bennett Regional Park
- Residential Areas and Green Space:
  - Green Mile
  - NIH to Grosvenor
  - Clarksburg Transit Corridor
- Urban Parks and Public Open Spaces:
  - Friendship Place Plaza
  - Bethesda Metro Center/Chevy Chase Bank Park
  - Twinbrook Station Public Park
  - Shady Grove Metro Park
  - Clarksburg Triangle Park

## **Landmarks:**

(Place making Features)

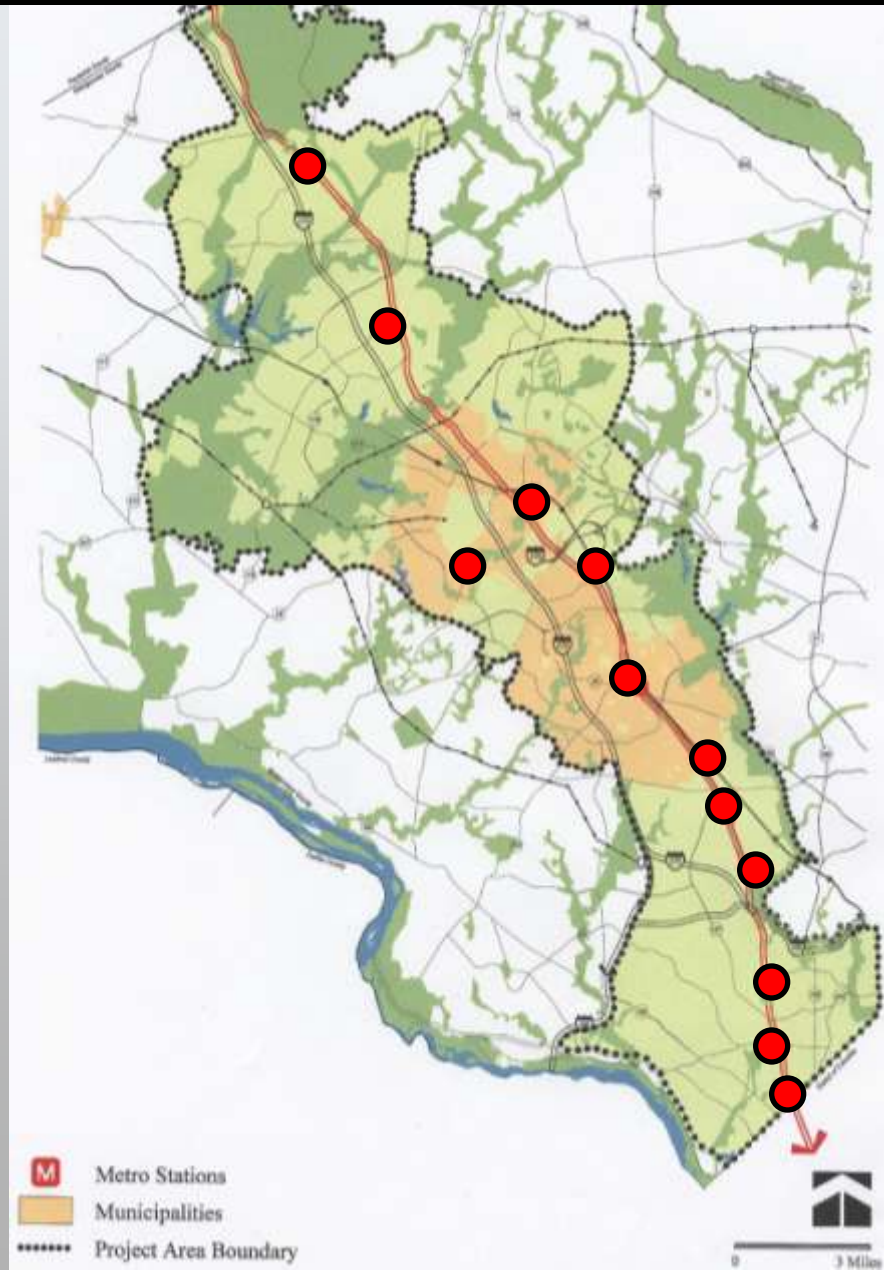
- D.C. Marker, Friendship Heights
- Madonna of the Trails
- Bethesda Crescent Building
- Bethesda Naval Medical Building
- Strathmore Hall and Cultural Center

# Policy Response

## Variety of Connected Centers and Key Roles:

- Friendship Heights
- Bethesda
- NIH/Naval Medical
- Grosvenor
- **White Flint\***
- **Twinbrook\***
- City of Rockville
- Shady Grove
- City of Gaithersburg
- **Gaithersburg Vicinity West\***
- **Germantown Employment Corridor\***
- Clarksburg Town Center

Note: \*Plans underway



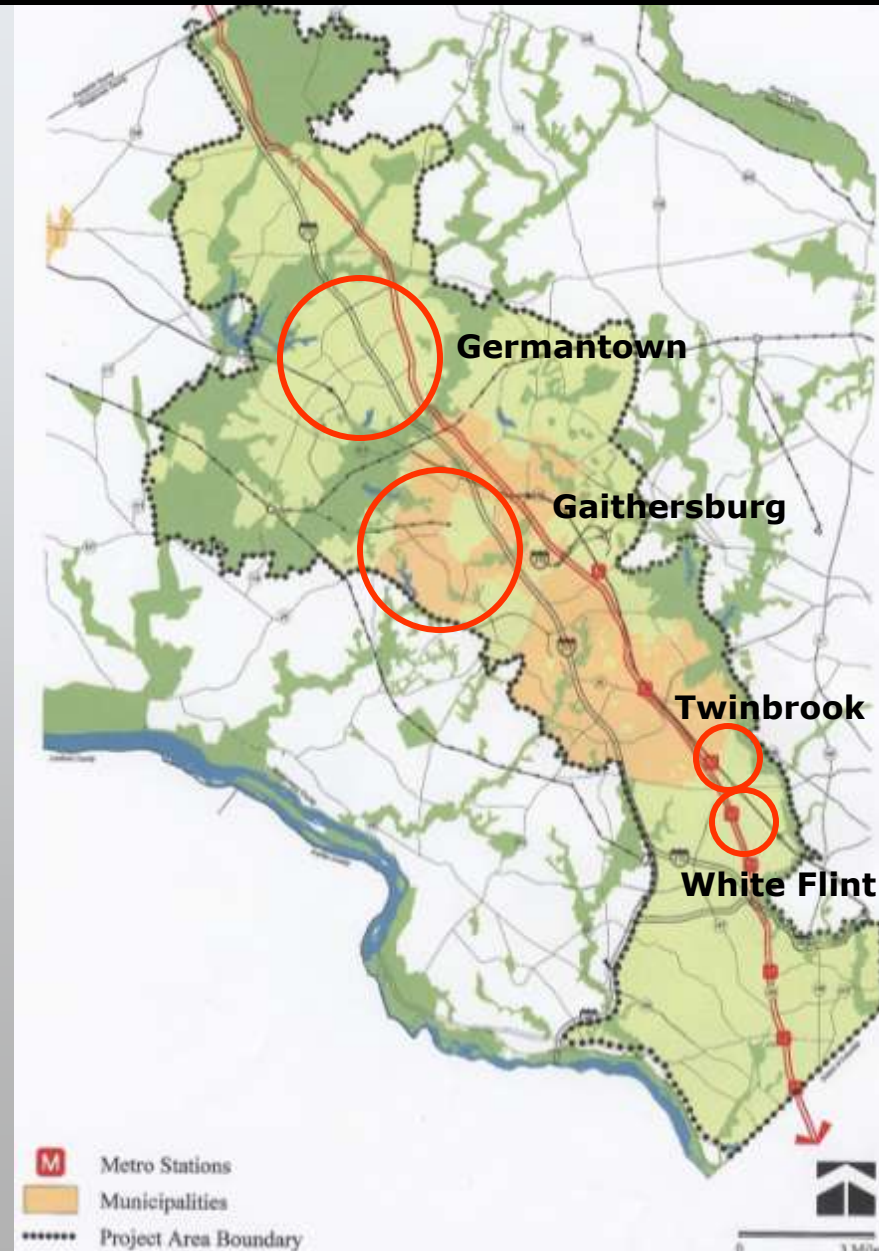


# Policy Response

## Master Plans Underway

### Examples of Centers and Key Roles:

- **Twinbrook:**
  - Mixed-use Neighborhood at Metro
  - Advanced Technology Center
  - Light Industrial Services
- **White Flint:**
  - North Bethesda Downtown
  - Retail Focus
  - Housing Focus
- **Gaithersburg Vicinity West:**
  - Advanced Technology Center
  - Medical Focus
- **Germantown Employment Corridor**
  - Signature Employment Sites
  - Mixed-use Including Housing





# Policy Response

## Prototype Center:



### Health:

- ① Closely spaced street trees
- ② Additional public use space
- ③ New stormwater management
- ④ Reduce vehicle miles traveled through mixed-use zoning, stronger pedestrian networks, and TDRs

### Work:

- ⑤ Plan and design for science clusters
- ⑥ Plan for collaborative public spaces
- ⑦ Flexible, mixed-use zoning including housing, retail, offices and laboratories

### Access:

- ⑧ Transportation Management District
- ⑨ Potential parking district
- ⑩ New facilities including streets and crosswalks

### Life:

- ⑪ New public spaces
- ⑫ Place making features
- ⑬ Mixed-use including small scale retail

Design

# Policy Response

## MD 355 Boulevard

### Examples:

(Changing Character -  
Bethesda CBD to  
Hyattstown)

- Bethesda CBD - Urban
- Shady Grove - Suburban
- Hyattstown - Rural

Existing Views



Examples: Bethesda to Hyattstown





# Design Policy Response

## MD 355 Boulevard Examples:

- Wisconsin Place, MD 355/Wisconsin Avenue at Western Avenue, Friendship Heights
- MD 355/Wisconsin Avenue at Bethesda Avenue, Bethesda CBD
- MD 355/Wisconsin Avenue at East West Highway, Bethesda CBD
- MD 355/Wisconsin Avenue at Hamden Lane, Bethesda CBD
- Green Mile Between Friendship Heights and the Bethesda CBD





# Policy Response

## MD 355 North Bethesda Boulevard Examples:

- North Bethesda:
  - Grosvenor
  - White Flint
  - Twinbrook
  - City of Rockville
- White Flint Metro Center Area
- White Flint Crossing

North Bethesda



White Flint Metro Station Area

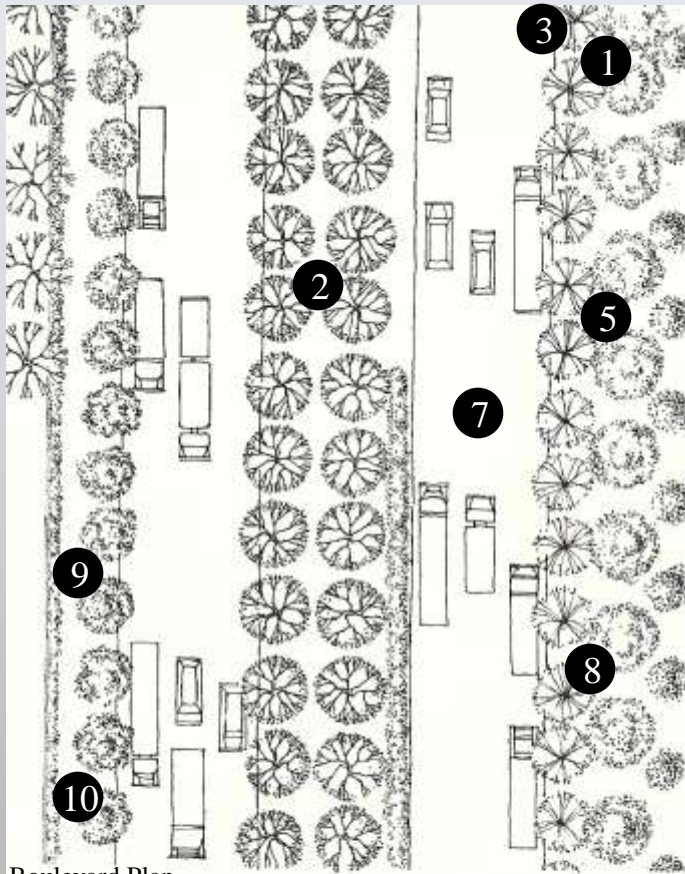


White Flint Crossing

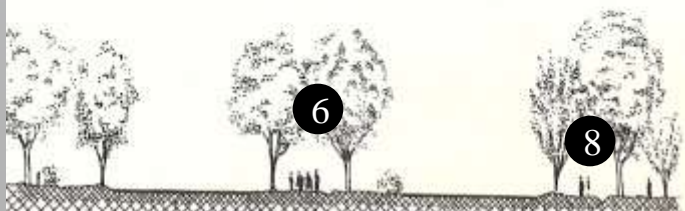


# Policy Response

## Prototype Boulevard:



Boulevard Plan



Boulevard Section

## Health:

- 1 Closely spaced street trees
- 2 Minimize imperviousness
- 3 New stormwater management

## Work:

- 4 Plan for a grid of streets
- 5 Plan for collaborative public spaces

## Access:

- 6 Variety of streets and boulevards (wide tree lined streets to 2 lane rural roads)
- 7 Context sensitive streets
- 8 Sidewalks and crosswalks for pedestrians

## Life:

- 9 Special street furniture (lights, benches)
- 10 Public spaces activated by retail



- 4 Samples: Grid of Streets



# Policy Response

## Examples of Open Spaces: Urban Parks and Public Spaces

- Friendship Place Plaza
- Western Avenue
- Village of Friendship Heights Park
- Chevy Chase Land Company Park
- Barlow Building Park
- Wisconsin Avenue at Willard Avenue





# Design Policy Response

## Examples of Urban Parks and Public Space:

- Hamden Square
- Wisconsin Avenue at Willard Avenue Park
- Shady Grove Metro
- Rockville Town Center
- Bethesda Metro Center
- Bethesda Place
- Clarksburg Town Center





# Policy Response

## Open Space Prototypes:

(Typology of Spaces)

## Stream Valley Parks:

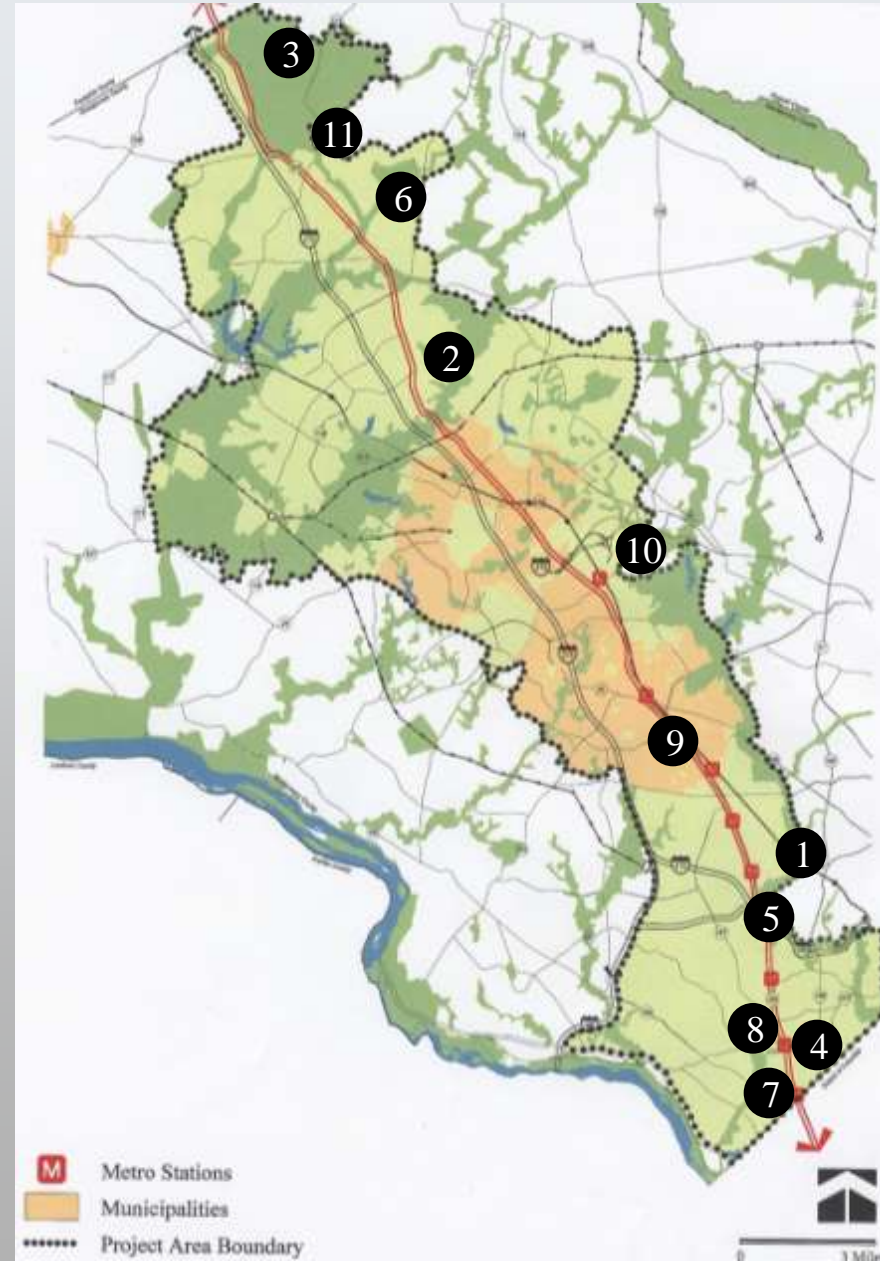
- ① Rock Creek Stream Valley Park
- ② Germantown Buffer
- ③ Little Bennett Regional Park

## Residential Areas and Green Space:

- ④ Green Mile
- ⑤ NIH to Grosvenor
- ⑥ Clarksburg Transit Corridor

## Urban Parks and Public Open Spaces:

- ⑦ Friendship Place Plaza
- ⑧ Bethesda Metro Center/Chevy Chase Bank Park
- ⑨ Twinbrook Station Public Park
- ⑩ Shady Grove Metro Park
- ⑪ Clarksburg Triangle Park





# Design Policy Response

## Landmark Examples:

- White Flint Crossing Public Art, North Bethesda
- Strathmore Hall/Corby Mansion
- Strathmore Concert Hall
- D.C. Marker, Friendship Heights
- Madonna of the Trails
- Bethesda Crescent Building and Public Art
- Bethesda Naval Medical Building

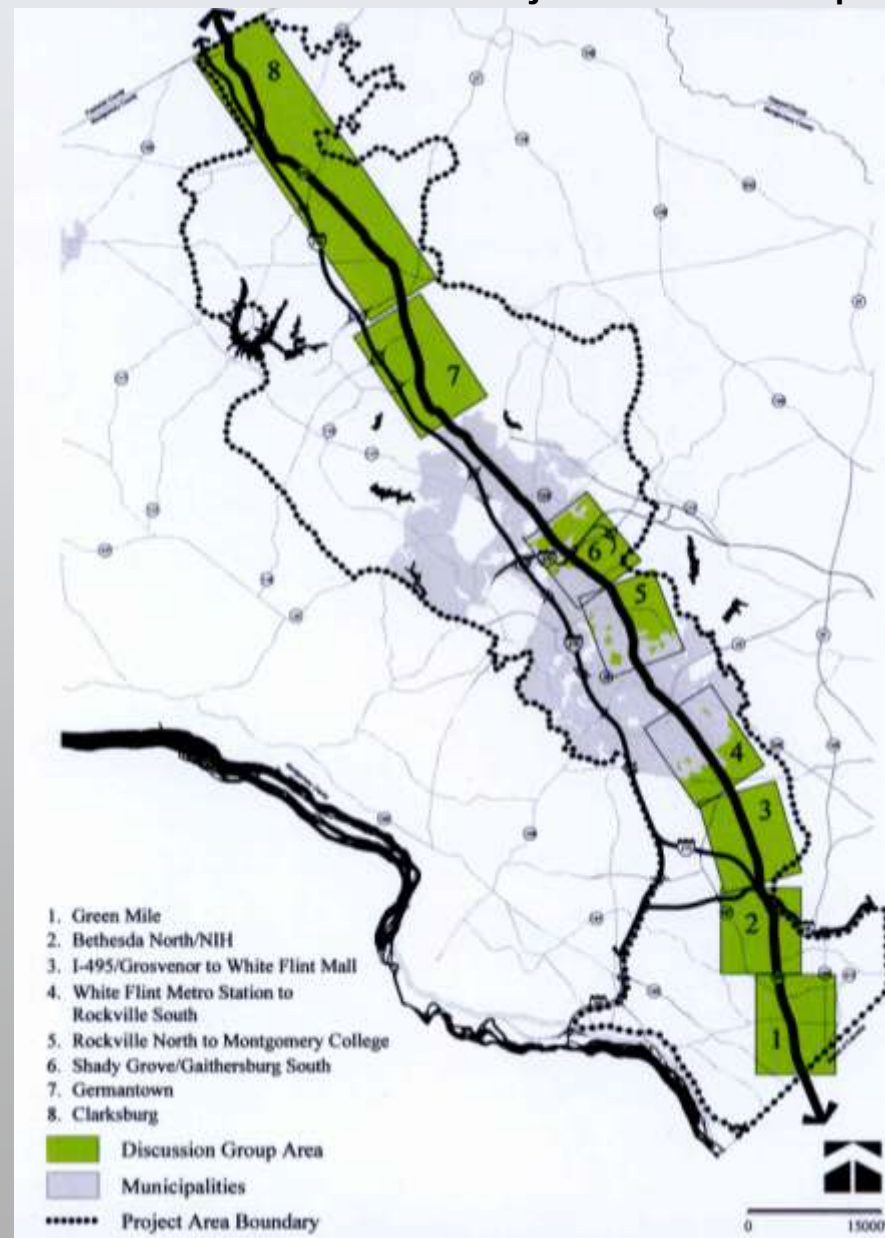


# Design Actions

## MD 355 Project Discussion Groups

### Summary of Community Comments Discussion Groups:

1. Green Mile
2. Bethesda North/NIH
3. I-495/Grosvenor to White Flint Mall
4. White Flint Metro Station to Rockville South
5. Rockville North to Montgomery College
6. Shady Grove/Gaithersburg South
7. Germantown
8. Clarksburg





# Actions

## Green Mile

Wisconsin Avenue (MD 355) between Friendship Heights and the Bethesda Central Business District

### Vision

“The Green Mile” - a Grand Boulevard that preserves the existing green and residential character

### Character

- Wide median with trees and sidewalks
- Enhance existing green character
- Improve bike connections
- Provide additional public transit
- Prohibit commercial encroachment
- Retain building setbacks

### Actions

- Create a special MD 355 Plan
- Apply an overlay zone
- Enforce development standards
- Reduce and enforce speed limits





# Actions

## Bethesda North/NIH

Woodmont Triangle - Wisconsin Avenue Between  
Battery Lane and I-495

### Vision

MD 355 is an attractive, pedestrian-friendly, and community-oriented retail gateway into the Bethesda CBD

### Character

- Retain special character of the CBD
- Accessible green space
- Provide retail and service
- Provide affordable housing

### Actions

- Establish mixed-use zones
- Retain small and local businesses
- Expand medians
- Provide street trees
- Provide sidewalks



# Actions

## I-495/Grosvenor to White Flint Mall

### Vision

MD 355 is a boulevard with residential and retail mixed-use with multiple transportation options and connectivity to residential areas, and Metro stations

### Character

- Green space
- Pocket parks
- Transportation alternatives
- Pedestrian safety
- Pedestrian access
- Improved bikeways
- Signage along MD 355
- Adequate parking
- Civic uses
- Road connectivity

### Actions

- Limit Special Exceptions
- Establish a transportation management program
- Improve access from neighborhoods



MD 355 at White Flint Mall



Grosvenor near Strathmore Hall

# Design Actions

## White Flint Metro Station to Rockville South

### Vision

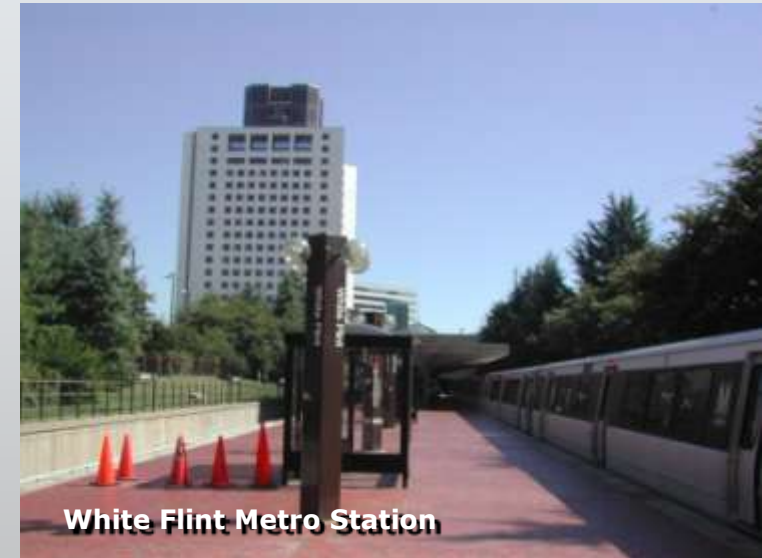
An urban boulevard with a mix of uses in town centers and transportation nodes with expanded multi-modal connectivity

### Character

- Variety of public spaces
- Additional green space
- More office and residential space
- Address congestion
- Multi-modal transportation system
- Improve pedestrian safety
- Provide pedestrian connectivity
- Ground floor activity

### Actions

- Create a form based code
- Establish incentive zoning tools
- Create a business improvement district
- Create a secondary road
- Establish a parking district



White Flint Metro Station



Congressional Plaza Shopping Center



# Design Actions

## Rockville North to Montgomery College

### Vision

A Grand Avenue for the college, business, and residential uses around new Metro stations located at Montgomery College and the area north to Gude Drive

### Character

- Green - trees, parks, and green walls
- Provide local shuttle
- Pedestrian connections
- Pedestrian oriented development
- Build closer to the street
- Spacious pedestrian sidewalks
- Grid of streets
- Recreational uses
- Gathering places

### Actions

- Use parking areas for redevelopment
- Create new mixed-use zones
- Establish design guidelines
- Update environmental street standards
- Coordinate with other jurisdictions



Just past Montgomery College on MD 355

# Design Actions

## Shady Grove/Gaithersburg South

### Vision

Compact development near Metro, with connections to other transit, and emphasis on “walking as the new transit”

### Character

- First floor commercial with residential above
- Affordable housing
- Green design
- Green bridges
- Improve pedestrian environment
- Bike trails
- Cut and fill to bury through traffic
- Improve pedestrian crossing

### Actions

- Accept some congestion
- Coordinate streetscaping and road standards between jurisdictions
- Reduce speed limits
- Improve County standards for streets



Shady Grove Sector Plan Vision



Chestnut Street at MD 355 – City of Gaithersburg

# Design Actions

## Germantown

### Vision

A connected urban civic center extending from Montgomery College to the Milestone Shopping Center

### Character

- Tree-lined pedestrian friendly streets
- Internal circulator
- Safe pedestrian access
- Redeveloped with mixed use, connected storefronts and structured parking
- Montgomery College as centerpiece of academics, and research and development - plan for science

### Actions

- Create a MD 355 Plan
- Use overlay zones
- Enforce development standards
- Address speed
- Improve the pedestrian environment





# Design Actions

## Clarksburg

### Vision

MD 355 or the “Great Road” serves as a gateway to Washington D.C. and Frederick County and connects historic villages, natural areas, a large expanse of parkland, and the Agricultural Reserve.

### Character

- Unifying streetscape
- Transitional elements between communities
- LEED certification
- Scale and compatibility with existing development
- Respect historic areas
- Provide transit connections to Little Bennett Regional Park
- Encourage infill revitalization in historic areas

### Actions

- Establish a design review process
- Involve the Historic Preservation Commission



# Design Actions

## Summary of Actions:

- Create high quality centers, boulevards, open spaces and placemaking features
- Establish a distinctive design character for each section of the corridor (one approach will not fit all)
- Serve as a prototype and produce ideas that can be transferred to other areas

## Health

- Provide for closely spaced street trees
- Additional public use space to reduce imperviousness
- Create carefully designed stormwater management
- Design for green communities and buildings
- Reduce vehicle miles traveled through mixed-use zoning, stronger pedestrian networks, and the use of TDRs
- Provide for a range of open spaces
  - Stream valley parks (example: Germantown Buffer)
  - Green spaces along residential areas (example: Green Mile)
  - Urban parks and public open spaces (example: future Clarksburg Triangle)



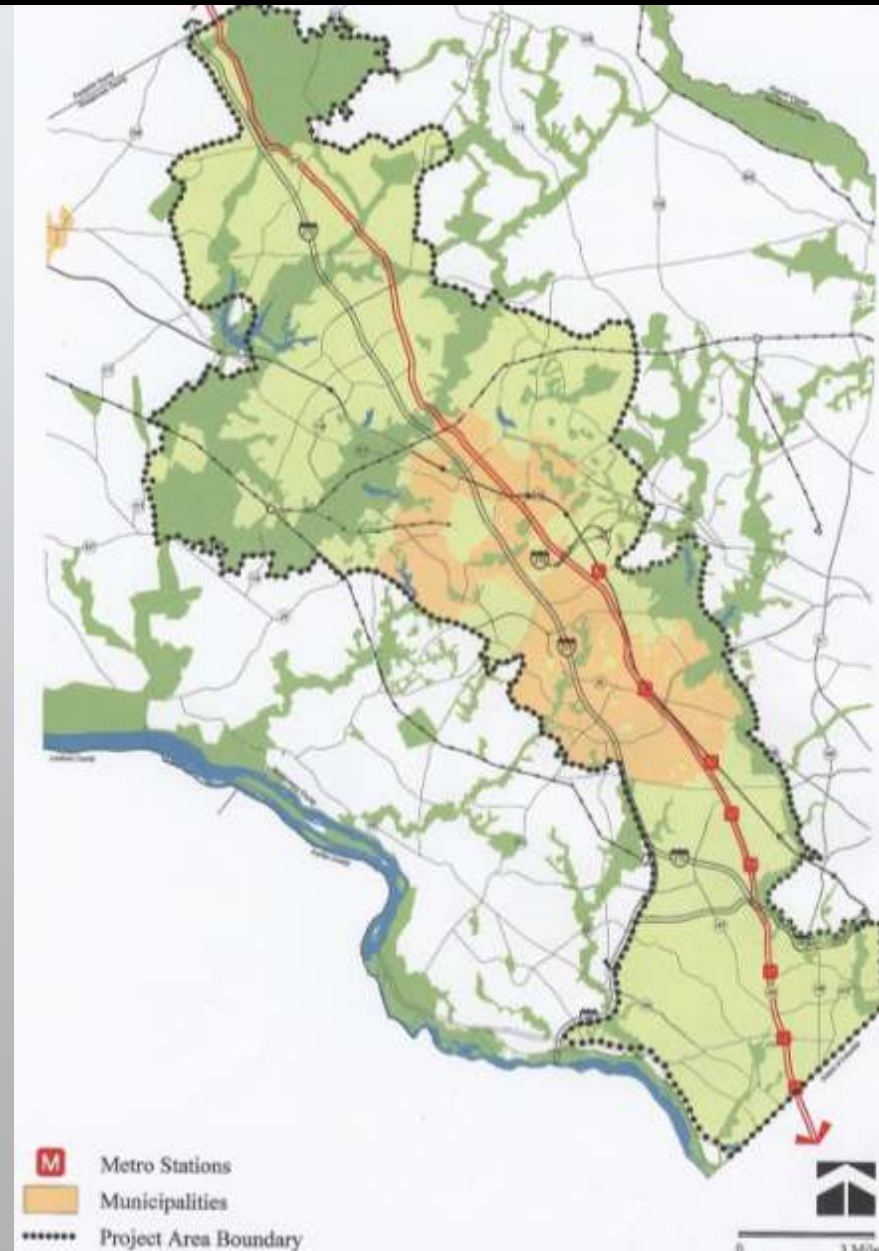
# Design Actions

## Work

- Design for science clusters
- Create collaborative public spaces
- Provide flexible, mixed-use zoning including housing, retail, offices, industrial, and laboratories

## Access

- Provide a variety of streets and boulevards (wide tree lined streets to 2 lane roads)
- Establish context sensitive streets
- Improve sidewalks and crosswalks for pedestrians
- Establish Transportation Management Districts
- Consider establishing parking districts
- Consider a new Metro station between Rockville and Shady Grove
- Provide a second Metro access at White Flint
- Provide a grid of streets at each center
- Increase transit options and pedestrian connectivity
- Provide bike and pedestrian connections to a range of open spaces





# Design Actions

## Life

- Provide new zoning tools that emphasize design excellence
- Provide a variety of new public spaces activated by retail
- Provide placemaking features including public art, street furniture, and significant buildings
- Provide for a mixed of uses including small scale retail
- Provide for a range of housing types
- Provide high quality public facilities and amenities concurrent with development
- Increase open space and improve connections to the park system
- Maintain a diversity of community types
- Incorporate institutions

