



Advancing the Pike District: *White Flint Sector Plan's* Metrorail Station Area - Ten-Year Check-Up



Walker Freer, Transportation Planner Coordinator, walker.freer@montgomeryplanning.org, 301-495-4651



Natasha Fahim, Planner Coordinator, natasha.fahim@montgomeryplanning.org, 301-495-4639



Atul Sharma, Supervisor, Special Projects Team, atul.sharma@montgomeryplanning.org, 301-495-4658



Carrie Sanders, Chief, Area 2 Division, carrie.sanders@montgomeryplanning.org, 301-495-4653

Completed: 3/5/20

Summary

The 2010 *White Flint Sector Plan* establishes a vision for transforming White Flint from an auto-oriented environment to a mixed-use walkable district served by multiple modes of transportation. *Advancing the Pike District* is a Planning Department initiative to accelerate the transformation of White Flint's core into a vibrant urban core by identifying short- and medium-term implementation-focused solutions that build on the Sector Plan's recommendations, enhance mobility, and promote economic development, urban design and placemaking.

This study is envisioned as a Planning Department work product, with a 12-18-month timeline. Following the presentation of the scope, staff will update the Planning Board in fall 2020 and deliver a final briefing in spring 2021. Area 2 staff will collaborate with staff from the Functional Planning & Policy and Research and Special Projects Divisions to release standalone deliverables as they are completed. These deliverables will identify solutions and equip county agencies and stakeholders with implementable projects that further the vision of the *White Flint Sector Plan* and respond to the community's mandate to activate and transform the Pike District into a cohesive, livable district.

Project Purpose

This project will build on the *White Flint Sector Plan's* vision, focusing on four key goals:

- **Provide an up-to-date Progress Snapshot:** Summarize development patterns and trends to date, and identify challenges inhibiting development around the White Flint Metro Station area. Highlight successful planning and development practices and lessons learned since the Sector Plan's adoption.
- **Implement Vision Zero in White Flint's core:** Integrate Vision Zero concepts and principles to reduce conflicts between vehicles and pedestrians and create a safe environment for all modes of transportation around the Metro Station area.
- **Position the White Flint Metro Station for success:** Create an urban design development framework and common vision that maximizes the Metro site's potential, advances county goals, and enhances access alternatives to the Metro Station.
- **Create an identity for the Pike District through Placemaking:** Host a community placemaking event in coordination with the Better Block Foundation and the Pike District rebranding campaign.

Scope

The areas of focus for this project are mobility and circulation, economic development and implementation strategies, and placemaking and urban design. Deliverables outlined below will be produced and released individually. The final report will compile these deliverables and serve as an implementation-oriented resource that will guide near-term development in the Pike District.

Mobility and Circulation

1. Examine mobility in White Flint with a Vision Zero perspective and identify opportunities for improving pedestrian and transit access while prioritizing safety for all users equitably.
 - Planning Department staff will conduct a Pedestrian Level of Comfort (PLOC) analysis to identify sidewalk segments that are uncomfortable or unsafe due to inadequate or incomplete sidewalks and crossings and quantify how potential investments may increase connectivity.
 - Planning Department staff will identify short- and medium-term improvements to streets and sidewalks that connect major destinations.
2. Consider mobility and circulation alternatives that will enhance connectivity and movement within White Flint.
 - Examine short-term improvements to facilitate bus rapid transit (BRT) on Rockville Pike (MD 355), in coordination with the Montgomery County Department of Transportation (MCDOT) and the Maryland Department of Transportation State Highway Administration (SHA).
 - Consider impact of micromobility, on-demand transit, fixed-route circulators, or autonomous shuttles in White Flint.
 - Analyze the use of commuter shuttles, such as operators, routes/destinations, ridership, and curbside management impacts.

Deliverables:

- Active Transportation Strategy that identifies short-and medium-term improvements to streets, sidewalks, and bikeways connecting major destinations.
- Evaluation of interim mobility and transit opportunities.

Economic Development and Implementation Strategies

3. Assess development progress since the implementation of the *White Flint Sector Plan*. Review completed and proposed development, evaluate performance metrics (e.g. absorption, rental rates, etc.), and identify development limitations.
 - Identify development achievements, lessons learned, and highlight gaps requiring immediate attention to further the vision and implementation of the Sector Plan in the Metro Station area.
 - Engage property owners with low-intensity development to understand their requirements for redevelopment.
 - Engage property owners with entitled but stalled proposed development to understand challenges to further growth.
 - Identify specific public and private policies and strategies than can accelerate the preferred development vision in the near- to mid-term.

Deliverable:

- Produce a Development Progress Report that complements the bi-annual monitoring reports and analyzes the current zoning and regulatory mechanisms in place and provides key lessons learned.
4. Identify the major barriers limiting transformative development at the Metro Station site. Coordinate with the Washington Metropolitan Area Transit Authority (WMATA) and key stakeholders to craft and communicate the vision for future development at the Metro Station site to maximize the potential of transit-oriented development.

Deliverable:

- Create an urban design development framework that establishes a common development vision for the Metro Station site.
5. Work with a consultant to provide an analysis of similar Metro Stations and peer development sites nationally that have achieved transformative developments in similar market conditions.
 - Research and develop case studies of interim uses for transit-adjacent sites that strengthen the local market and enable additional development.
 - Research and develop case studies that identify phasing strategies, economic development tools, and financing mechanisms employed at peer sites and similar markets to fund transportation and infrastructure improvements.
 - Prepare a matrix summarizing the applicability of the tools evaluated, in relation to White Flint, for the county's consideration.

Deliverable:

- Report summarizing the case studies and lessons learned, and the evaluation of the economic development tools and financing mechanisms.

Placemaking and Urban Design

6. Develop an urban design vision for the Metro Station site in coordination with WMATA and key stakeholders that establishes the White Flint Metro Station as the multimodal hub for the *White Flint Sector Plan*, anchored by a transformative development.
 - Evaluate the development considerations and design elements for the Metro Station site in coordination with WMATA to attract economic development opportunities.
 - Create guidelines that clearly articulate the common vision for the site, provide flexibility, and streamline design review of proposed developments in the future.
 - Evaluate the existing Development Plan and its binding elements, the site's current zoning, and create a clear regulatory process for future development.
 - Analyze existing urban form and functionality and identify potential improvements benefitting the public realm, including a review of open space hierarchy and distribution, streetscape elements, and pedestrian connectivity through large parcels.
 - Create visually compelling imagery that showcases the development potential for White Flint's core, highlights assets, and summarizes existing challenges.

Deliverable:

- Create an urban design development framework that establishes a common development vision for the Metro Station site.
7. Explore the creation of comprehensive streetscape standards in White Flint. Work with property owners and County stakeholders to identify inadequate streetscape components impeding the creation of a walkable street network and vibrant public realm.
 - Consider standards for landscaping, paving, lighting, access, and circulation, in coordination with the ongoing Pike District rebranding effort, MCDOT and the Bethesda-Chevy Chase Regional Services Center.

Deliverable:

- Report assessing existing streetscape components in White Flint and evaluating the creation of new standards or policies.
8. Support the creation of a clear framework to guide and implement placemaking activities in White Flint by coordinating with the Pike District rebranding, engaging with key property owners, committees and advocacy organizations, and County/State agencies.

Deliverable:

- Plan and implement a placemaking activity in partnership with the Better Block Foundation and Maier Warner that reinforces the Pike District brand, supports Vision Zero, and enhances connectivity between sub-districts.

Outreach and Engagement

The project team is drafting a communications plan with the Planning Department's Communications Division that will define the goals, audiences, approach, and strategies for the plan's public outreach and community engagement.

Outreach strategies grouped by concept are summarized below. Community engagement will be multifaceted and include outreach at the Plan area's principal destinations. When feasible, engagement activities will be coordinated with planned or existing community events in White Flint. In addition to informing the deliverables, public feedback will refine the purpose and direction of the placemaking event, which is tentatively scheduled for fall 2020.

- **Mobility & Circulation:** Engage residents, commuters, businesses, and property owners through the use of intercept surveys, interviews, pop-up events, and online surveys.
- **Economic Development & Implementation Strategies:** Engage with WMATA, County stakeholders, advisory committees, major property owners, and residents to develop a cohesive vision and framework for redeveloping the White Flint Metro Station site.
- **Placemaking & Urban Design:** Engage community members and stakeholders through the Better Block placemaking event, tactical urbanism interventions, pop-up activities, online surveys, and social media.

Project staff will meet periodically with the Pike District's advisory groups, including the Downtown Advisory Committee, the Implementation Advisory Committee, and the North Bethesda Transportation Management District. The project team is coordinating closely with the campaign rebranding White Flint as the Pike District, to avoid public confusion.

Schedule

Following the presentation of the scope, staff will update the Planning Board in fall 2020 and deliver a final briefing in spring 2021.

As noted, the Advancing the Pike District project will deliver implementable, short-term solutions for the Pike District. Staff will release standalone deliverables as they are completed. These deliverables will identify solutions and equip county agencies and stakeholders with implementable projects that further the vision of the *White Flint Sector Plan* and respond to the community's mandate to activate and transform the Pike District into a cohesive, livable district.

Background for the Study Area

Montgomery County's planning policies have supported high-density, mixed-use development in White Flint since the 1970s, following approval of WMATA's regional heavy rail system in 1968. The White Flint Metro Station subsequently opened in December 1984 as part of a seven-mile extension of WMATA's Red Line from Grosvenor-Strathmore to Shady Grove. Today, White Flint is a significant commercial and residential hub in Montgomery County. Rockville Pike (MD 355) is a historic travel and trade route that links communities in Montgomery County to Washington, D.C., and Frederick County, and is the backbone of the newly formed Pike District.

The 2010 *White Flint Sector Plan* establishes a vision for transforming White Flint from an auto-oriented environment to a mixed-use walkable district served by multiple modes of transportation. Mixed-use developments delivered in the last decade, including North Bethesda Market, Pike & Rose, and the North Bethesda Town Center, are starting to realize the Sector Plan’s vision.

However, the grid street network envisioned by the *White Flint Sector Plan* is incomplete, isolating the District’s activated pockets and limiting connectivity. Infill development is incrementally enhancing the pedestrian and bicycle network, but the Pike District does not function as a coherent, walkable district. Major roadways such as Rockville Pike, Old Georgetown Road, and Montrose Parkway form barriers that discourage pedestrian movements between destinations. Likewise, walking and biking to the White Flint Metro Station is not a comfortable experience: access is constrained by the station’s proximity to Rockville Pike, limited secondary street network, and a lack of pedestrian and bike connections to local destinations. Additionally, transportation principles and mobility options have evolved since 2010. This initiative will apply Vision Zero principles to the Pike District and consider the impact of alternative mobility options such as ride-hailing, micromobility, and autonomous shuttles.

District-wide transportation infrastructure improvements are programmed through the 2010 *White Flint Sector Plan*, the 2013 *Countywide Transit Corridors Functional Master Plan*, and the 2018 *Bicycle Master Plan*. The White Flint Special Taxing District, established following the adoption of the Sector Plan to fund transportation infrastructure improvements, is forward funded by approximately \$26 million, limiting the county’s ability to finance and construct capital projects.

Since the *White Flint Sector Plan* was adopted in 2010, most new and approved development in White Flint is multifamily residential. The *White Flint 2 Sector Plan* expanded the development capacities associated with the *White Flint Sector Plan* by adding 1,800 residential units and 750,000 square feet of non-residential development to the first two phases of the recommended staging plan in the 2010 Sector Plan. Still, significant residential and non-residential capacity exists in Phase 1 of the *White Flint Sector Plan* (Figure 1).

Figure 1 – Status of White Flint Sector Plan Phase 1 Development

	Residential	Non-Residential
Sector Plan Phase 1	4,800 dwelling units	2.75 million square feet
Allocated Development	862 dwelling units	385,640 square feet
Remaining Phase 1 Development	3,938 dwelling units	2,364,360 square feet

Despite these challenges, several policies, initiatives, and transportation services have been implemented since the Sector Plan was approved in 2010. These recent developments, briefly summarized below, present an opportunity for Montgomery County to creatively reevaluate how to successfully achieve the vision for White Flint, with a focus on near-term improvements that can accelerate the ultimate transformation of the area.

- MCDOT is constructing the White Flint West Workaround, which will realign Old Georgetown Road, Executive Boulevard, and establish several new through-block connections.
- In 2017, MCDOT launched “Ride On extRa,” a limited-stop, peak-period bus service on Rockville Pike.
- MCDOT is currently studying alternatives for FLASH BRT on Rockville Pike.
- Montgomery County approved a Vision Zero Action Plan in 2017, with the goal of eliminating severe and fatal traffic collisions by 2030.
- WMATA terminated its Joint Development Agreement (JDA) with LCOR and is pursuing a blue-sky approach to reimagine future development at the White Flint Metro Station.
- WMATA completed the White Flint Metrorail Station North Entrance Feasibility Study in 2019. The study evaluated three alternatives for a new station entrance, with projected construction costs of \$32.7M to \$34.8M.
- Montgomery County is rebranding White Flint as the “Pike District.”
- In 2018, MCDOT installed eight Capital Bikeshare stations in White Flint and Twinbrook.
- MCDOT and SHA have advanced district-wide transportation and infrastructure improvements, chiefly new separated bike lanes and the construction of multiple secondary streets.
- The County Executive’s 2021 Recommended Budget includes \$2.9M to fund the preliminary engineering and construction of access improvements to the White Flint Metro Station.

Figure 2 – Aerial view of the Pike District (2018)



Previous Planning Efforts

White Flint is the focus of multiple previous planning and design studies. The 1992 *North Bethesda/Garrett Park Master Plan* recognized the need to transition from low-density, single-use development patterns that promote auto-dependency. More recently, the 2010 *White Flint Sector Plan* and the 2017 *White Flint 2 Sector Plan* accelerated the goal of transforming the district into a vibrant and sustainable urban center.

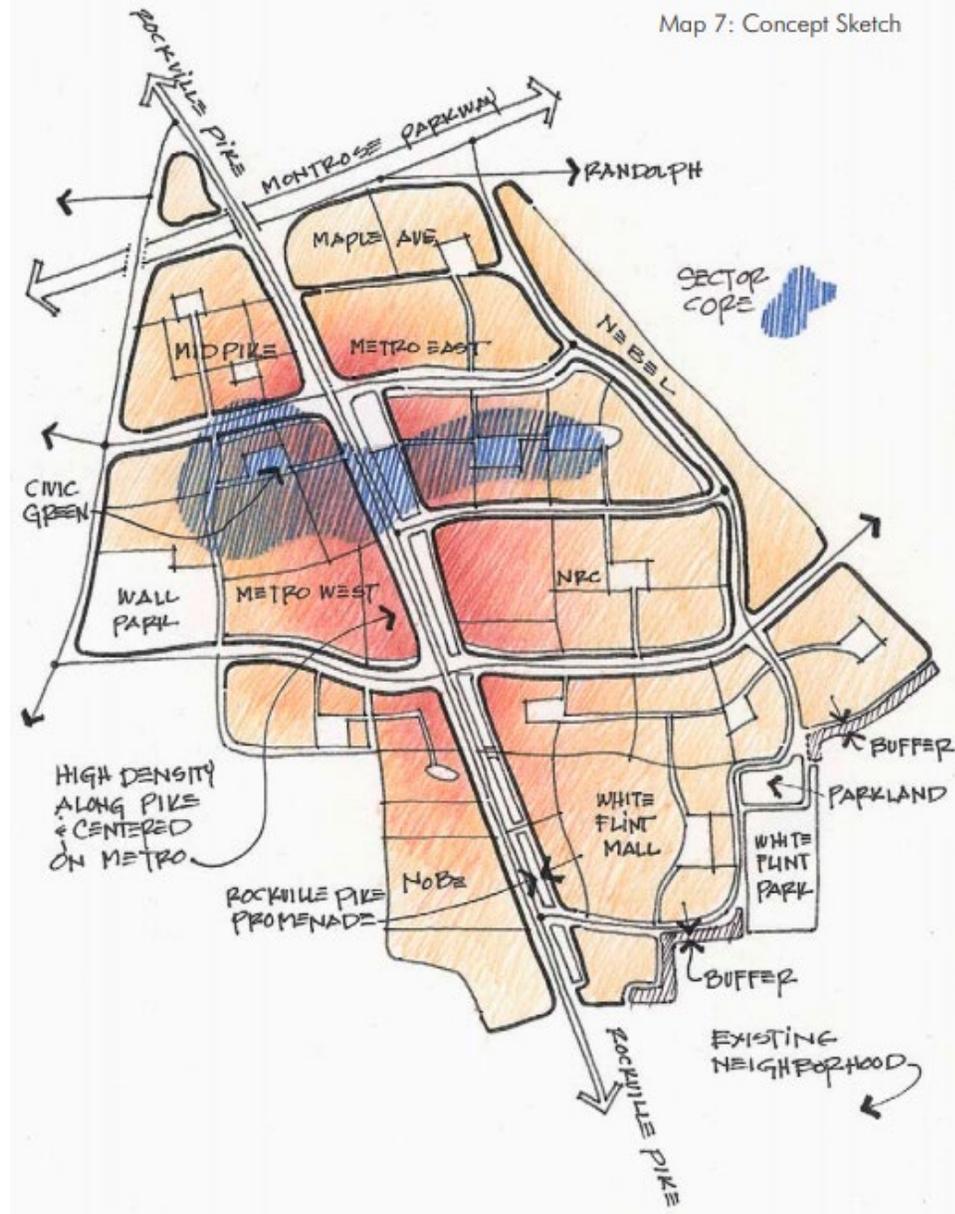
North Bethesda/Garrett Park Master Plan (1992)

The 1992 *North Bethesda/Garrett Park Master Plan* builds on the major principles and land use provisions of the 1978 *Sector Plan for Nicholson Lane*, supporting the County's desire to create a mixed-use environment in White Flint. The plan recommends that White Flint become the main urban center for North Bethesda and proposes a "loop circulation street system" to provide additional capacity and to provide an alternative to Rockville Pike for short trips, and to connect the area's activity centers. The Plan also recognizes the transformational impact of Metrorail by encouraging a shift to public transit, introducing floating zones that support higher residential densities and promote mixed-use development near the Metro station, and advocating for policies that ensure a "lively" pedestrian environment.

White Flint Sector Plan (2010)

The 2010 *White Flint Sector Plan* establishes the framework to transform primarily single-use commercial properties within the *White Flint Sector Plan* area into a mixed-use and urban environment that is supported by new public amenities, including parks and open spaces, a recreation center and a fire and emergency station. Creating an urban boulevard for Rockville Pike (MD 355) with BRT service is a major mobility goal of the Sector Plan, along with a new grid of streets and bikeways that promotes a multimodal environment (Figure 3). Unique to the implementation of the Sector Plan is a special taxing district that assesses an ad valorem tax on commercial properties to fund new mobility infrastructure.

Figure 3 – White Flint Concept Sketch



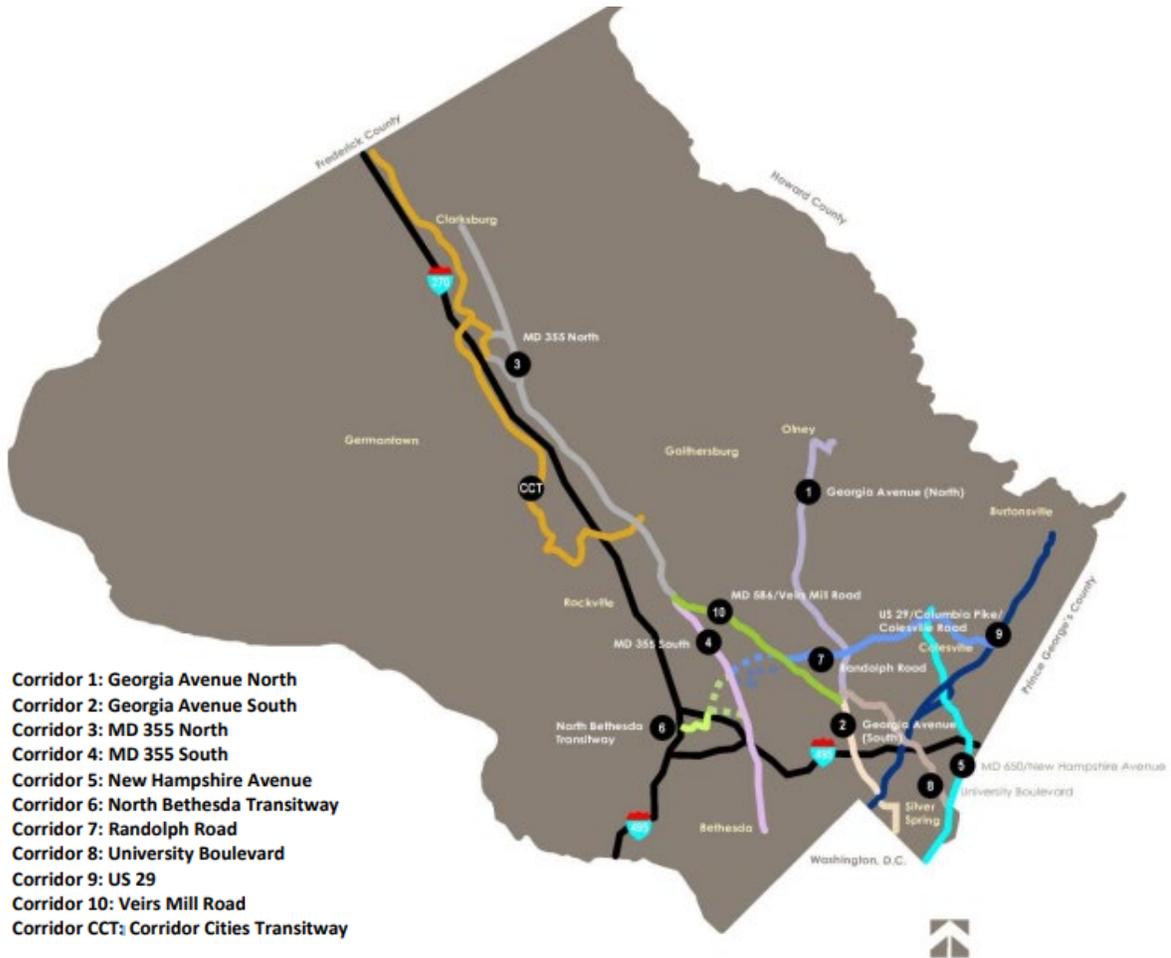
Countywide Transit Corridors Functional Master Plan (2013)

The 2013 *Countywide Transit Corridors Functional Master Plan* recommends the implementation of 10 BRT corridors to support the County’s land use, environmental, and economic development goals and to provide a reliable alternative to driving in the County’s developed core (Figure 4). Two BRT routes may eventually provide service to the Pike District: the MD 355 South corridor and the North Bethesda Transitway.

The MD 355 BRT will connect Clarksburg with downtown Bethesda, via the Pike District. In the Pike District, BRT stations are proposed on Rockville Pike at the White Flint Metro Station and at Security Lane. MCDOT is currently evaluating conceptual alternatives to identify a recommended alternative for BRT on Rockville Pike; preliminary engineering is expected to be completed in FY23. The North Bethesda

Transitway will provide BRT service to Rock Spring. There are two alternative routes for the easternmost portion of the route, connecting to either the Grosvenor-Strathmore Metro Station or the Pike District, with stations proposed at the intersection of Old Georgetown Road / Executive Boulevard and the White Flint Metro Station.

Figure 4 – Proposed Countywide BRT Network



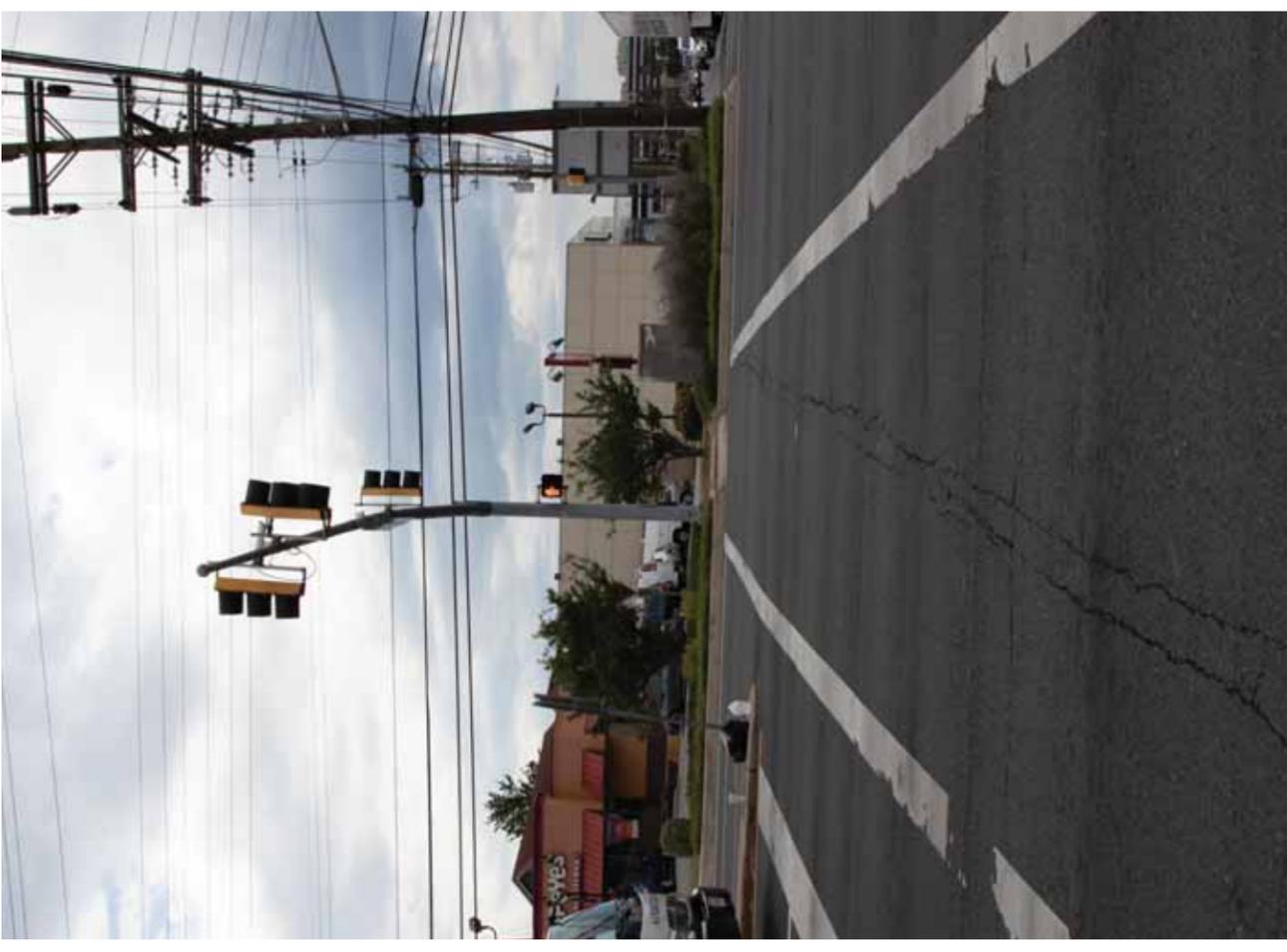
White Flint 2 Sector Plan (2017)

The White Flint 2 Sector Plan envisions the future of the area between the 2010 *White Flint Sector Plan* area and the City of Rockville. The plan recommends opportunities for infill and transitional development at key locations and envisions the transformation of commercial properties and shopping centers along Rockville Pike into mixed-use urban places. The Plan also focuses on the residential and industrial uses located on the district’s periphery. The plan recommends retaining some existing multifamily residential development, to support a broad range of affordable housing options in the Plan area and supporting existing light industrial properties to provide needed services for down-county residents and incubation spaces for small businesses and entrepreneurs.

Attachment:

White Flint Walkability Analysis

WALKING IN WHITE FLINT: EXPERIENTIAL ANALYSIS & PROPOSED IMPROVEMENTS



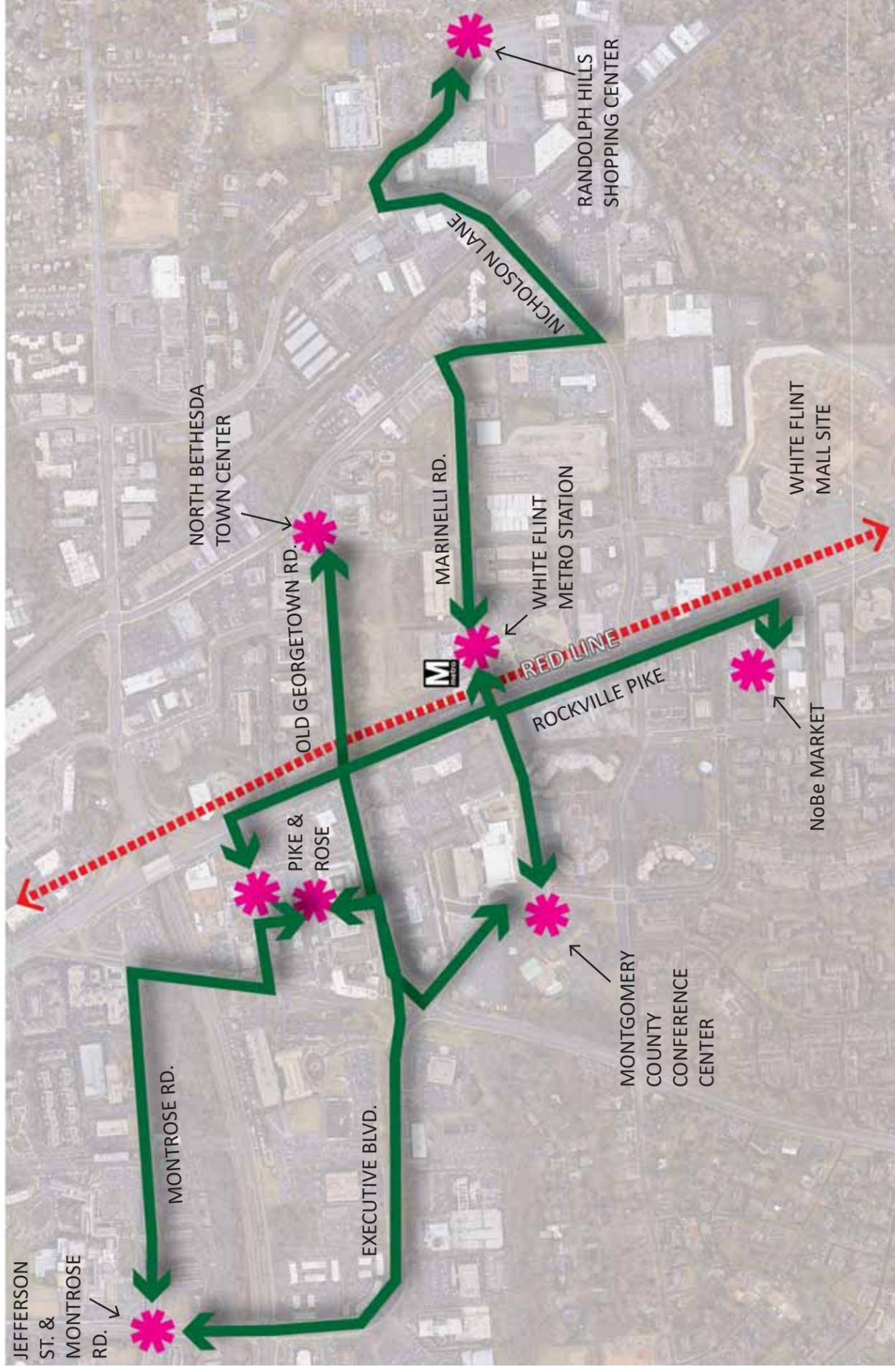
PURPOSE

The 2010 White Flint Sector Plan set forth a vision for transforming the area surrounding the White Flint Metro Station from an auto-oriented set of developments to a mixed-use, walkable district, serviced by multiple modes of transportation.

Since the adoption of the Sector Plan, incremental progress has occurred, creating urban block patterns on individual properties and improved pedestrian experience along short segments. However, the White Flint area still does not function as a coherent, walkable district.

To facilitate the creation of a pedestrian friendly environment in White Flint's core, Montgomery County Planning staff undertook an Experiential Walking Analysis. We identified and walked a number of trips to and from local destinations, documenting existing conditions, challenges and travel impediments in the area. These trips enabled us to gain a nuanced understanding of what it feels like to walk in the area today.

The goal of this analysis was to identify short and medium term recommendations that can help create a pleasant walking environment in White Flint's core and expedite the realization of the Sector Plans' long term vision. These are listed on the following pages along with detailed observations from each walking trip.



Map showing key destinations and completed walking trips

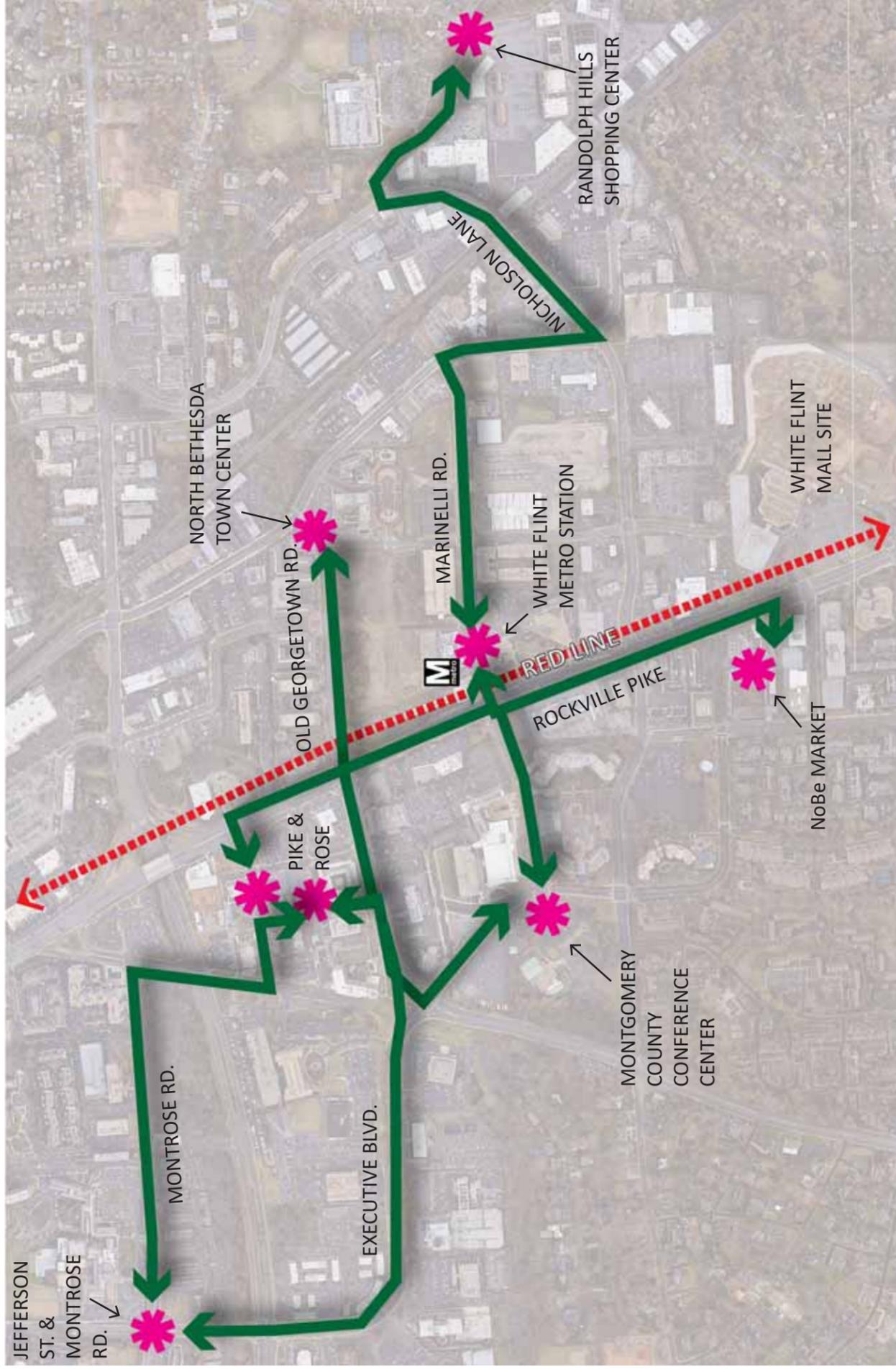
METHODOLOGY

To understand the walking experience, a total of 11 walking trips were undertaken between major destinations within the White Flint area. These major destinations included:

- White Flint Metro Station
- Pike & Rose
- NoBe Market
- Bethesda North Conference Center
- North Bethesda Town Center
- Randolph Hills Shopping Center
- White Flint Mall site
- Intersection of Jefferson Street & Montrose Road

These destinations were chosen due to their proximity to the metro station, status as an anchor for shopping or other activity, and their proximity to surrounding residential neighborhoods. Detailed observations regarding these walking trips are described in the following pages.

These walking trips generated qualitative data that describes the current walking environment. This data was analyzed to propose potential improvements for walking in the short, medium, and long term time frames.



Map showing key destinations and completed walking trips

IMPROVEMENT PLAN

PHASED IMPROVEMENT PLAN

KEY OBSERVATIONS

- Driving is still the most convenient and least confusing method to get to destinations within the White Flint area.
- Crossing large, multi-lane roadways such as Rockville Pike, Montrose Parkway, and Executive Boulevard significantly lengthens travel times and presents hazardous conditions for walkers and bicyclists.
- Pedestrian amenities are unevenly distributed throughout the area, leading to a disjointed and uneven walking experience.
- New developments in the area continue to be inwardly focused, with building entrances not facing streets, creating a less desirable walking environment along the larger roads.
- There are multiple areas along major roads and at intersections where there is a heightened risk to pedestrians and cyclists as they exist today.
- While the distances between destinations are not great, wide streets, large intersections and a general lack of pedestrian amenities makes the trip appear much longer and unpleasant.

POTENTIAL IMPROVEMENTS

Short Term

Approximate cost: \$500,000

Time frame: 2 years

- Create a walkable core around the White Flint Metro Station area that connects high density residential areas, the metro station, and local destinations. This core should be prioritized for walking environment improvements. The walkable core encompasses Old Georgetown Road, Rockville Pike, Executive Boulevard, Marinelli Road, and Citadel Avenue.

Medium Term

Approximate cost: \$ TBD

Time frame: 5 years

- Extend the walkable core north along Rockville Pike to Rose Avenue and south along Rockville Pike to Nicholson Lane by providing suitable pedestrian amenities.
- Implement an interim “BRT” service along Rockville Pike within the existing right-of-way that also improves the walking experience in the area.
- Create “Barnes Dance” style pedestrian crossings at the intersection of Rockville Pike and Old Georgetown Road and Rockville Pike and Marinelli Road.
- Add on-street parking on Old Georgetown Road.
- Complete design and start construction of the Northern Entrance at the White Flint Metro Station.

Long Term

Approximate cost: \$ TBD

Time frame: 10 years

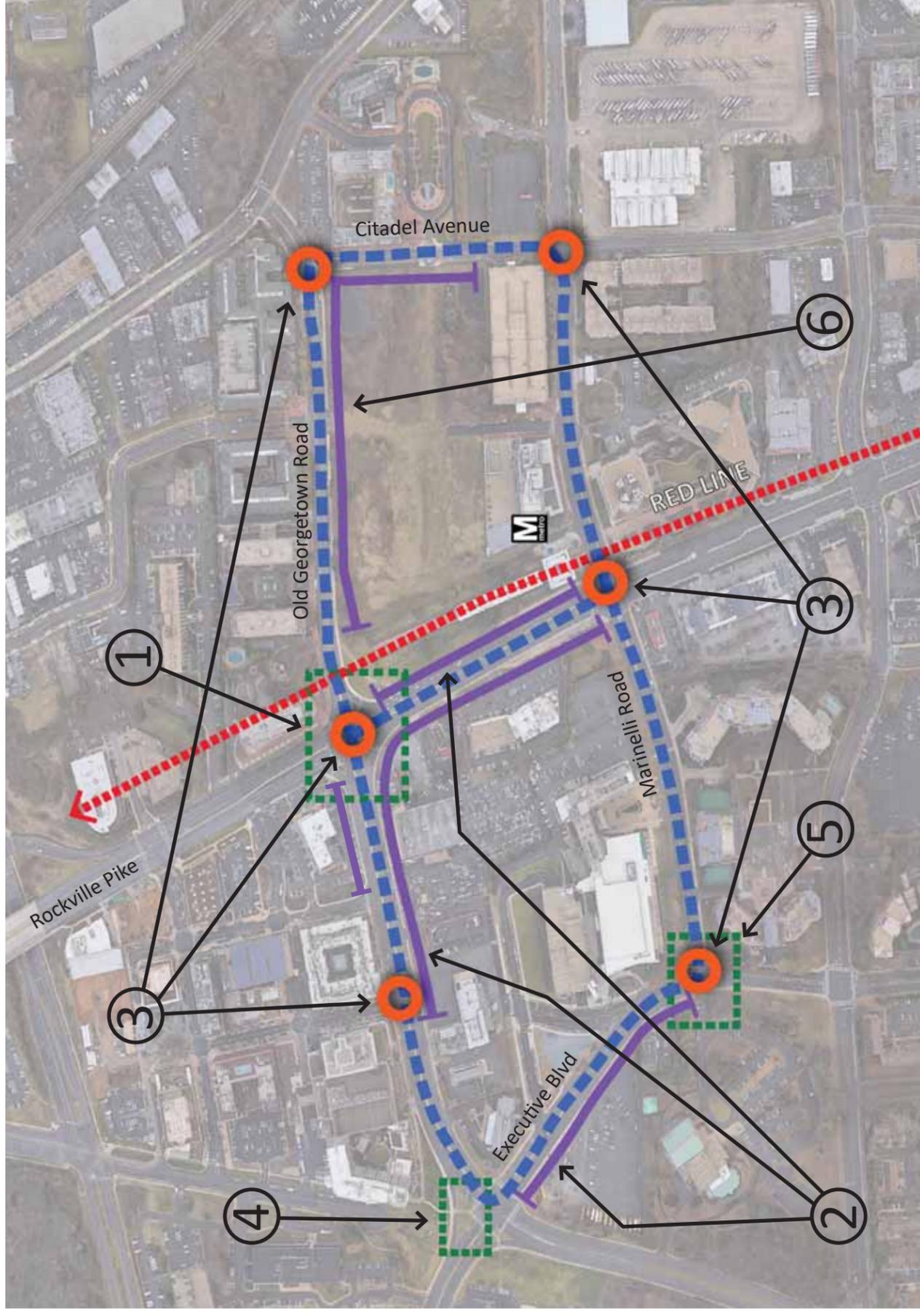
- Implement long term infrastructure projects including bus rapid transit along Rockville Pike (Maryland State Route 355), the Western Work Around that includes the realignment of Executive Boulevard, the implementation of the planned grid of streets throughout the area, and require pedestrian and bicycle facilities with the redevelopment of parcels as well as under-grounding of utilities.

SHORT TERM IMPROVEMENTS

Create a walkable core around the White Flint Metro Station area that connects high density residential areas, the metro station, and local destinations by targeting improvements along Old Georgetown Road, Citadel Avenue, Marinelli Road, & Executive Boulevard.

Prioritized Improvements

1. Closure of “hot rights” on Rockville Pike & Old Georgetown Road
2. Addition of landscaping elements such as planters, street trees or shrubs along segments of Rockville Pike, Old Georgetown Road and Executive Boulevard to create buffer between roadway and pedestrians:
 - Both sides of Rockville Pike between Marinelli Road and Old Georgetown Road
 - North side of Old Georgetown Road between Rockville Pike and Trade Street
 - South side of Old Georgetown Road between Rockville Pike and Grand Park Avenue
 - East side of Executive Boulevard between Old Georgetown Road and Marinelli Road
3. Wayfinding elements at major destinations and transition points:
 - Metro station, Rockville Pike & Old Georgetown Road intersection, Pike & Rose, Wall Park, Citadel Avenue & Marinelli Road, Old Georgetown Road & Citadel Avenue
 - Wayfinding to include direction, walking/biking distance, and time to destinations

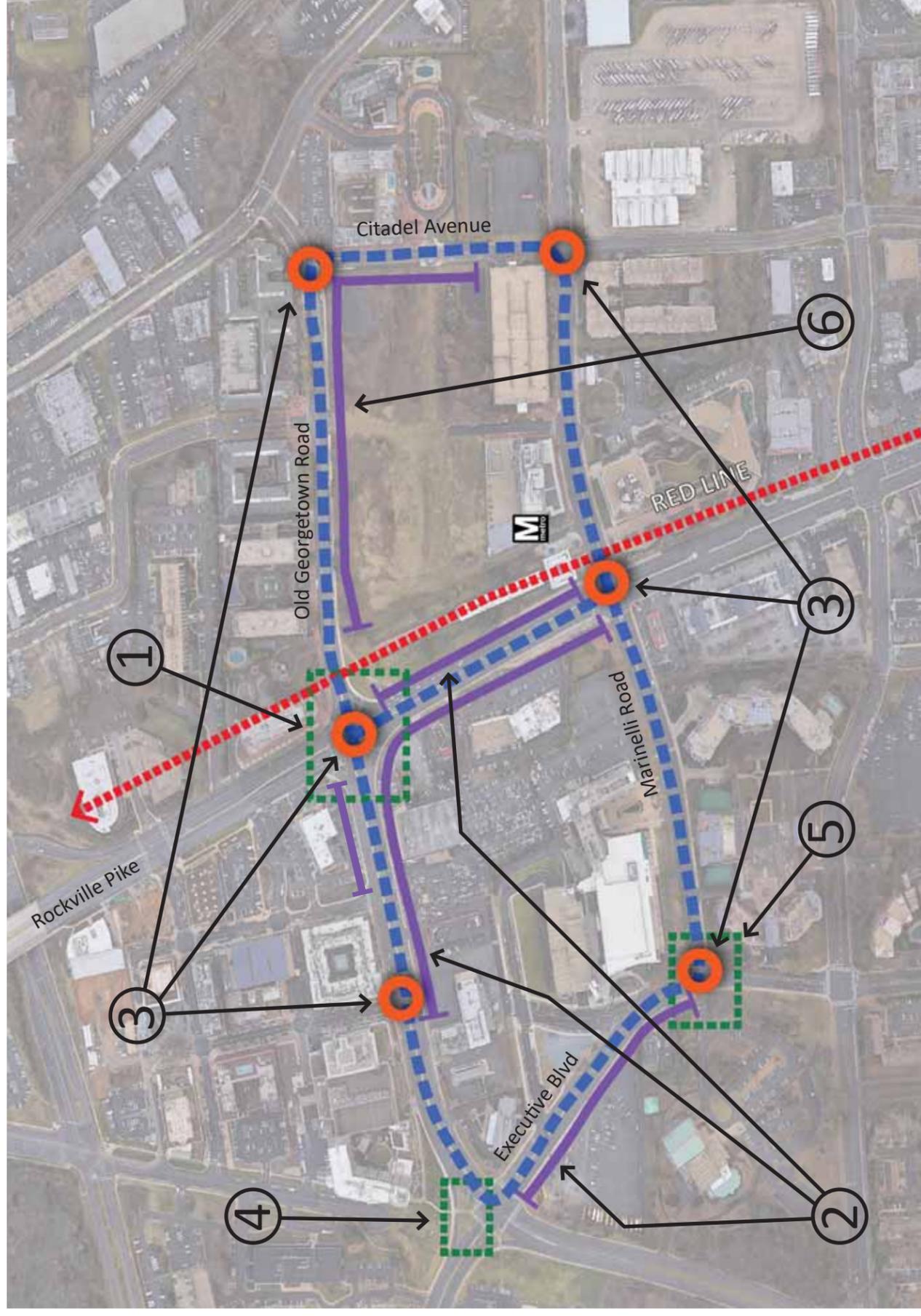


SHORT TERM IMPROVEMENTS

Create a walkable core around the White Flint Metro Station area that connects high density residential areas, the metro station, and local destinations by targeting improvements along Old Georgetown Road, Citadel Avenue, Marinelli Road, & Executive Boulevard.

Prioritized Improvements (Contd.)

4. Provide temporary landscape improvements such as flower plantings on the traffic island on north side of Old Georgetown Road.
5. Adjust signal timings to provide fully automated crossing light at the intersection of Executive Boulevard and Marinelli Road.
6. Clean up and removal of overgrown vegetation and enhancement of fencing elements along sidewalks around the WMATA site along Citadel Avenue and Old Georgetown Road.

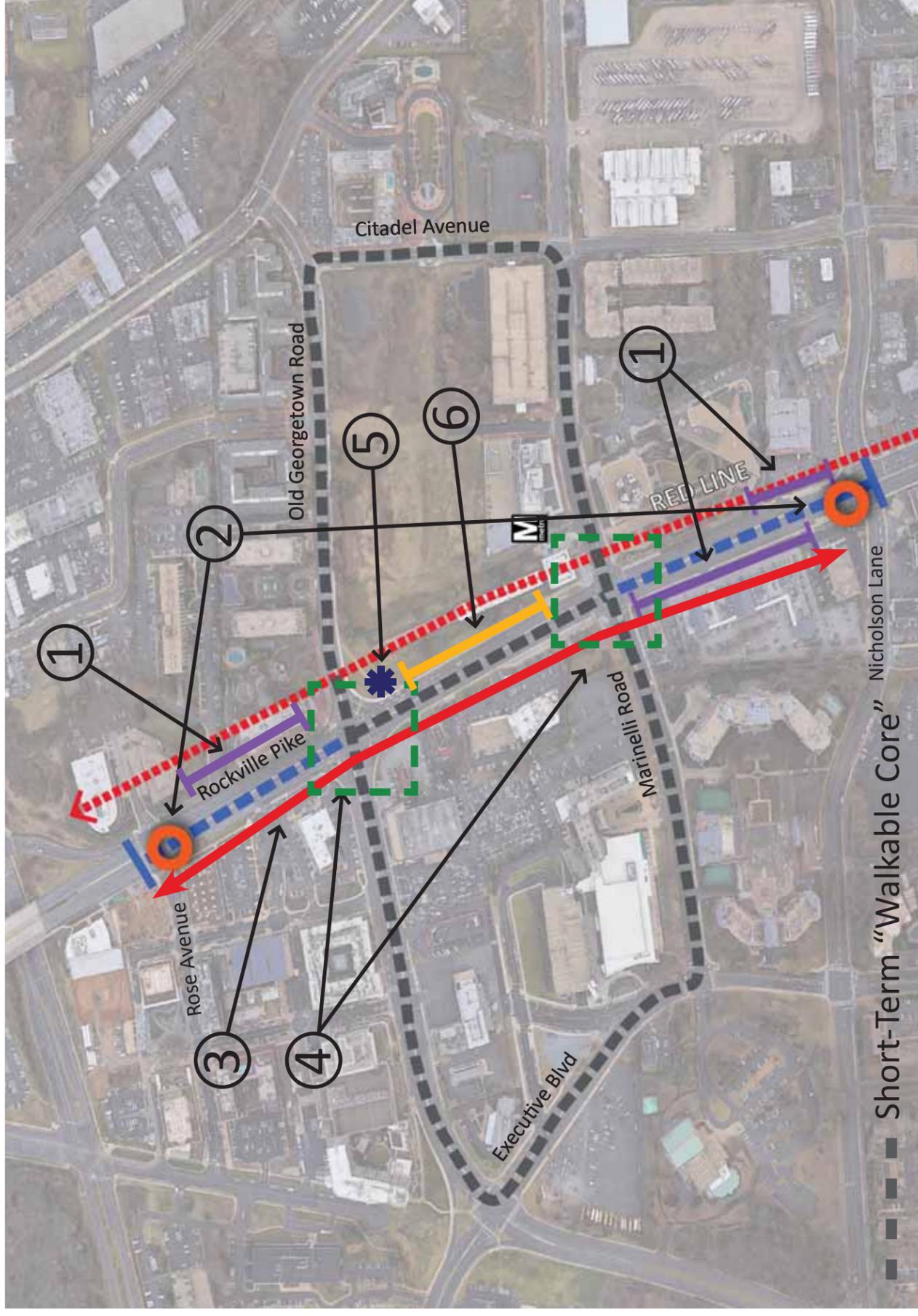


MEDIUM TERM IMPROVEMENTS

Extend walkable core north to intersection of Rose Avenue & Rockville Pike and south to intersection of Nicholson Lane & Rockville Pike by providing suitable pedestrian amenities.

Prioritized Improvements

1. Provide landscaping elements along Rockville Pike to create buffer between roadway and pedestrians:
 - Add buffer between sidewalk and traffic on east side of Rockville Pike between:
 - Nicholson Lane and the start of sidewalk infrastructure in front of U.S. Nuclear Regulatory Commission
 - Rose Avenue and the entrance to Forum Condominium complex
 - Add buffer between sidewalk and traffic on west side of Rockville Pike between:
 - Nicholson Lane and Marinelli Road
2. Wayfinding elements at major destinations and transition points:
Intersection of Rockville Pike & Rose Avenue, Intersection of Rockville Pike & Nicholson Lane.
 - Wayfinding to include direction, walking/ biking distance, and time to destinations
3. Implement an interim “BRT” service along Rockville Pike that also improves the overall walking experience in the area.

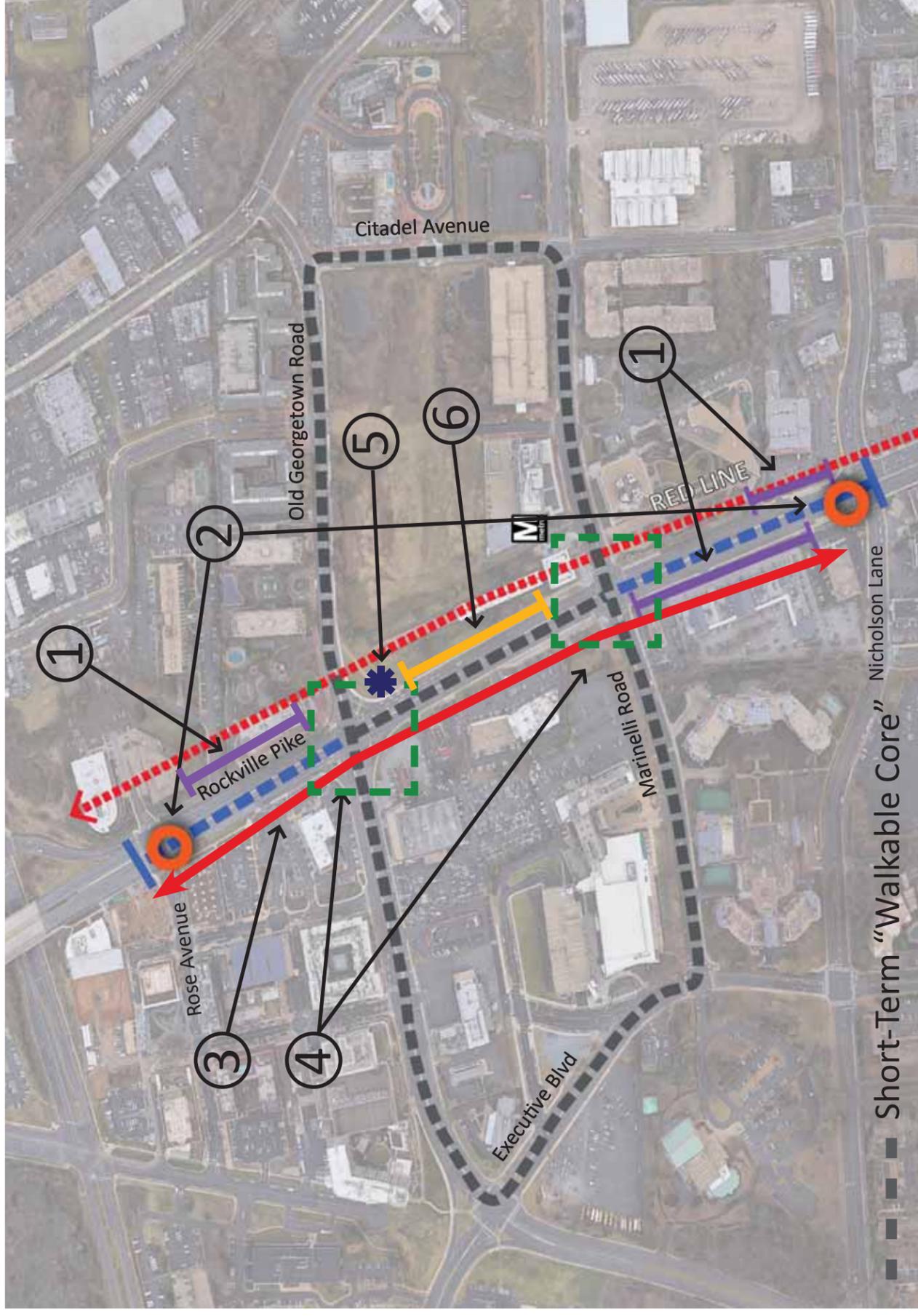


MEDIUM TERM IMPROVEMENTS

Extend walkable core north to intersection of Rose Avenue & Rockville Pike and south to intersection of Nicholson Lane & Rockville Pike by providing suitable pedestrian amenities.

Prioritized Improvements (Contd.)

4. Create a Barnes Dance style pedestrian crossings at the intersection of Rockville Pike and Old Georgetown Road and Rockville Pike and Marinelli Road.
5. Complete design of northern entrance and start construction
6. Add on-street parking on Old Georgetown Road

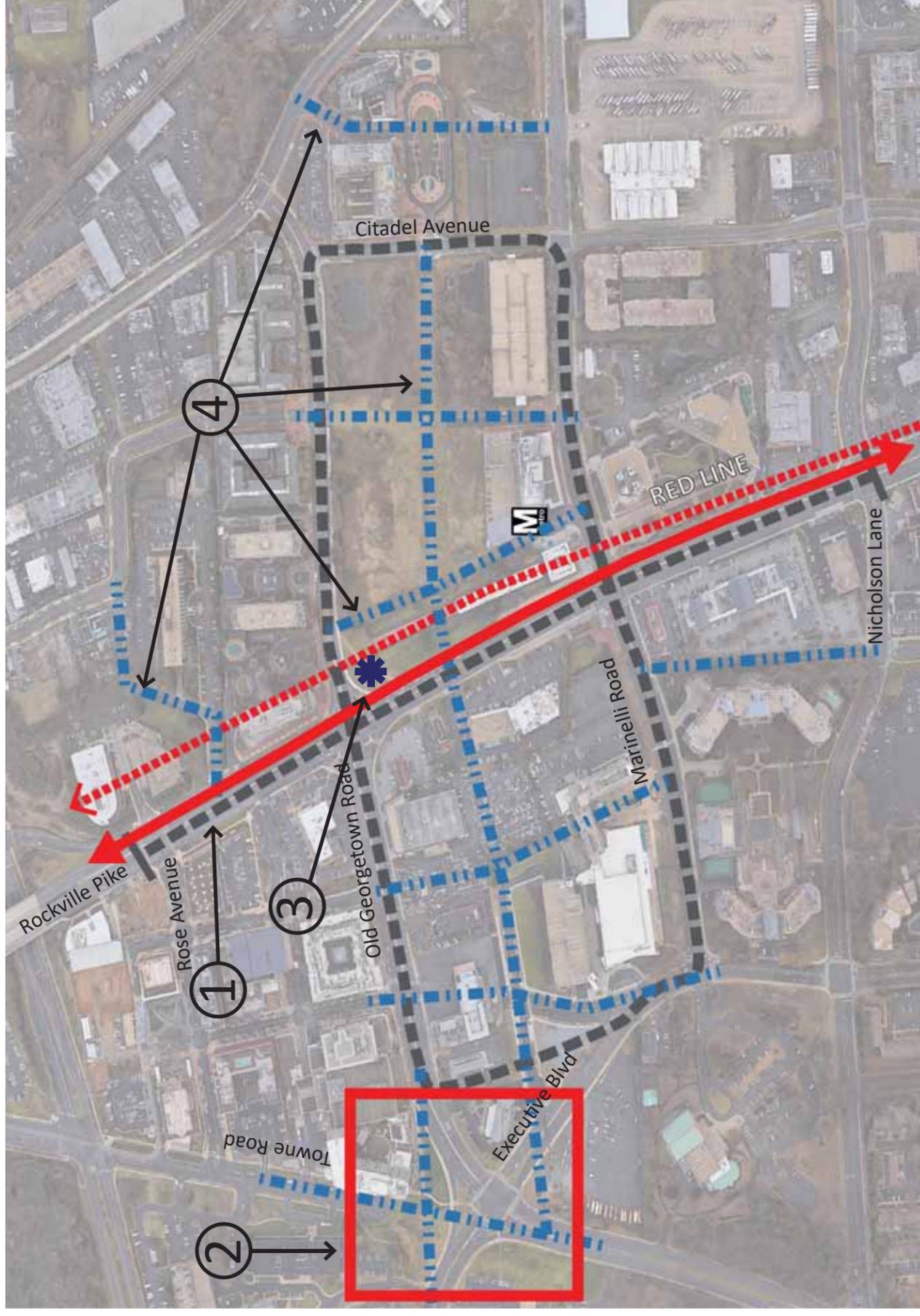


LONG TERM IMPROVEMENTS

Implement long term infrastructure projects in the area including BRT, Western Work Around, northern Metro entrance, street grid structure, and additional pedestrian/ bicycle facilities.

Prioritized Improvements

1. Implementation of BRT along Rockville Pike
2. Completion of Western Work Around
3. Build northern entrance to White Flint Metro station
4. Continued implementation of street grid structure (selected streets included on map to the right from 2010 White Flint Sector Plan)
5. Additional pedestrian and bicycle facilities with continued development
6. Additional wayfinding elements as necessary with continued development
7. Underground utilities



- ■ ■ ■ ■ Short-Term “Walkable Core”
- ■ ■ ■ ■ Longer Term Grid of Streets

WALKING IN WHITE FLINT

WALKING TRIP DOCUMENTATION

TRIP 1: White Flint Metro Station to Pike & Rose



Sidewalks along Old Georgetown Road at Pike & Rose provide buffer for pedestrians



Hot rights at the intersection Rockville Pike & Old Georgetown Road cause pedestrian delays



Multiple lanes of traffic create long crossing distances for pedestrians



Crosswalk across Rockville Pike are not well striped



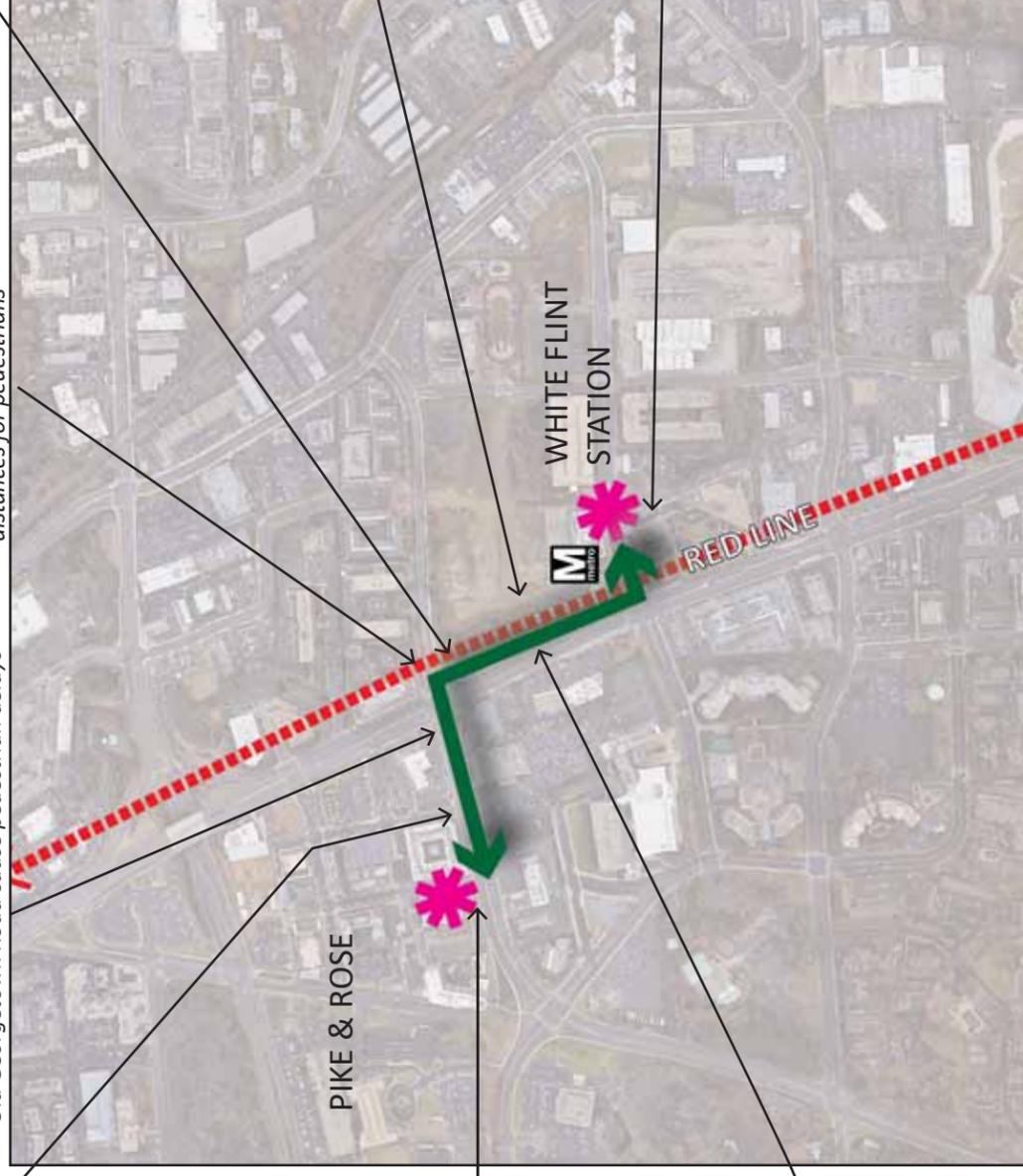
Pedestrian crossing across Grand Park Avenue is well marked and short in distance



Bus stops along Rockville Pike provide wider sidewalk areas but lack landscaping & shade



Pedestrians along Rockville Pike are exposed to fast moving traffic



White Flint Metro Station entrance does not have a sense of place

OBSERVATIONS

- Total Trip Time: 11 minutes
- Total Distance: .3 miles
- Rockville Pike and Old Georgetown Road intersection is a significant pedestrian barrier with four “hot rights”
- Crossing this intersection took ~ 3 min., 15 sec (30% of total trip)
- General walking environment lacks pedestrian comforts and safety:
 - Noisy environment from traffic (comfort)
 - Strong exhaust odor from traffic (comfort)
 - Minimal shade (comfort)
 - Minimal buffer between roadway & sidewalk (safety)
- No wayfinding element to guide people to destinations
- Bikeshare and bike racks are located at the metro station but there are no safe bike lanes to access the station itself
- Short crossing times & lack of pedestrian refuge areas in crosswalks along Old Georgetown Road and Rockville Pike
- Developments are internally focused, resulting in less pedestrian friendly frontages along Rockville Pike
- Metro Station entrance does not have a “sense of place”

TRIP 2: Pike & Rose to North Bethesda Town Center

OBSERVATIONS

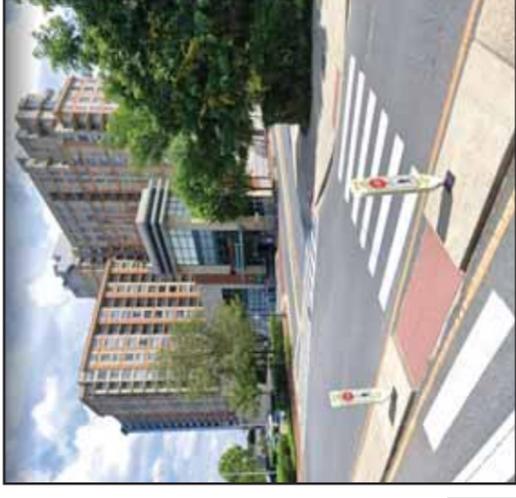
- Total Trip Time: 9 min., 30 sec.
- Total Distance: .5 miles
- Trip requires individuals to cross Rockville Pike which extends the trip time due to multiple travel lanes and high traffic volumes
- Sidewalks conditions change across Rockville Pike: West side has fewer and smaller trees; East side has extensive tree cover and is quieter and wider
- Apartment complexes line the north side of Old Georgetown Road, but are set back and buffered from sidewalk creating a less active frontage
- Multiple Capital Bikeshare stations along walking route, but no bike lanes
- Most crosswalks across Old Georgetown Road and Rockville Pike are not clearly marked and contain small or no pedestrian areas of refuge
- Park and plaza in front of Harris Teeter are well landscaped with seating options, providing an area of rest and refuge for walkers



Capital Bikeshare station at Old Georgetown Rd. Intersection is wide and difficult to cross for pedestrians



Many children live in the North Bethesda Town Center apartment complex and use MCPS buses to go to school



New crosswalks at the intersection of Old Georgetown Road and Nebel Street



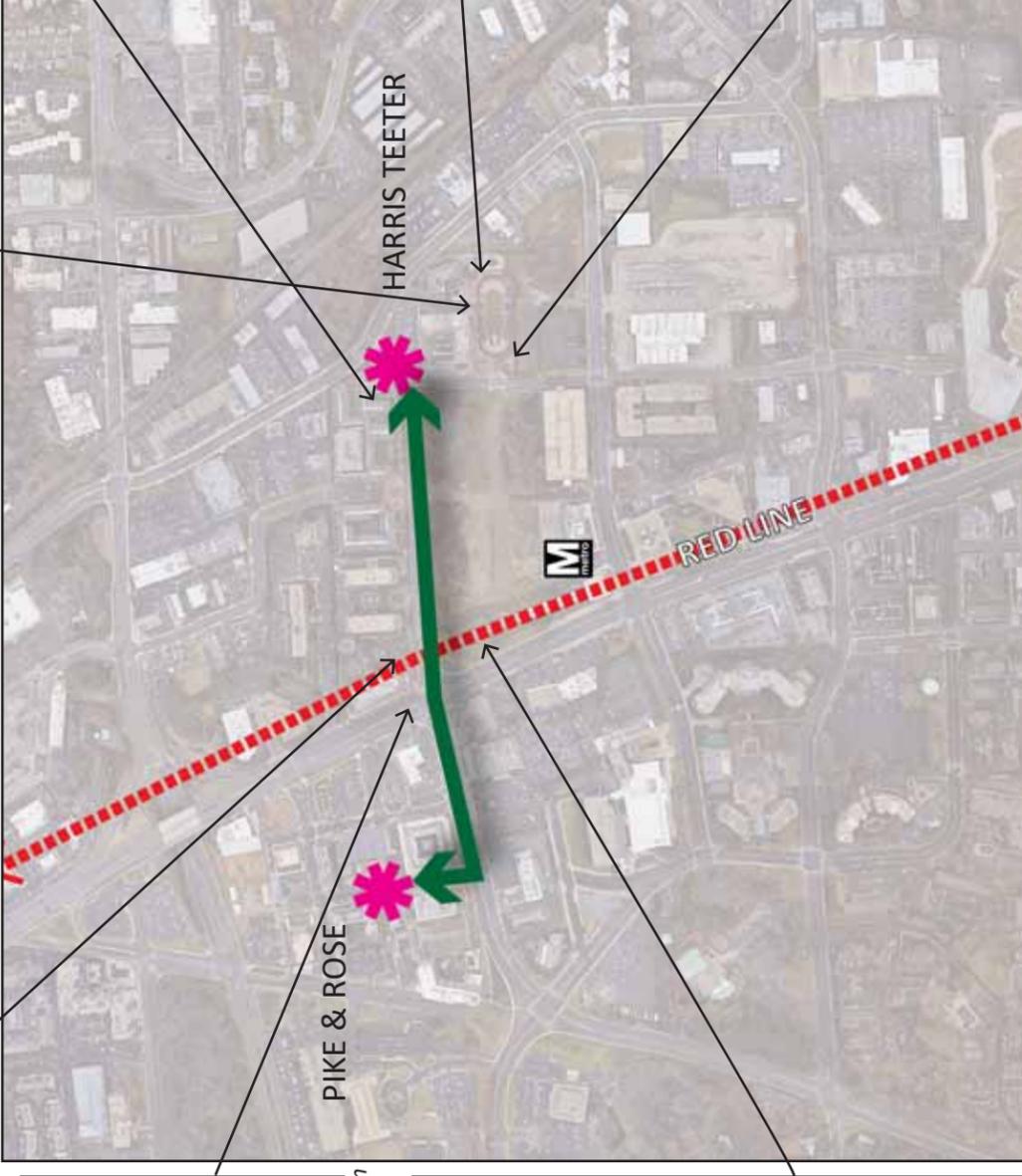
Rockville Pike & Old Georgetown Rd. Intersection is wide and difficult to cross for pedestrians



Public space at North Bethesda Town Center provides an area of refuge for walkers



Plaza at the North Bethesda Town Center has pedestrian amenities like seating and a bikeshare



Pedestrian routinely cut across WMATA property to shorten their trips

TRIP 3: Pike & Rose to Bethesda North Conference Center/ Wall Park



Lack of sidewalks along the existing Executive Boulevard



The Western Work-Around will reconstruct the intersection of Old Georgetown Rd. & Towne Rd.



Newly constructed roads as a part of the Western Work-around provide pedestrian amenities



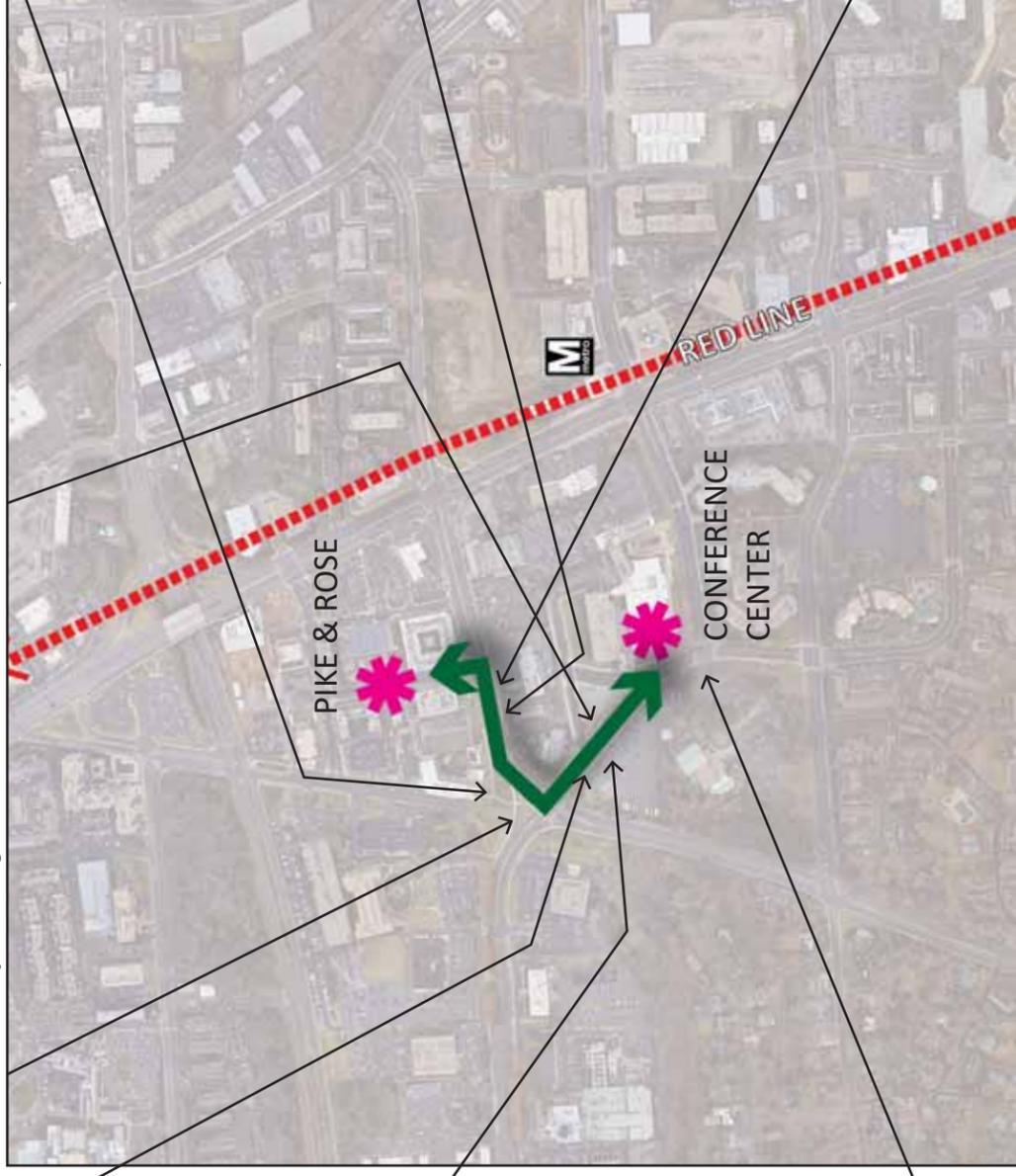
Sidewalk along Old Georgetown Road is wide but lacks any pedestrian buffer



There are no areas for pedestrian refuge along Executive Boulevard



Crosswalks across Executive Blvd. at Wall Park require activation by pedestrians



Hot right on Old Georgetown Road exposes pedestrians to fast moving traffic



Curb cut into the parking garage at Pike and Rose is wide and lacks a clear walking area

OBSERVATIONS

- Total Trip Time: 8 min., 15 sec.
- Total Distance: .3 miles
- Extensive portion of existing Executive Boulevard lacks sidewalk infrastructure for pedestrians
- Retrofitted grid structure being installed between Executive Boulevard and Rockville Pike
- Large portions of Executive Boulevard have no trees or areas for pedestrians refuge
- Crossing Executive Boulevard and Marinelli Road to Wall Park took approximately 1 min.
- Crosswalks are not automated and require pedestrians to press button for a walk signal
- Walk signal took multiple traffic signal cycles to activate
- There is minimal to no wayfinding elements to guide people from Pike & Rose to the Bethesda North Conference Center

TRIP 4: Conference Center/ Wall Park to White Flint Metro Station



Pedestrian Crossing Marinelli Rd. is well marked and relatively short



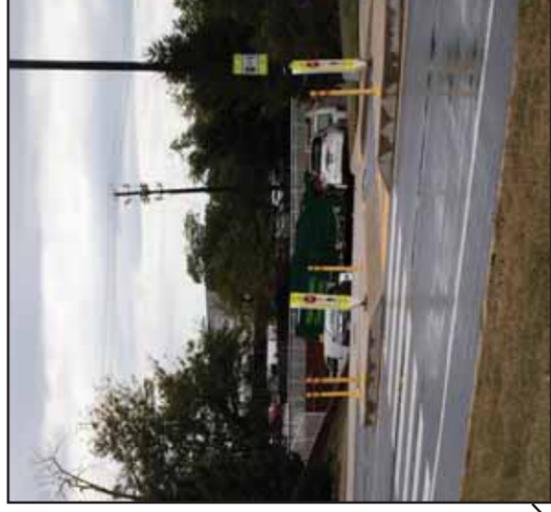
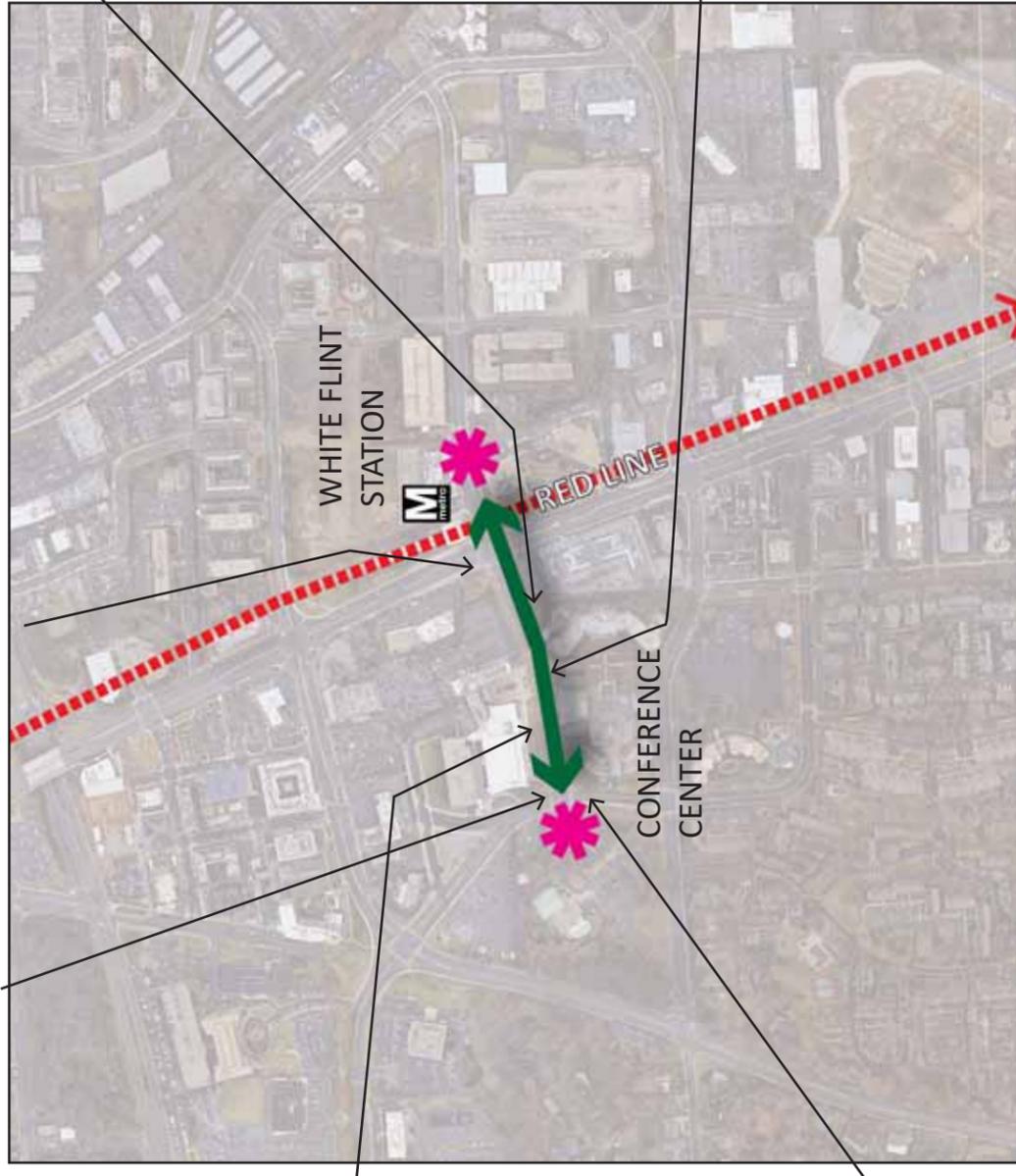
Metro underpass provides access to the station but is poorly lit and uninviting



Sidewalk along Marinelli Rd. is well landscaped



Crosswalk across Executive Blvd. needs activation through the press of a button



Pedestrian area of refuge, at the mid-block crossing on Marinelli Rd. near the conference center hotel



Entrance to the Convention Center is dominated by a vehicular drop-off area

OBSERVATIONS

- Total Trip Time: 6 min., 30 sec.
- Total Distance: .25 miles
- Sidewalk infrastructure from Conference Center to White Flint Station is wide and lined with trees, and has a large setback from roadway
- General walking environment is pleasant and relaxing
- Sidewalk did not have large numbers of pedestrians during the day
- South side of Marinelli Road has no side-walk buffer and is not lined with trees
- Pedestrians can cross Rockville Pike to the White Flint Station at street level or via the pedestrian underpass
- Street level crosswalk at Rockville Pike is not automated and there is no meaningful area of refuge in the center of roadway
- Mid-block crossing of Marinelli Road has a well marked crosswalk with a pedestrian refuge area
- Sidewalk material is brick and is clearly delineated in driveways or other crossings

TRIP 5: White Flint Metro Station to NoBe Market



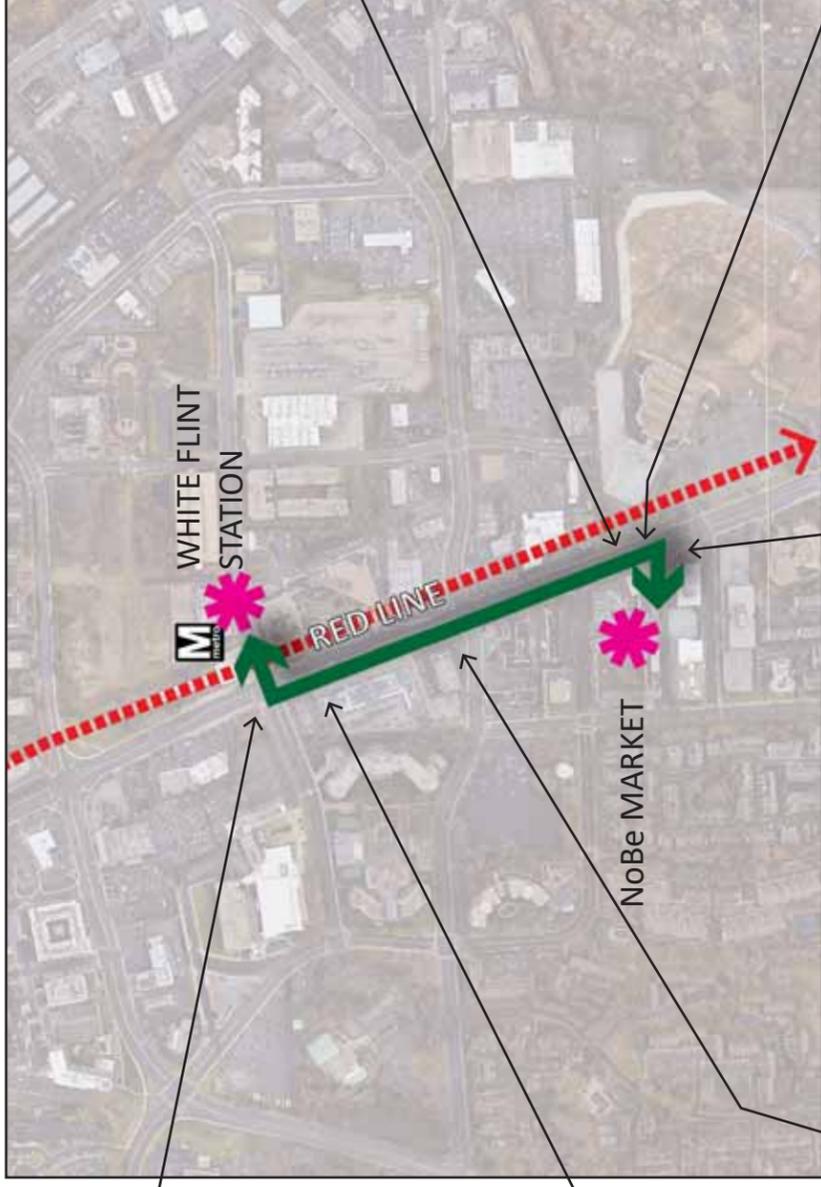
Minimal pedestrian refuge area, Rockville Pike



Sidewalk is interrupted by multiple curb cuts along Rockville Pike



There is no buffer between the sidewalk and fast moving traffic along Rockville Pike



NoBe Market interior courtyard



Executive Blvd. crossing at Rockville Pike

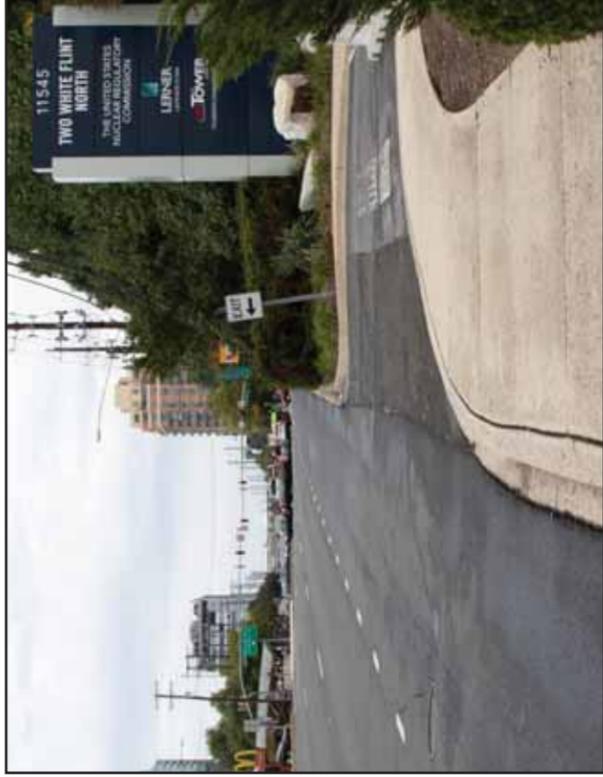


NoBe Market has minimal commercial frontage directly opening on to Rockville Pike

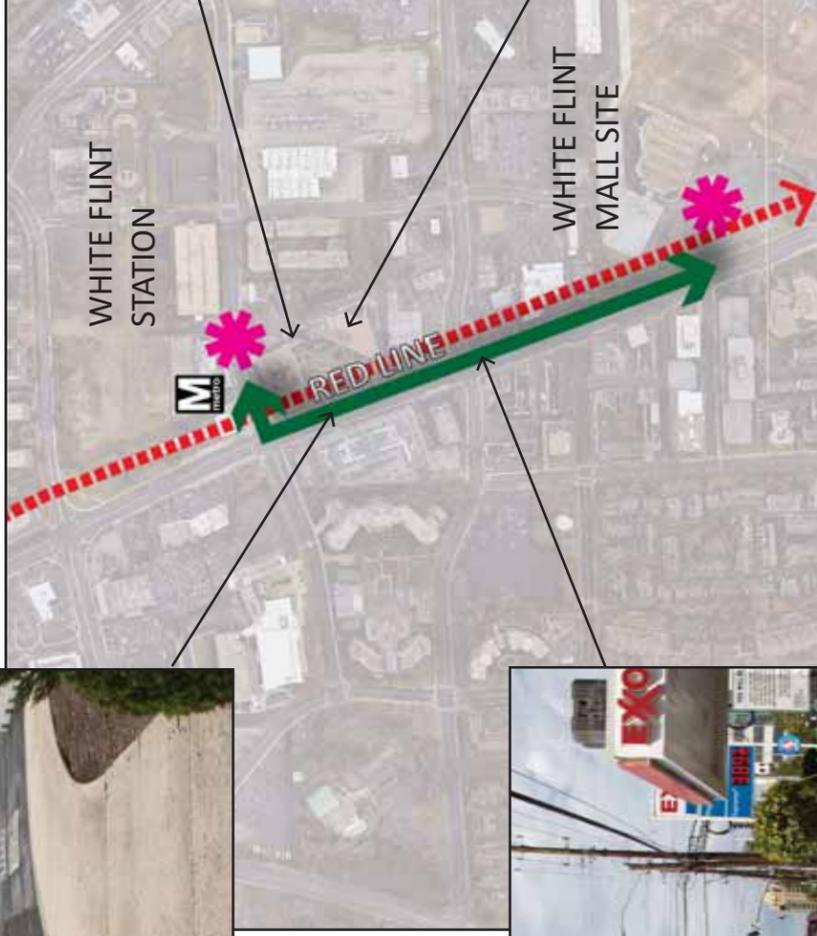
OBSERVATIONS

- Total Trip Time: 7 min., 30 sec.
- Total Distance: .4 miles
- General walking environment lacks pedestrian comforts:
 - Noisy environment from traffic
 - Strong exhaust odor from traffic
 - Minimal shade
- There is little to no buffer between Rockville Pike & sidewalk, exposing walkers to high speed traffic
- Multiple vehicular entrances to properties from Rockville Pike create interruptions in sidewalks
- Poor pedestrian line of sight when crossing Executive Boulevard
- NoBe Market is internally focused and does not create a pedestrian friendly frontage on Rockville Pike

TRIP 6: White Flint Mall Site to White Flint Metro Station



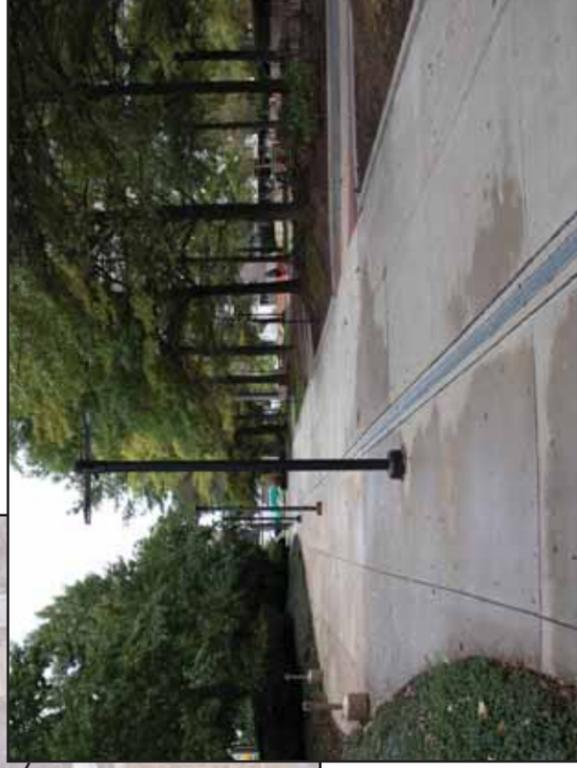
Sidewalk transitioning from along roadway near Nuclear Regulatory Commission



Sidewalk along Nuclear Regulatory Commission is pedestrian friendly but it is unclear whether it is publicly accessible



Sidewalk along Rockville Pike with minimal buffer



Sidewalk along Nuclear Regulatory Commission is buffered from traffic on Rockville Pike

OBSERVATIONS

- Total Trip Time: 9 min., 30 sec.
- Total Distance: .4 miles
- General walking environment lacks pedestrian comforts:
 - Noisy environment from traffic
 - Strong exhaust odor from traffic
 - Minimal shade
- There is little to no buffer between Rockville Pike & sidewalk. exposing walkers to high speed traffic
- Sidewalk along the Nuclear Regulatory Commission building is buffered from roadway by large plantings, multiple trees, and greenery, but has low visibility from Rockville Pike.
 - Creates a pleasant walking environment for pedestrians
- Uses like gas stations with multiple curb cuts on Rockville Pike have a high frequency of cars turning into the properties from fast moving traffic off the Pike, creating a potential hazard for pedestrians

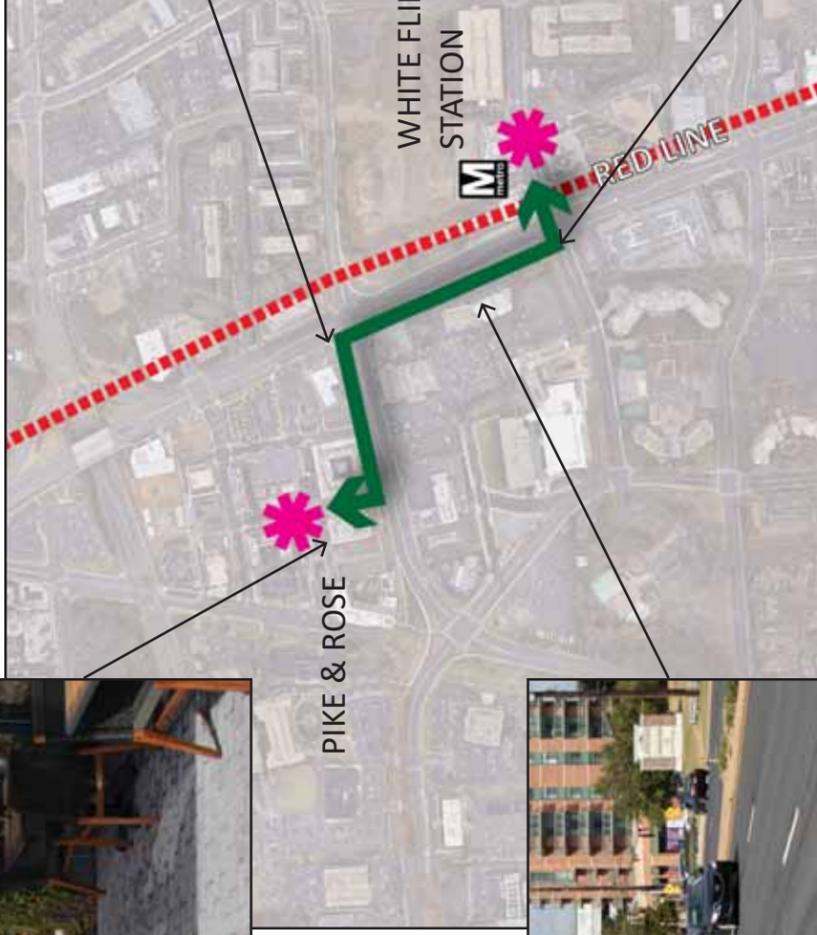
TRIP 7: White Flint Metro Station to Pike & Rose (alternate route)



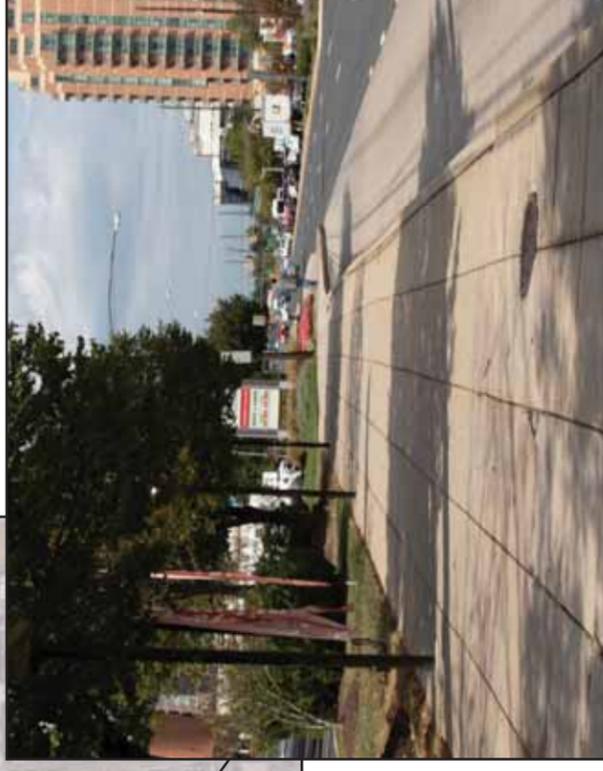
Interior of Pike & Rose is inviting and relaxing for pedestrians



Minimal pedestrian area of refuge along Old Georgetown Road creates unsafe conditions



Curb cuts through sidewalk along Rockville Pike create conflicts between pedestrians and vehicles turning onto / off the pike.



Wide sidewalks along Rockville Pike with no green buffer between roadway and sidewalk

OBSERVATIONS

- Total Trip Time: 10 minutes
- Total Distance: .35 miles
- Alternate route from White Flint Metro Station to Pike & Rose via the Rockville Pike underpass
- Sidewalk width varies along the route
- Pedestrian comforts are lacking along Rockville Pike and south side of Old Georgetown Road:
- Noisy environment from traffic
- Strong exhaust odor from traffic
- Minimal shade
- There is little to no buffer between Rockville Pike & sidewalk, exposing walkers to high speed traffic
- While trip is shorter than Walking Trip 1, individuals still need to cross “hot rights” on Old Georgetown Road

TRIP 8: Pike & Rose to E. Jefferson Street



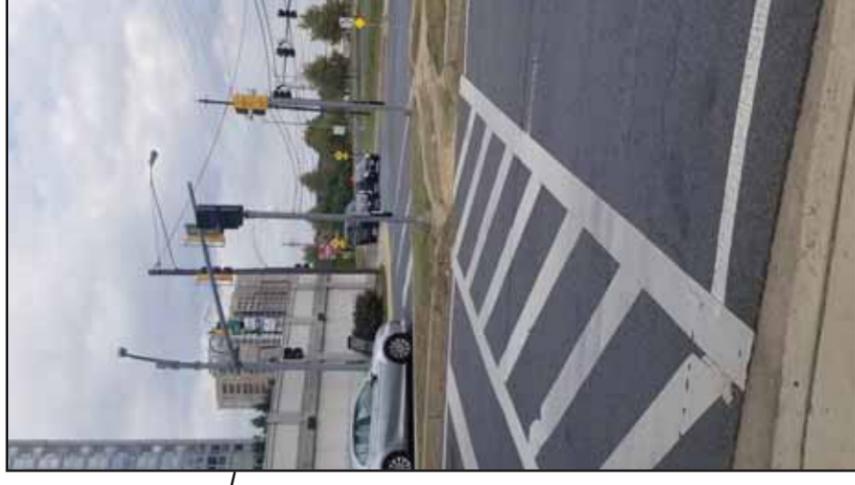
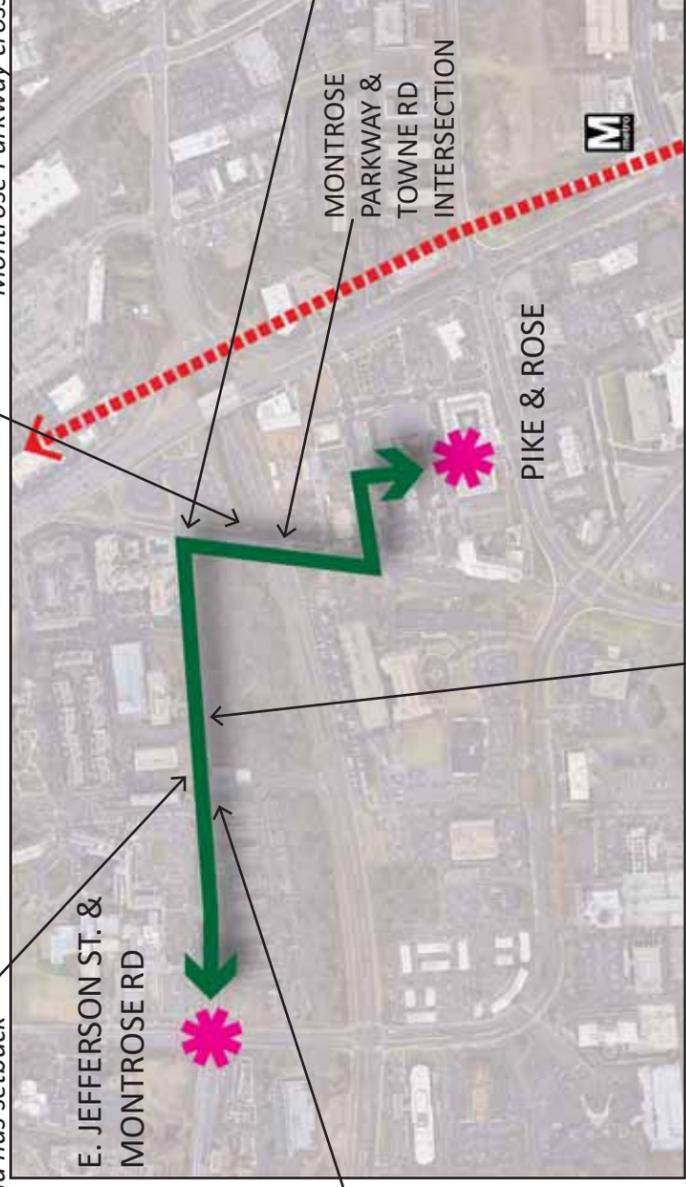
Montrorse Road crosswalk is signaled and has setback for pedestrians



Montrorse Parkway crosswalk is very wide and takes significant amount of time to cross



Sidewalk along Montrorse Road has green buffer, but no landscaping



Montrorse Road "hot right" creates safety hazard for pedestrians crossing the roadway



Commercial areas along Montrorse Road are set back from road creating barrier to street

OBSERVATIONS

- Total Trip Time: 16 minutes
- Total Distance: .65 Miles
- Pedestrian comforts are lacking:
 - Minimal shade along sidewalks
 - Minimal buffer between roadway
- Montrorse Road lacks adequate buffer between the street and the sidewalk
- Sidewalks along Towne Road are set back from the street but lack any landscaping buffer
- Crosswalk at Montrorse Parkway and Towne Road is long and takes significant amount of time to cross. There is no crosswalk on the east side of Towne Road at this intersection.
- Montrorse Parkway has fast moving traffic. The sidewalk is setback, but lacks any landscape buffers.
- Montrorse Road has "hot rights" which present a potential hazard to walkers
- Commercial and residential areas are set back from Montrorse Road and separated from street/sidewalk by hedges and/or fences

TRIP 9: E. Jefferson Street To Pike & Rose



Path along Montrose Parkway has large buffer from roadway



Crossing of E. Jefferson St. & Montrose Rd has no pedestrian area of refuge and is well worn



Sidewalk along Exec. Blvd. is well buffered from roadway



Capital Bikeshare Station along Executive Blvd.



Sidewalk along Executive Blvd. is set back from roadway, has tree buffer, and is well shaded

OBSERVATIONS

- Total Trip Time: 18 minutes
- Total Distance: .75 miles
- Pedestrian comforts are lacking along Montrose Parkway:
 - Noisy environment from traffic
 - Traffic is heavy and fast along Montrose Parkway
- Montrose Parkway has fast moving traffic. The sidewalk is setback, but lacks any landscape buffers.
- Pedestrian environment along portions of Executive Boulevard is pleasant with large trees, buffered sidewalks, and minimal traffic
- Capital Bikeshare station located on Executive Blvd, but no bike lanes
- Commercial buildings are set back from the street, inwardly focused, and separated from sidewalk by physical barriers such as landscaping, large parking lots, or fences

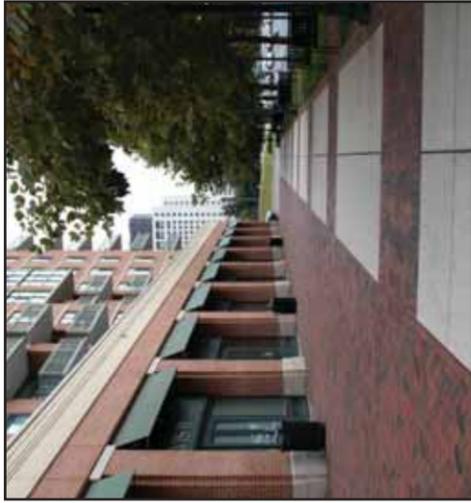
TRIP 10: Pike & Rose to White Flint Metro Station



Office building by Pike & Rose is located on Rockville Pike, activating frontage



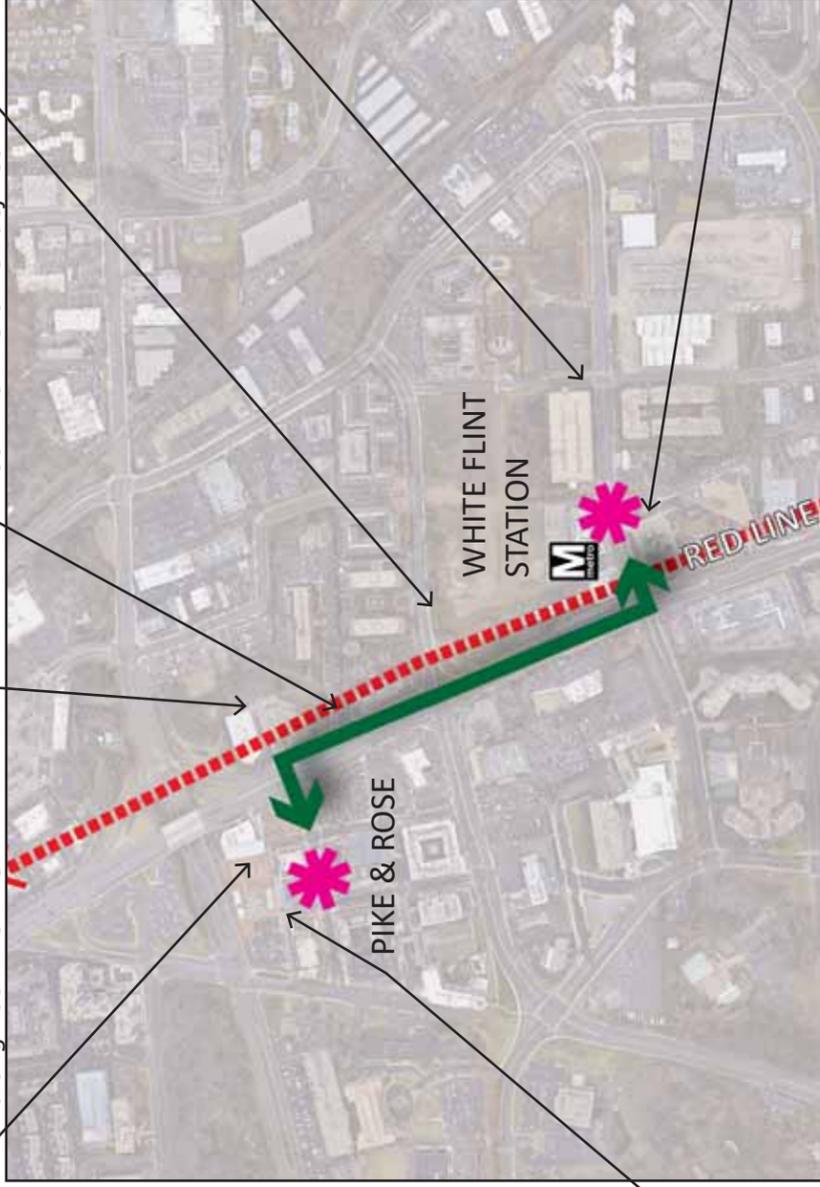
Grand Park, Pike & Rose



Blank spaces/empty facades along Rockville Pike



Crosswalk by Pike & Rose at Rockville Pike is well defined



Sidewalk with minimal buffer, Rockville Pike



Construction near Metro station



Large sidewalk near Metro station including buffer from roadway

OBSERVATIONS

- Total Trip Time: 9 minutes
- Total Distance: .45 miles
- Pedestrian comforts are lacking along Rockville Pike:
 - Noisy environment from traffic
 - Strong exhaust odor from traffic
 - Minimal shade
 - Minimal buffer between roadway and walkers
- Sidewalk widths vary along route
- Grand Park provides a public space along the route that is pleasant and relaxing
- Getting across Rockville Pike at Rose Avenue takes a significant amount of crossing time
- Minimal sidewalk activation along some existing commercial developments across from Pike & Rose creates blank facades and less attractive walking experience

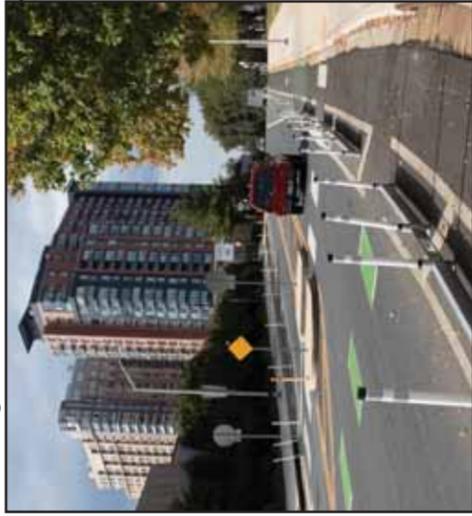
TRIP 11: White Flint Metro Station to Randolph Hills Shopping Center



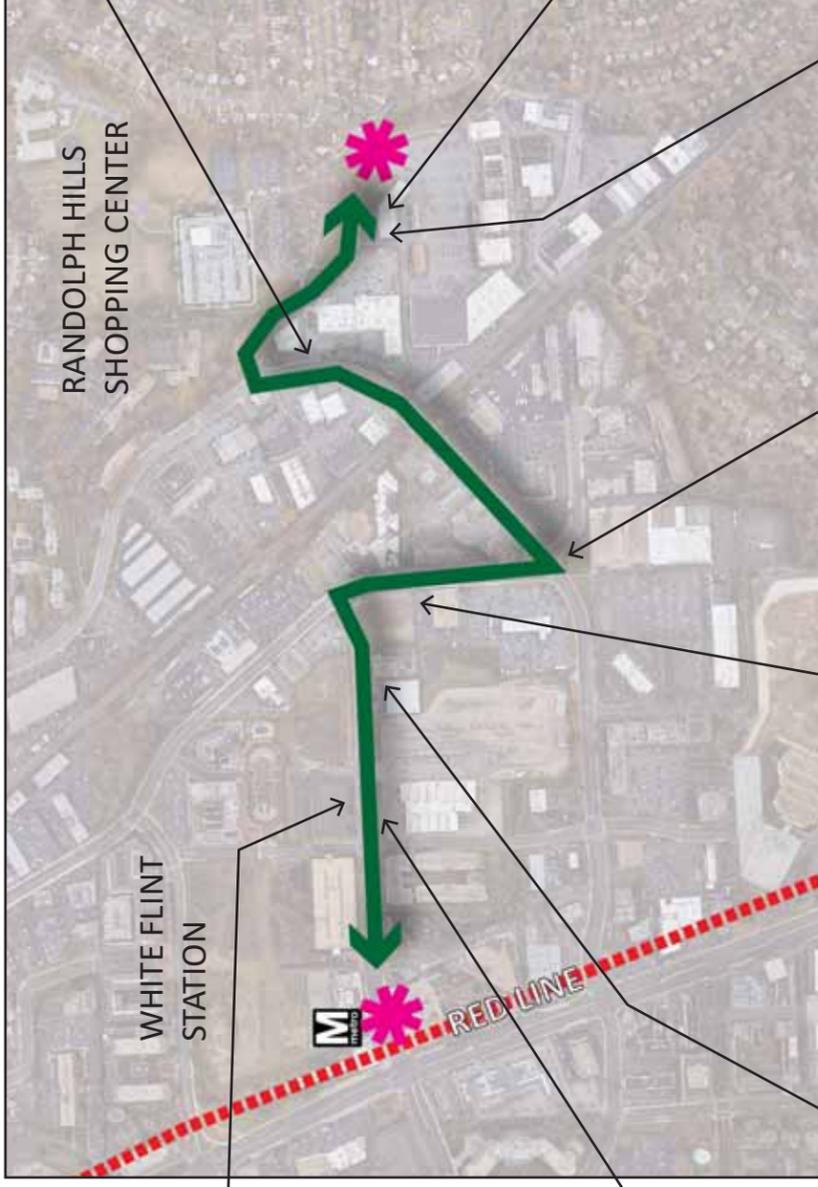
Bus Maintenance Facility on Marinelli Road creates barrier along road along sidewalk



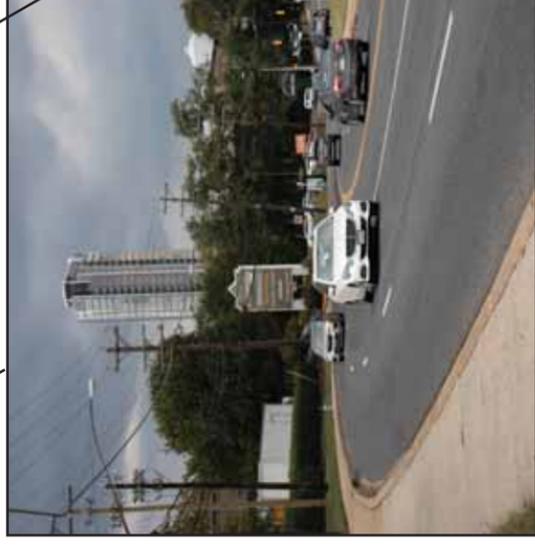
Old Georgetown Road sidewalk conditions



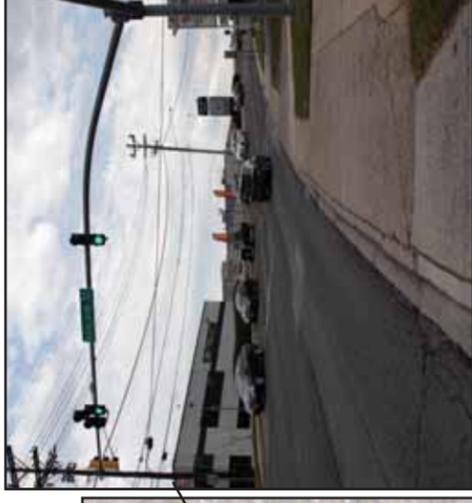
Bike lanes along Nebel St creates buffer along sidewalk



Bike lanes along Nebel St. creates buffer. Sidewalk slope creates difficult environment for wheelchair users



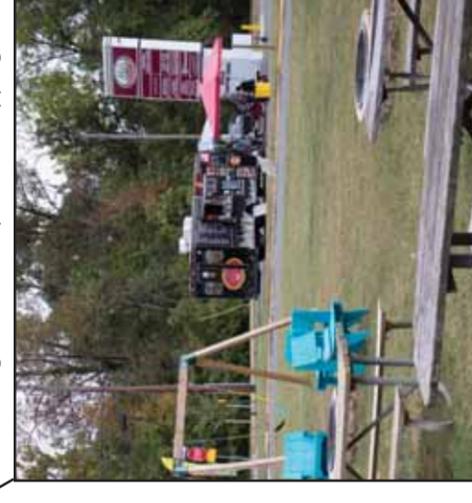
Sidewalks along Nicholson Lane has no buffer between roadway and sidewalk



Slope along Nicholson Lane creates difficult walking environment



Placemaking near Randolph Hills Shopping Center



Placemaking near Randolph Hills Shopping Center

OBSERVATIONS

- Total Trip Time: 23 min., 45 sec.
- Total Distance: 1.1 miles
- Pedestrian comforts are lacking along the route:
 - Noisy environment from traffic
 - Strong exhaust odor from traffic
 - Minimal buffer between roadway and sidewalk
- Sidewalk widths vary along route
- Protected bike lanes along Nebel Street provide access between Marinelli Road & Randolph Road
- CSX train tracks are a physical barrier separating the Randolph Hills neighborhood from White Flint Metro station area
- Driving between the two areas is more convenient than walking
- The walk from Randolph Hills to Metro station is too long for most walkers
- Steep slope along Nicholson Lane makes walk uncomfortable & inaccessible for people with limited mobility