The Team

- **Jason Bonnet**, Forest City Washington
- **Matthew Flis**, Town of Vienna
- **William Herbig**, National Capital Planning Commission
- **Sophie Lambert**, US Green Building Council
- **Stephanie Pankiewicz**, LandDesign
- **Andy Shuckra**, Keane Enterprises
The Process

- Review of Existing Plans provided by County Staff
- Multiple Site Visits (Group & Individual)
- Telephone & In-Person Stakeholder Interviews
- Team Work Sessions
- Individual Research
Rock Spring – Proposed Sector Plan
Rock Spring – Existing Landmarks
Current Conditions

- Rock Spring Sector Plan area – 350 net acres
- Suburban office park near regional mall; auto-oriented
- Surrounding neighborhoods are low density residential
- 8.5 million SF of development
  - 500K SF residential (386 units)
  - 6 million SF office
  - 2 million SF retail
- High office vacancy (32% and rising), NIH will vacate in 2014
- Aging buildings (multi-tenant buildings are 26 yrs old on average) face choice: reinvest or redevelop
- Approximately 15,000 employees
- C-2 is most common zoning (2.5 FAR)
Rock Spring Park is primarily an aging suburban office park with few residents, lack of identity, and poor connections to surrounding community.
**Strengths**

- Good location
- Easy access to Capital Beltway and I-270
- Relatively close to Metro
- Montgomery Mall is a regional destination
- Trees and lush landscape is attractive
- Significant infrastructure investment
- Location of several major corporate campuses/headquarters
Weaknesses

- Large “superblocks”
- Fixed uses, not **Mixed** uses
- Surrounded by barriers (I-270, Beltway)
- Existing users that prefer insular development and/or have security requirements
- Slow development; increasing vacancies
- Office park model becoming less attractive for professionals and businesses
Several projects are in the development pipeline.

Office owners are trying to remain competitive by offering weekly farmer’s market and food trucks.

But guidance from the County is needed to ensure this budding activity is focused properly.
Overall Recommendations

• I - Create an identity and sense of place

• II - Attract residents to activate neighborhood after hours

• III - Establish multi-modal transportation and open space connections

• IV – Create & support Real Estate & Economic Development Opportunities
Placemaking

Rock Spring Park
Placemaking Issues

A sample of existing challenges…

• No identity
• No sense of place
• No pedestrian infrastructure / Auto dominated
• No leadership
Recommendations

• Focus on Identity and Sense of Place
• Coordinate Public Realm Improvements
• Focus on Programming
• Organize Management & Funding Alliance

Reimagining Place, Form, & Identity
Identity: Gateways

Focus Area: The Gap

Focus Area: Transformed Mall

Focus Area: Rock Spring Park

The “Heart”
Existing opportunities
Future opportunities
Identity: Gateway Intersections
Identity: Gateway Bridges
Identity: Gateway Bridges

EastLink Motorway
Melbourne, Australia

Miracle Mile
Overpass over I-10
Tucson, AZ
Identity: Consider New Street Names
Electric Sunflowers - Solar art
Provide shade, placemaking, and energy in Austin’s Mueller redevelopment.
Public Realm: Lighting

Centennial Olympic Park Sculptural element provides iconic gateway
Public Realm: Plantings & Street Furniture
Public Realm: Plantings & Street Furniture
Populate with public art celebrating heritage of farming or history of corporations, such as Lockheed/Marriott.
Engage pedestrians with Public Art
Public Realm: Art

Enliven Overpasses

4th Avenue Overpass, Tucson, AZ
Public Art: Make a Splash with Color
Programming: Grow the Farmer’s Market
Programming: Add Movable Furniture
Program It!
Program It!
Organize a Voluntary Alliance of Stakeholders

- Public realm improvements
- Common area programming
- Short-Term: Commercial stakeholder Council
- Long-Term: Retail Council and Residential Council
Promote Park to Prospective Tenants
Provide Connections: Short Term

Shuttle to Metro

ADVERTISE WITH Shuttle-UM
DEPARTMENT OF TRANSPORTATION SERVICES

FROM COLLEGE PARK TO SHADY GROVE, YOUR MESSAGE WILL REACH 15,000 PEOPLE DAILY, 85,000 WEEKLY, AND MORE THAN 2 MILLION ANNUALLY.
Provide Connections: Short Term

“Discovery Trails”
Provide Connections: Short Term

Wayfinding

- The Rose Garden
- Dix Park
- It's a 7 minute walk to Raleigh City Cemetery
- It's a 33 minute walk to Dorothea Dix
- It's a 17 minutes by foot to Oakwood Cemetery
- It's an 18 minutes walk to Chavis Park
- It's a 15 minutes by foot to Allen
Provide Connections: Longer Term
Urban Design

Rock Spring Park
Development Strategy - Opportunities

Opportunity Areas

Proposed Development

High Density

Low Density Residential

High Density

Low Density Residential

High Density

Low Density Residential

Opportunity Areas
Enhance Connectivity – Grid

Proposed Street
New Multi-Modal Bridge
Improved Multi-Modal Bridge
Existing Street

Proposed Street

New Multi-Modal Bridge
Improvised Multi-Modal Bridge
Existing Street
Enhance Connectivity – Trails & Rails
Enhance Connectivity – Trails & Rails
Establish Place – Public Open Spaces
Establish Place – Public Open Spaces
Establish Place – Public Open Spaces
Establish Place – Repurpose Parking

Parking Garage
Surface Lot
Establish Place – Repurpose Parking
Establish Place – Urban Design Guidelines
Establish Place – Urban Design Guidelines
1. Create a primary corridor of connectivity along the future BRT line; also establish a future grid

2. Focus highest density development at the two ends of the corridor (Rock Spring Centre / Montgomery Mall)

3. Infill medium-density development in the central portion of Rock Spring Park

4. Create publicly-accessible and usable open spaces to support placemaking goals; link them to the central connective corridor

5. Develop urban design guidelines that help provide some predictability for infill/redevelopment
What are the Priorities?

1. **Jobs & Housing Balance**
   - Need to solve for high office vacancy rates
   - Existing supply of rental housing low
   - Shoot for 2-3 to 1 jobs/DU ratio
   - Amend zoning to allow for residential/retail

2. **Increase service-oriented commercial uses**
   - Mixed Uses as book-ends/barbells for connectivity
   - Fill in gaps as residential develops between high density anchors

3. **Parking** – abundance of parking (surface and garage) is a challenge, but also an opportunity

4. **Retain Office Anchors** – allow them to remain competitive
Development Pipeline

- Rock Spring Centre - DRI
- EYA
- Westlake Terrace – Foulger Pratt
- Montgomery Mall Expansion
- Hines
Benchmark CBDs

White Flint
430 acres, served by Metro
FAR’s from 1.5 to 4

Bethesda
405 acres, served by Metro
FAR’s from 1 to 5

Reston
About 300 acres; Metro coming
FAR’s up to 5 (in discussion)
## Demographics Today

(1 Mile Radius from center CBD)

<table>
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<tr>
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<th>RSP</th>
<th>Bethesda</th>
<th>White Flint</th>
<th>Reston</th>
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<tbody>
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<td>Population</td>
<td>10,785</td>
<td>22,462</td>
<td>17,911</td>
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<tr>
<td>Median Age</td>
<td>44.0</td>
<td>39.4</td>
<td>40.5</td>
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<td>Households</td>
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<td>10,876</td>
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<td>Median HH Income</td>
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<td>Median Home Value</td>
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<td>$856,988</td>
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<td>Employment</td>
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<td>36,510</td>
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<td>Jobs + Households</td>
<td>18,911</td>
<td>47,386</td>
<td>34,584</td>
<td>34,157</td>
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Source: CoStar, May 2013

**Conclusion:** RSP is less dense than benchmark CBD’s and needs more residents with a variety of housing options in order to make employers competitive.
Tools to Facilitate Development

- Introduce TDR (possibly with sunset) using remaining density on existing zoning
- Create an Overlay District OR Amend C-2 zoning to allow residential
- Cap high-rise apartments in RSP center; promote low- and mid-rise residential instead
- Compress timing on zoning actions for first 5 years
- Consider increase of by-right residential allowed in EOF zone
Tools to Facilitate Development

• Parking
  ➢ Consider leasing unused parking (could consolidate parking to free up excess and clear way for redevelopment, or help with construction phasing)
  ➢ Relax parking regulations; drop parking minimum ratios
  ➢ Introduce shared parking programs for MXPD zones

• Consider transit subsidy requirement for all employers
Overall Recommendations

• I - Create an identity and sense of place

• II- Attract residents to activate neighborhood after hours

• III- Establish multi-modal transportation and open space connections

• IV – Create/Support Real Estate & Economic Development Opportunities
Questions and Feedback?
1. What is the market potential for redevelopment of the commercial and industrial areas with mixed-use development? What is the right amount of residential density to ensure that the base employment uses will be retained and encouraged to grow?

2. What strategies should be used to minimize and/or mitigate potential negative impacts on the surrounding neighborhoods?

3. How should development be staged? What infrastructure and/or performance triggers should be in place before certain levels of density should be built?

4. What urban design improvements should be prioritized in the area to improve pedestrian and bicyclist access within the area and to the proposed rapid transit route? What environmental design improvements should be prioritized to improve the open space network and enhance water and air quality?

5. (ULI Question) How does the “best” solution for this area impact the region? Is there a way to meet local goals in addition to regional goals (e.g. those adopted in the COG’s Region Forward Plan)?
## Summary

<table>
<thead>
<tr>
<th>District</th>
<th>Net Lot Size (acres)</th>
<th>Gross Floor Area (sf)</th>
<th>FAR Based on Net Lot Size</th>
<th>Current DUs</th>
<th>DU's/Acre Based on Net Lot Size</th>
<th>Max. DU's¹</th>
<th>Remaining DU's</th>
<th>Max. GFA²</th>
<th>Remaining GFA</th>
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<td>West Rock Spring Park⁴</td>
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</table>

¹ Based on net lot size, buildable area, and zoning.
² Based on net lot size and zoning.
³ Maximum dwelling units calculation assumes Pepco’s Bells Mill substation will remain.
⁴ Remaining GFA based on a combination of approved projects and zoning.