Rockville's Pike

Envision a Great Place

Kick-Off ~ December 4, 2007

Purpose of This Meeting

To introduce the team and process

To brainstorm issues and concerns

Presentation Summary

- *Introduction*
- *Food for Thought: Making Rockville Pike Great*
- *Table Dialogues and Reporting*
- *Q and A*

Introduction

Team, Study Area, Process and Schedule, and History

Team

ERA
Economics Research Associates

Rockville's Pike
Envision a Great Place

ACP
visioning+planning

GLATTING JACKSON KERCHER ANGLIN

ACP – Visioning & Planning

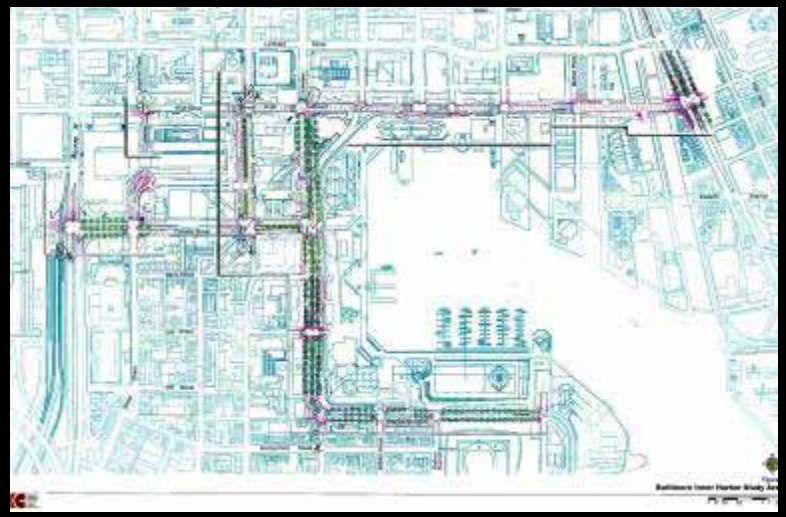
Pioneer and leader in public involvement

- *30 years national experience linking public involvement and physical planning*
- *Recipient of multiple national awards*

Glatting Jackson

National Leader in Livable Transportation

- *Integrated Land Use & Transportation Plan*
- *Context Sensitive Solutions*
- *Transit & TOD*
- *Road Diets & Street Reclamation*
- *Neighborhood Traffic Calming*



Economics Research Associates

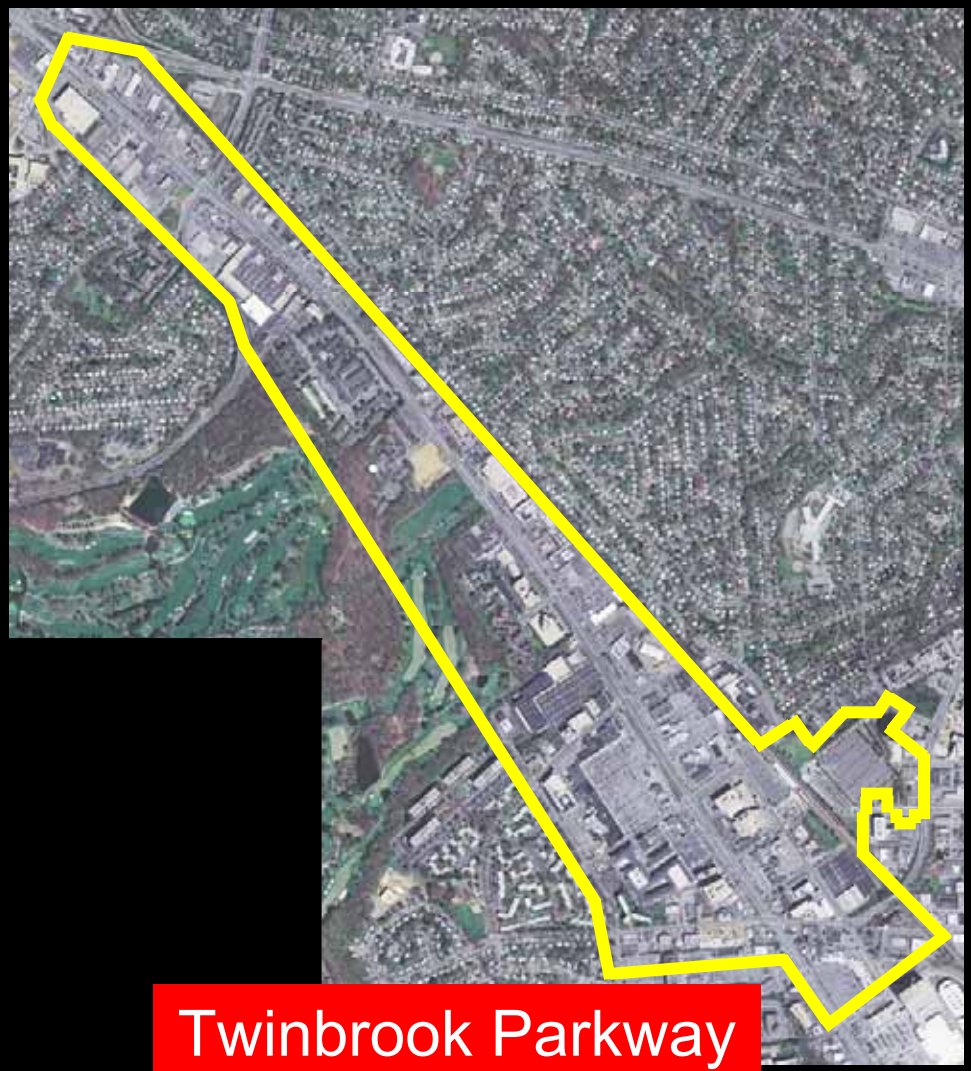
International real estate and economic planning consultants

- *50 years of experience with nearly 17,000 assignments*
- *Public & private sector expertise*

Study Area

Montgomery Drive

- *1.5 miles*
- *258 acres*

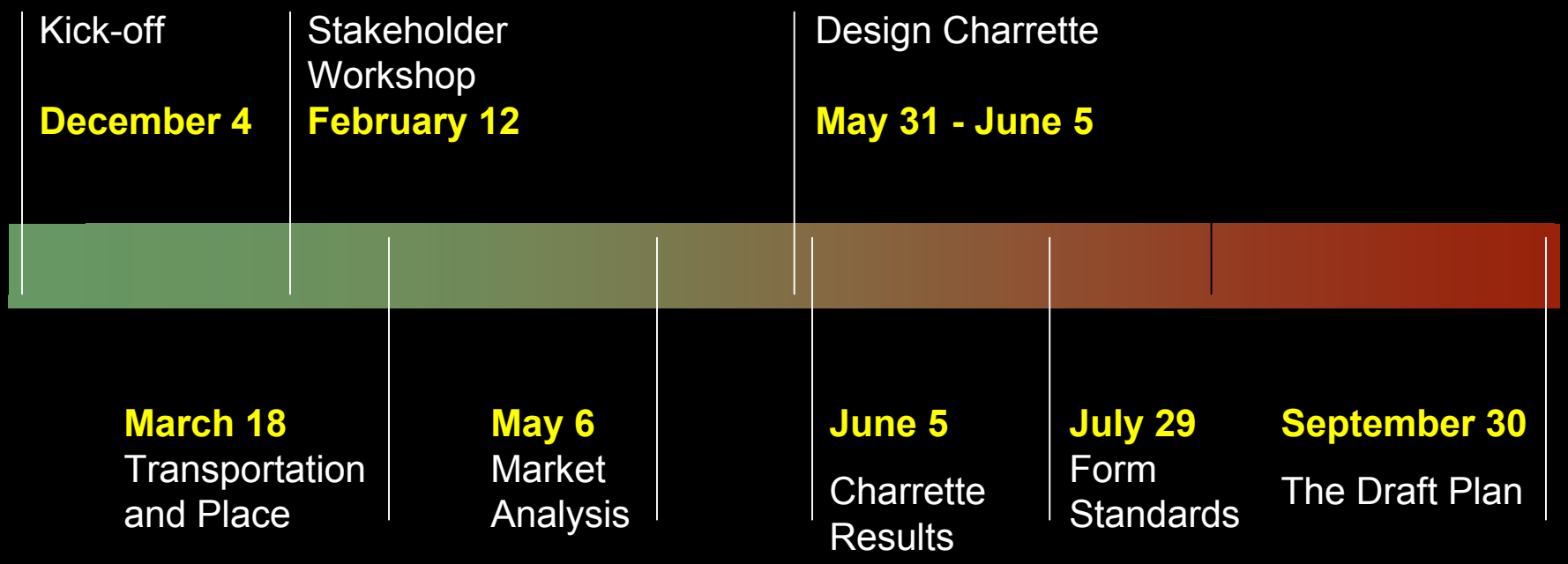


Twinbrook Parkway

Study Area in Perspective

Process and Schedule

Public Meetings



Reports to the Community

History

Aging Strips

A National Issue

Fairfax Boulevard, VA

Oceanside Boulevard, CA

Aging Strip Syndrome

- *Traffic*
- *Aesthetics*
- *Lack of connectivity with surrounding areas*
- *Poor walkability*
- *Environmental issues*

Too Important to Ignore

- *Key components of …*
  - *Their cities' identity*
  - *Transportation Network*
  - *Economy*

Key Questions We will Address

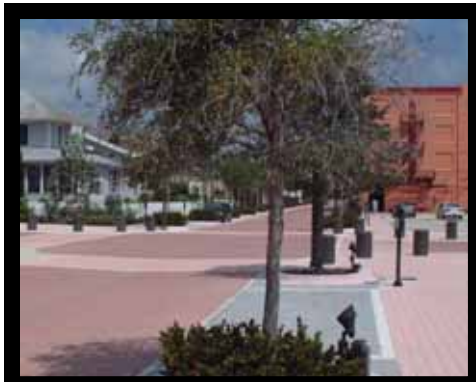
- *What will it take to make Rockville's Pike move, function, and look better?*
- *How can we make the Pike into a place to showcase the qualities and values of our community?*
- *How can we sustain its success over time?*

Food for Thought

Making Rockville Pike Great

Transportation

The Skeleton



Smart Transportation

Creating Balanced Transportation Systems

Prepared by:

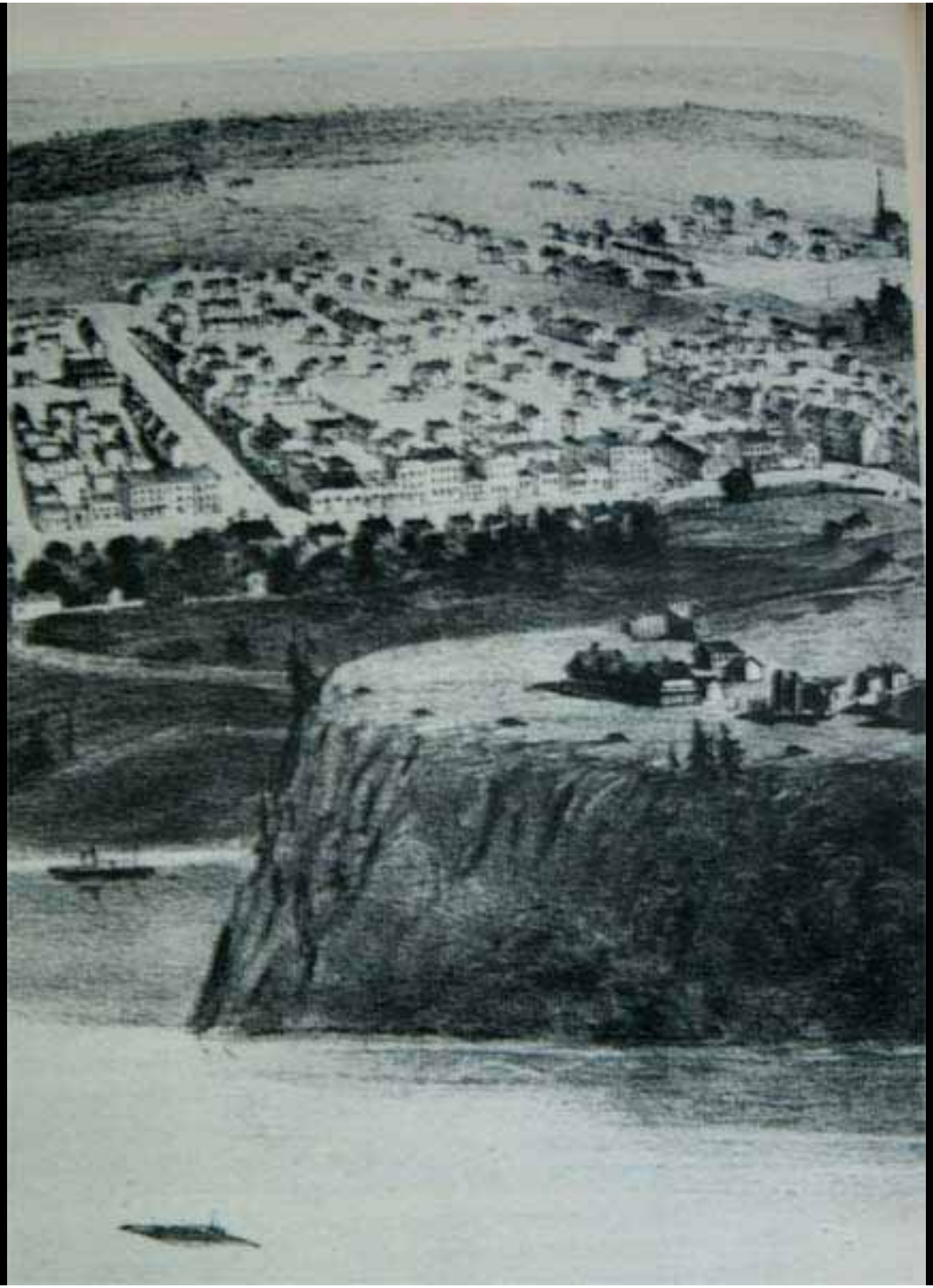
TROY RUSS, AICP

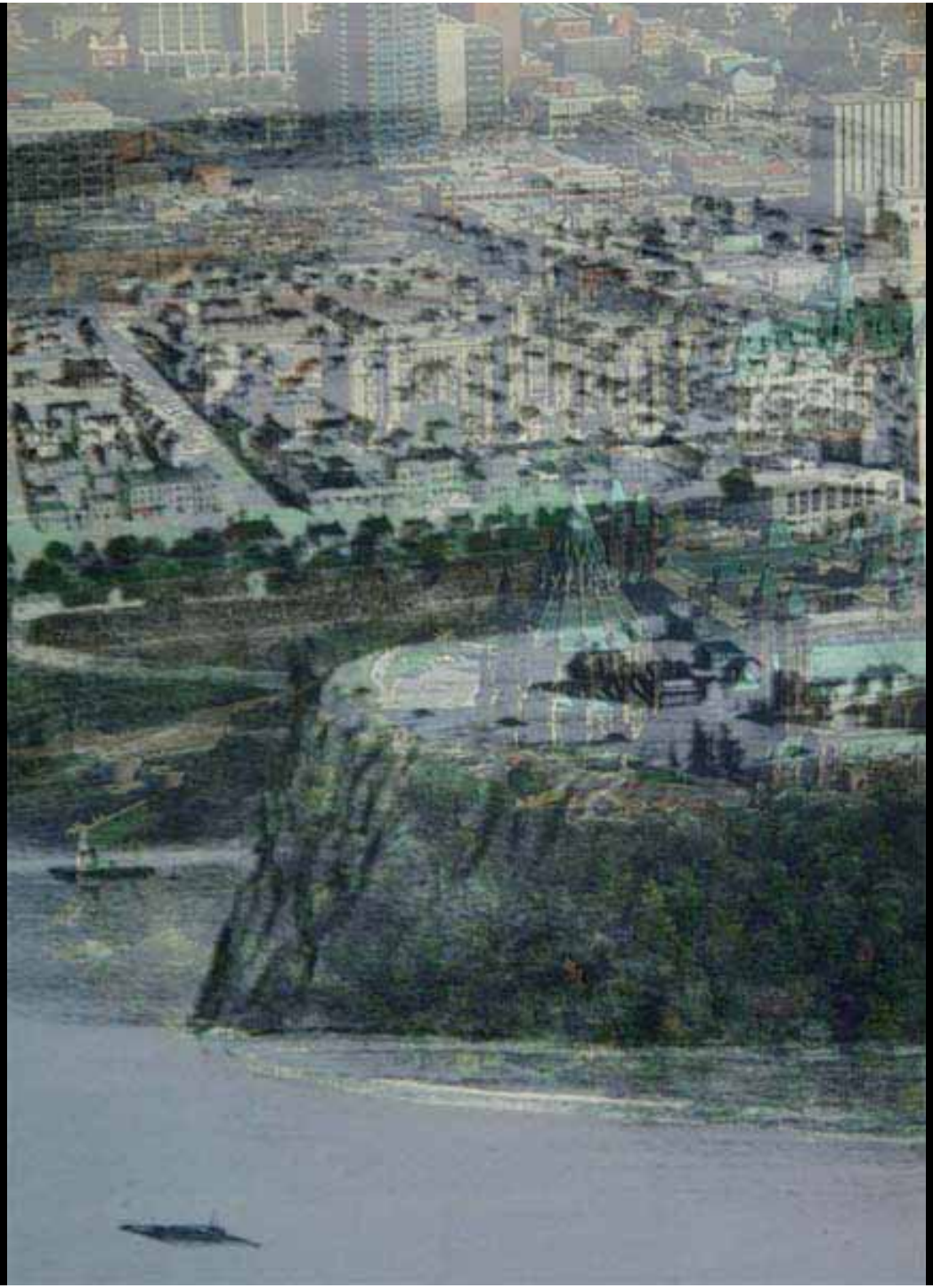
Principal, Glatting Jackson

December 4, 2007

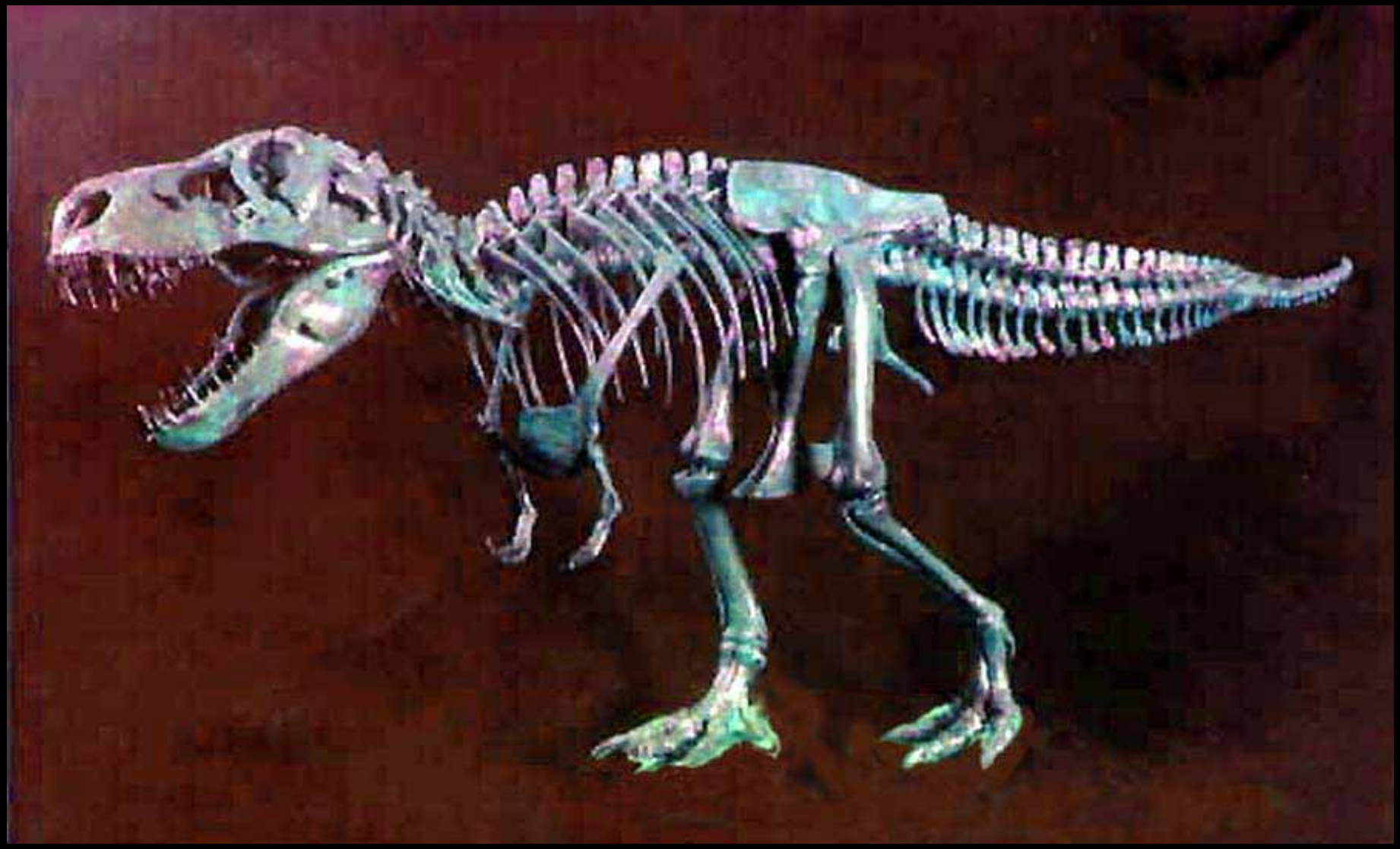
Transportation investments are powerful and far-reaching.

"We're gonna need roads...lots of 'em!"

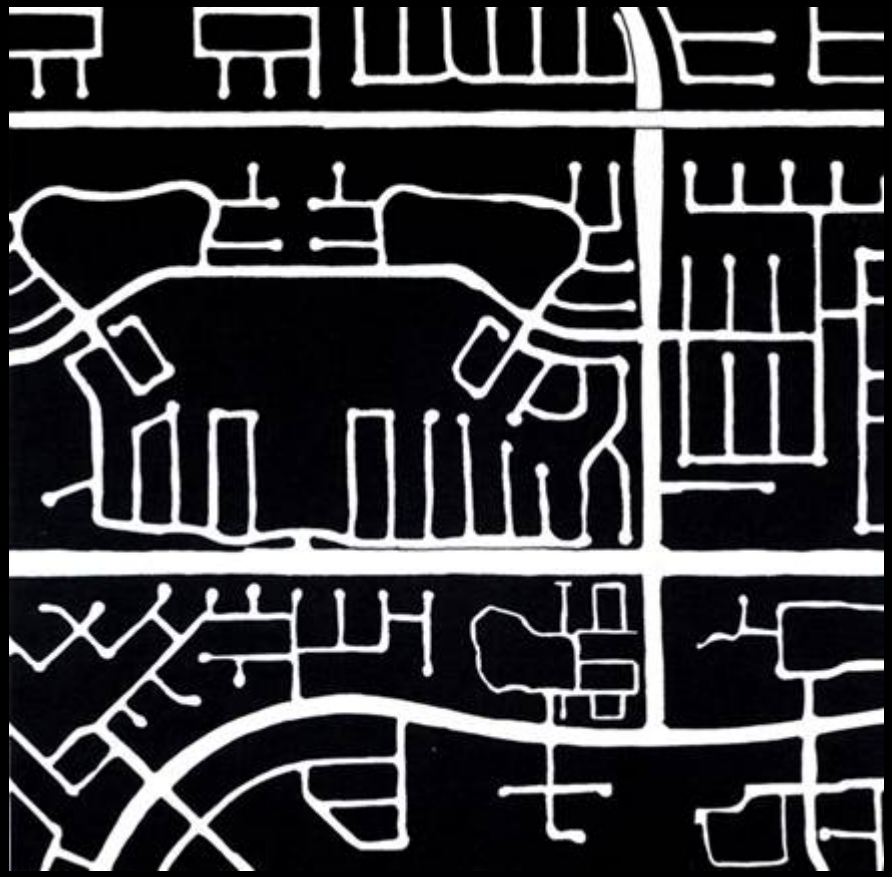




Bone Structure



Bone Structure

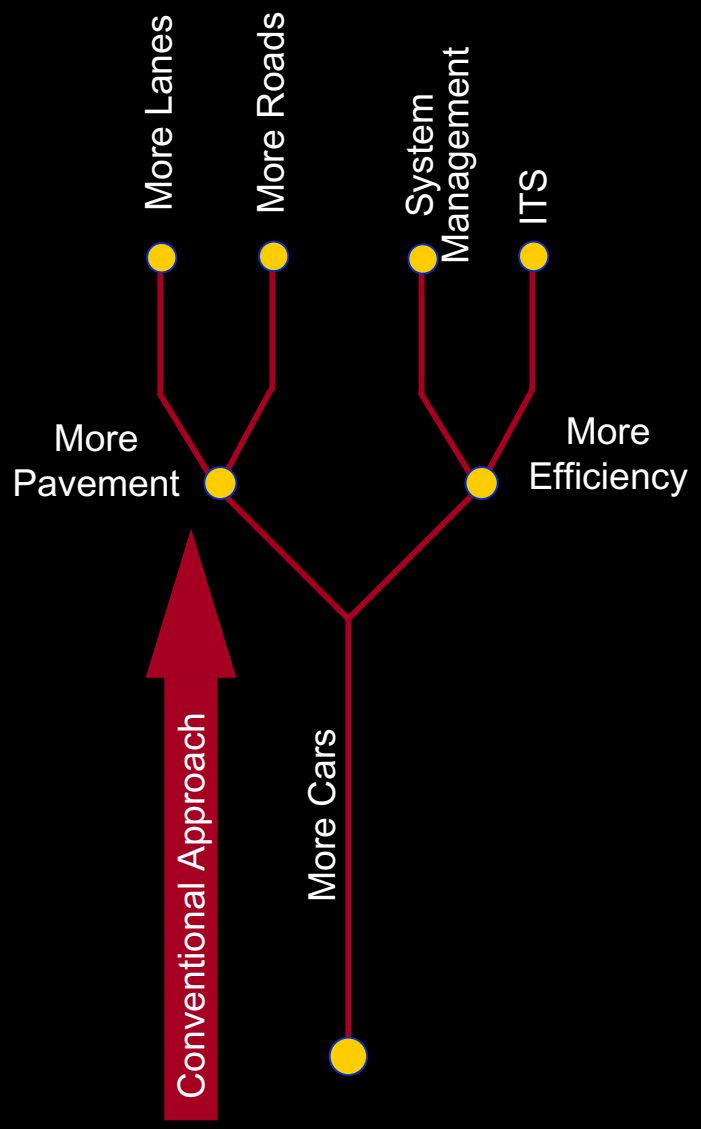


Bone Structure

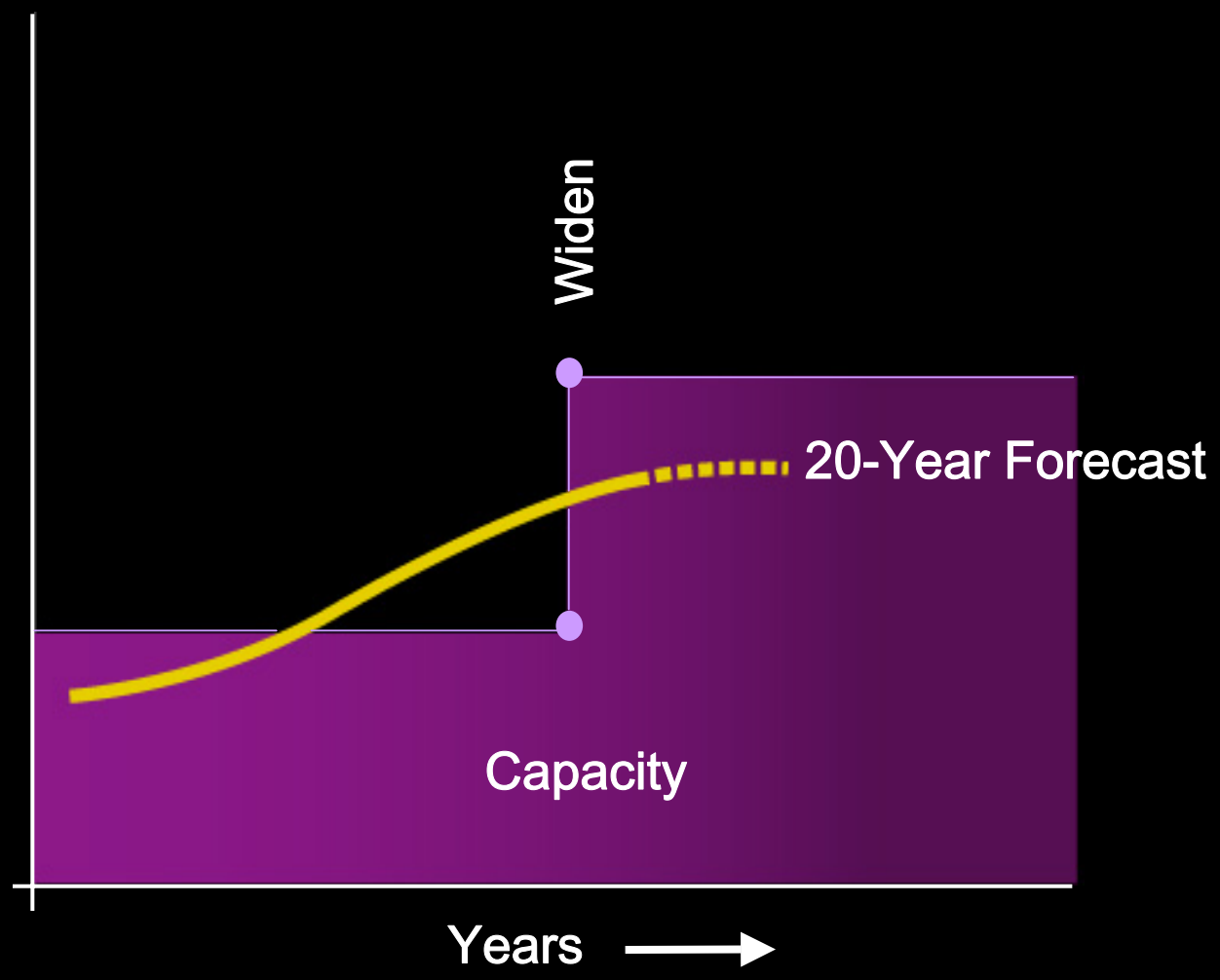
Transportation / Land Use Connection

The Size and Character of Road Influences the Quality of Built Environment

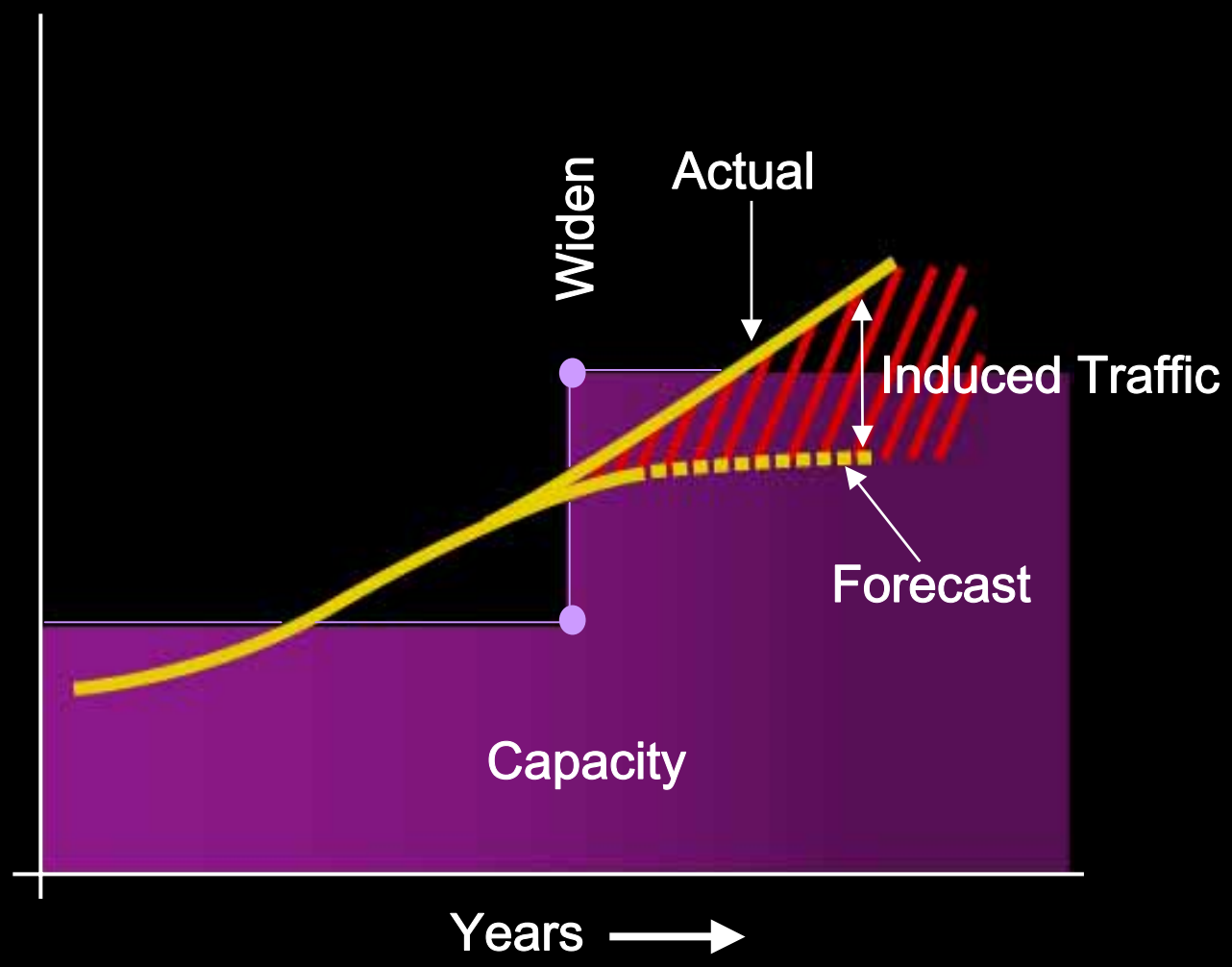
Conventional Approach



Land Use & Transportation – Ideal Traffic Planning



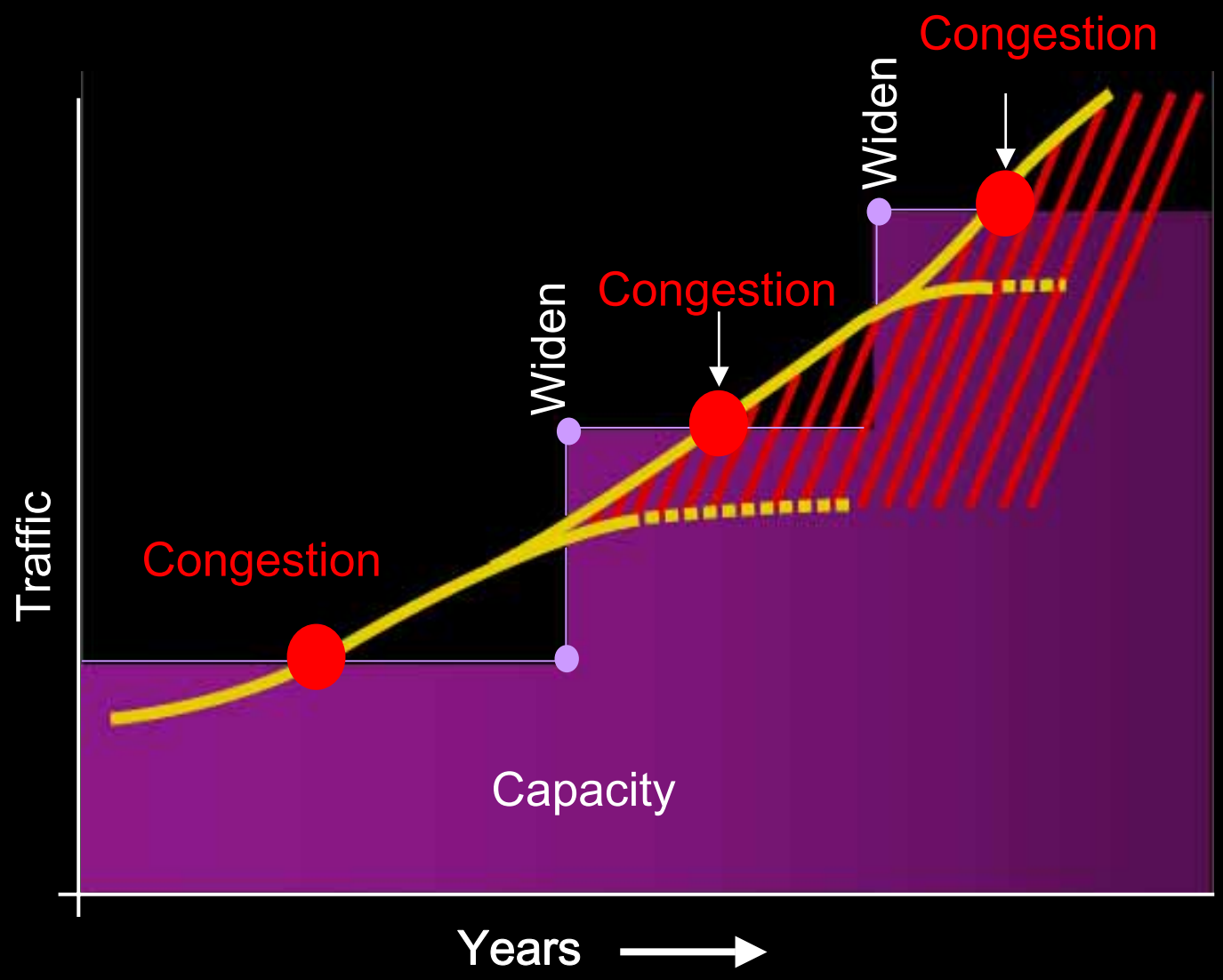
Land Use & Transportation – The Reality

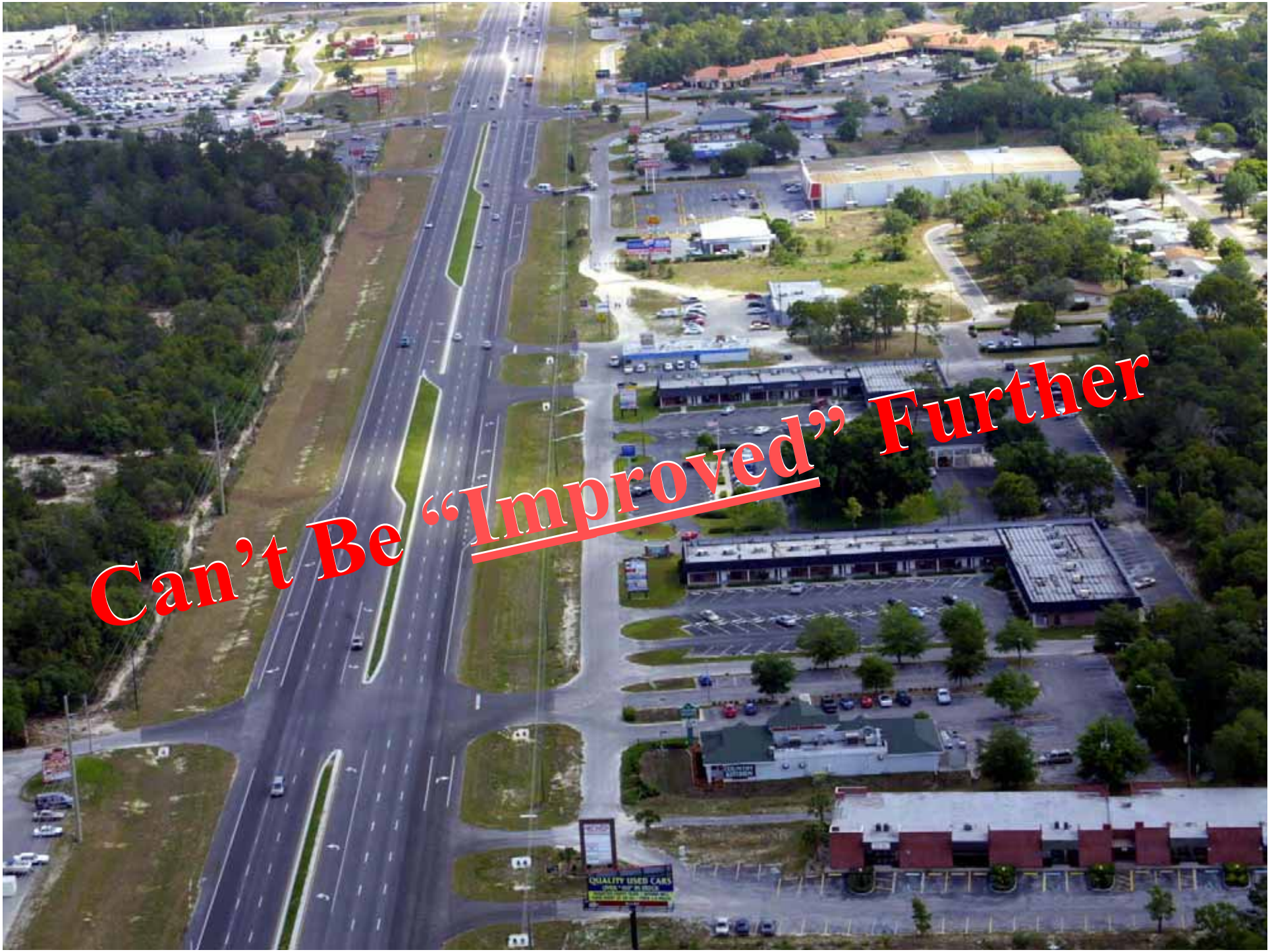


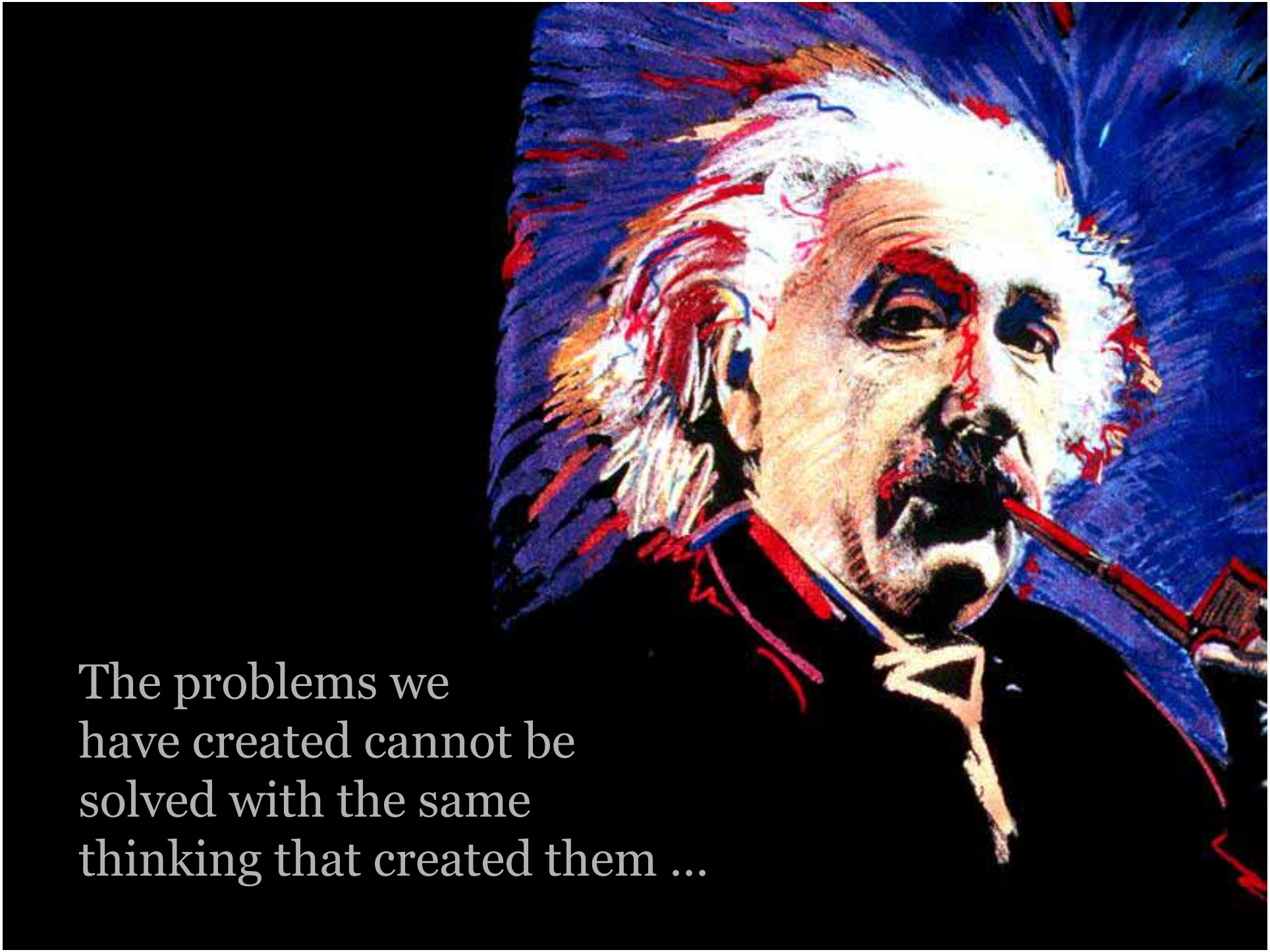
Transportation Investment Change Land Use Patterns

Transportation Investment Change Land Use Patterns

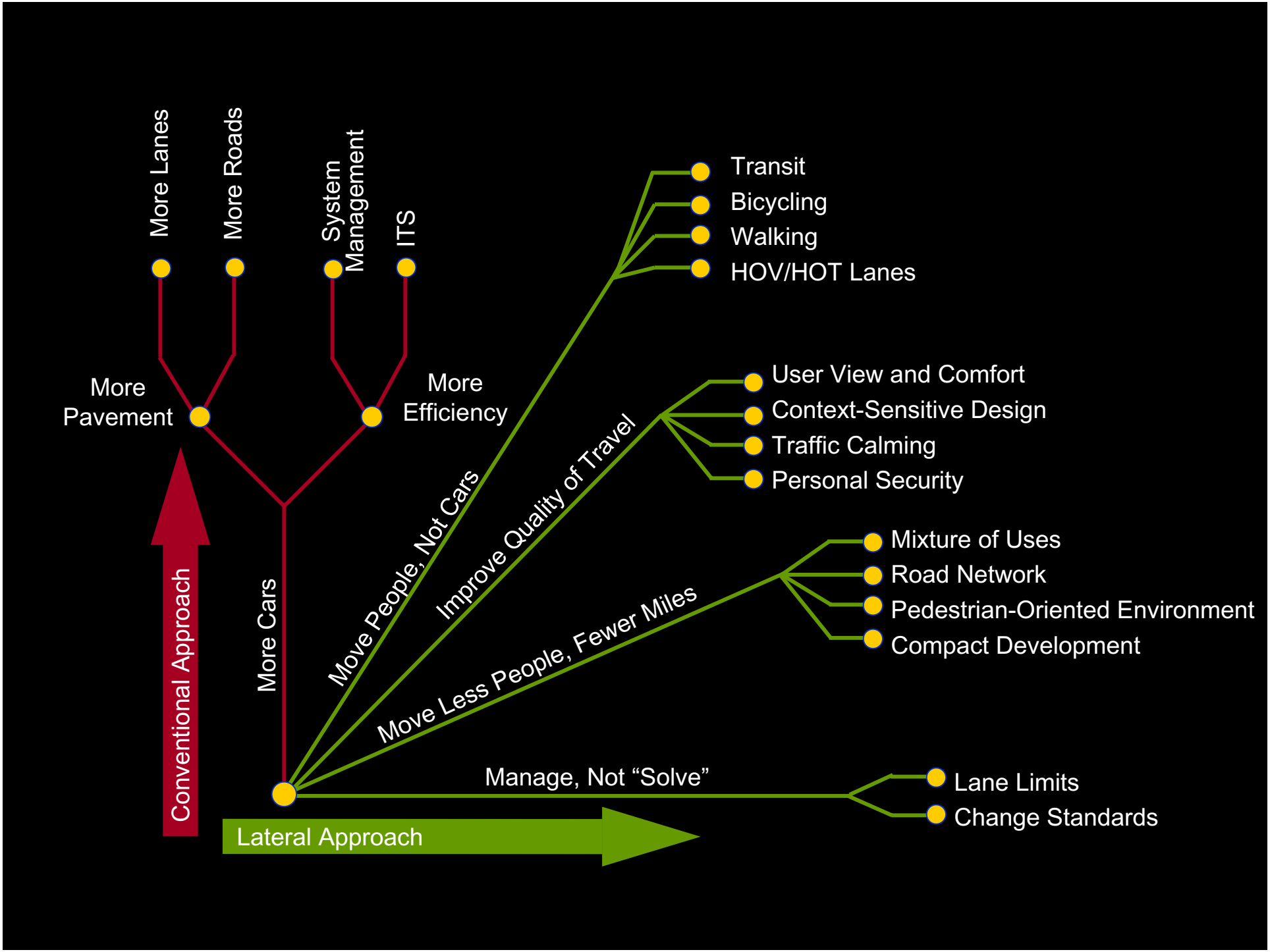
Land Use & Transportation – "Induced Demand"




Can't Be "Improved" Further
QUALITY USED CARS

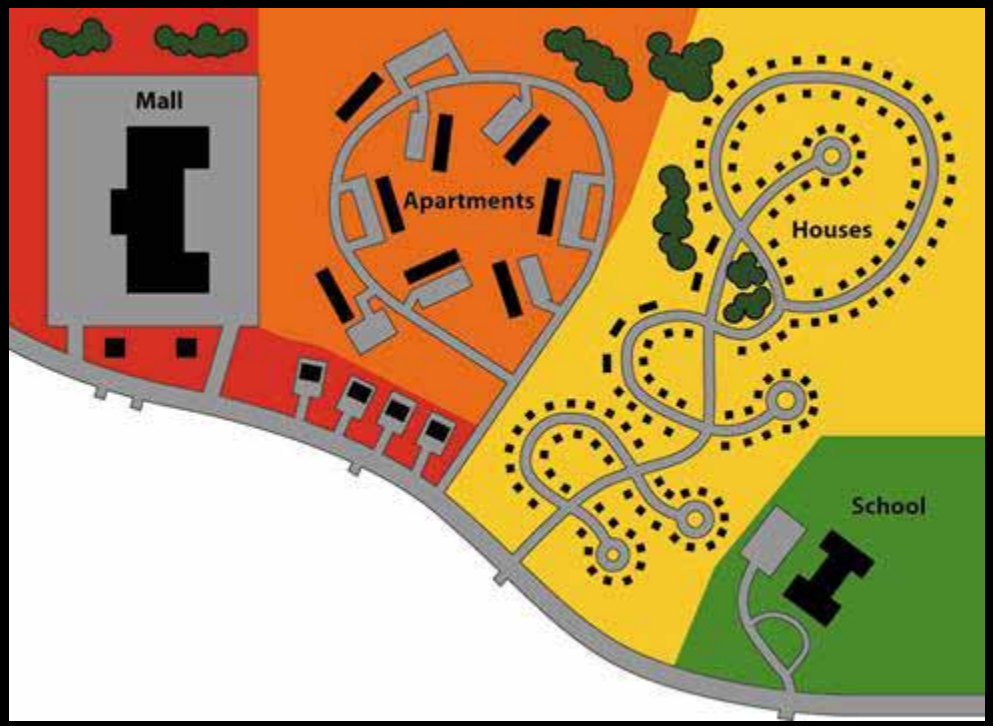

The problems we
have created cannot be
solved with the same
thinking that created them ...

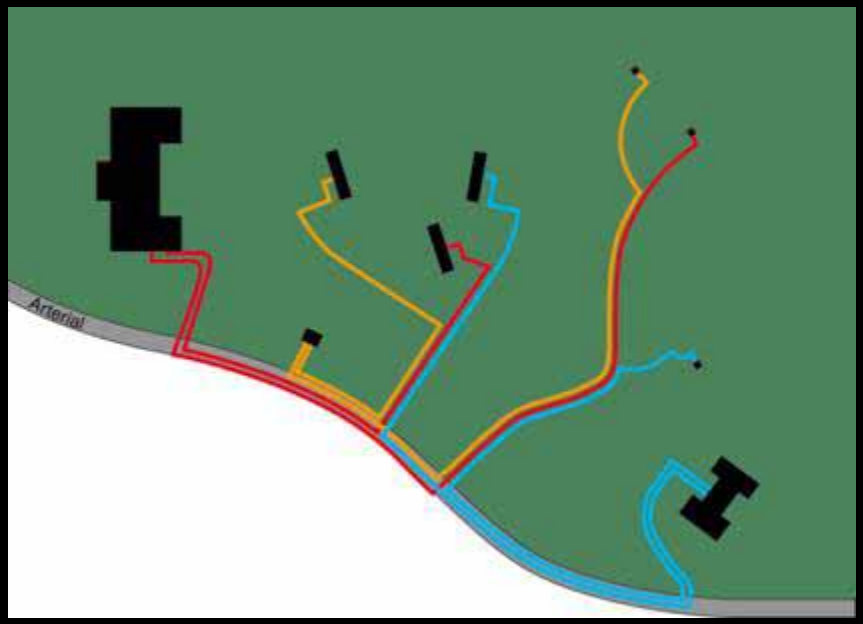
Principles of Livable Transportation


More Lanes
More Roads
System Management
ITS
More Pavement
More Efficiency
More Cars
Conventional Approach
Move People, Not Cars
Improve Quality of Travel
Move Less People, Fewer Miles
Manage, Not "Solve"
Lateral Approach
Transit
Bicycling
Walking
HOV/HOT Lanes
User View and Comfort
Context-Sensitive Design
Traffic Calming
Personal Security
Mixture of Uses
Road Network
Pedestrian-Oriented Environment
Compact Development
Lane Limits
Change Standards

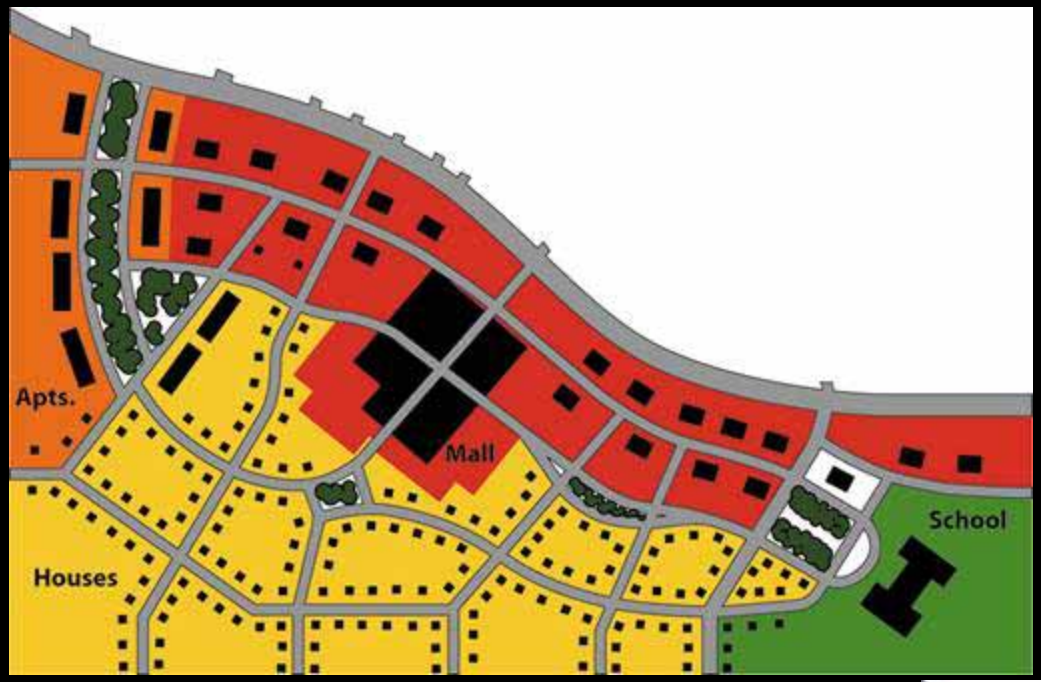
Streets

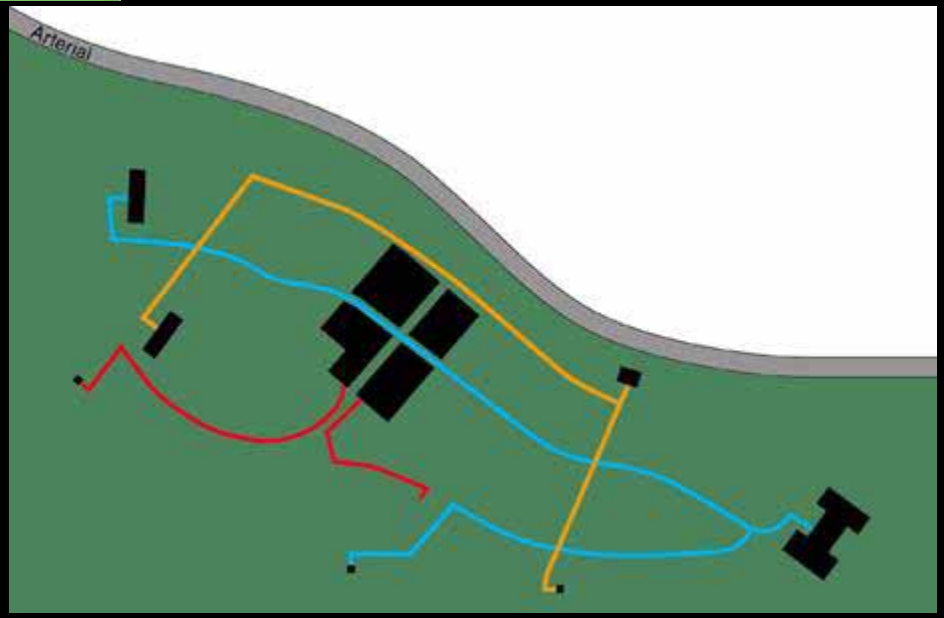
No Network – BIG ROADS

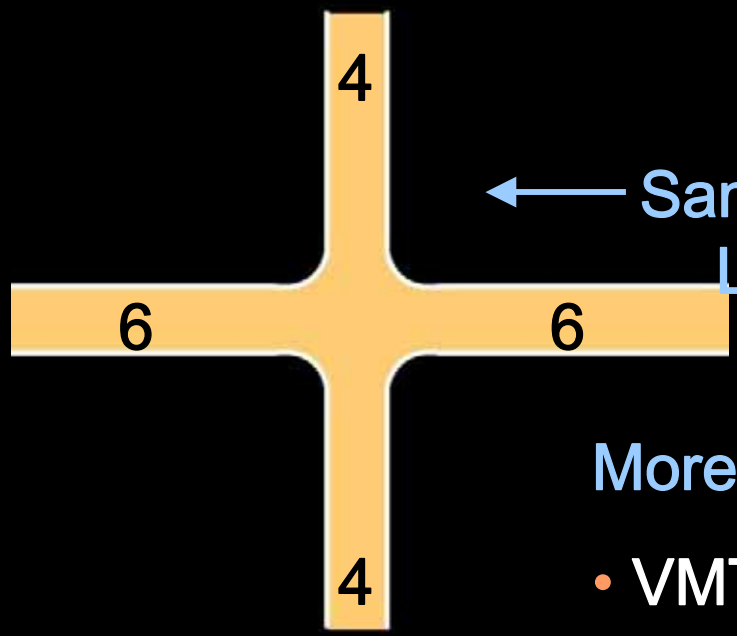




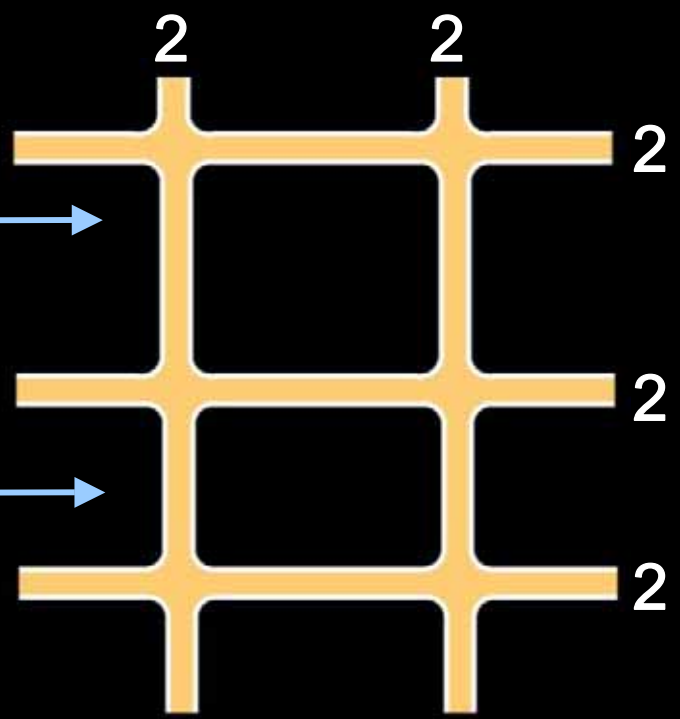
Connected Network – SMALL ROADS







Same Total Lanes



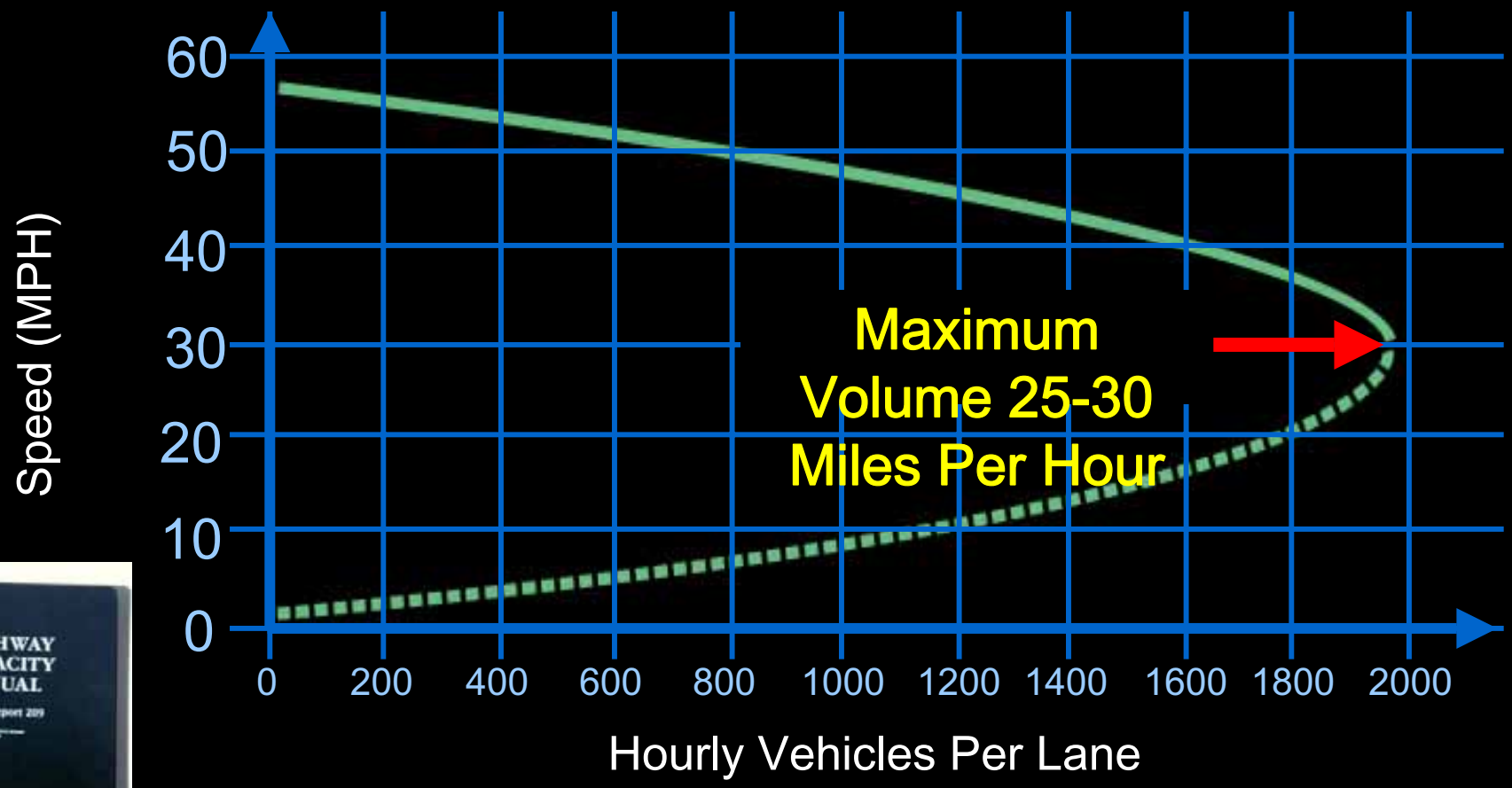
More Capacity

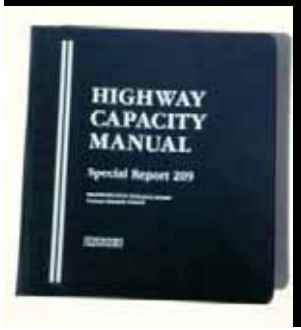
- VMT
- Turns
- Clearance Time
- Signal Phase

Benefits of Network

Reframing Transportation Conventions

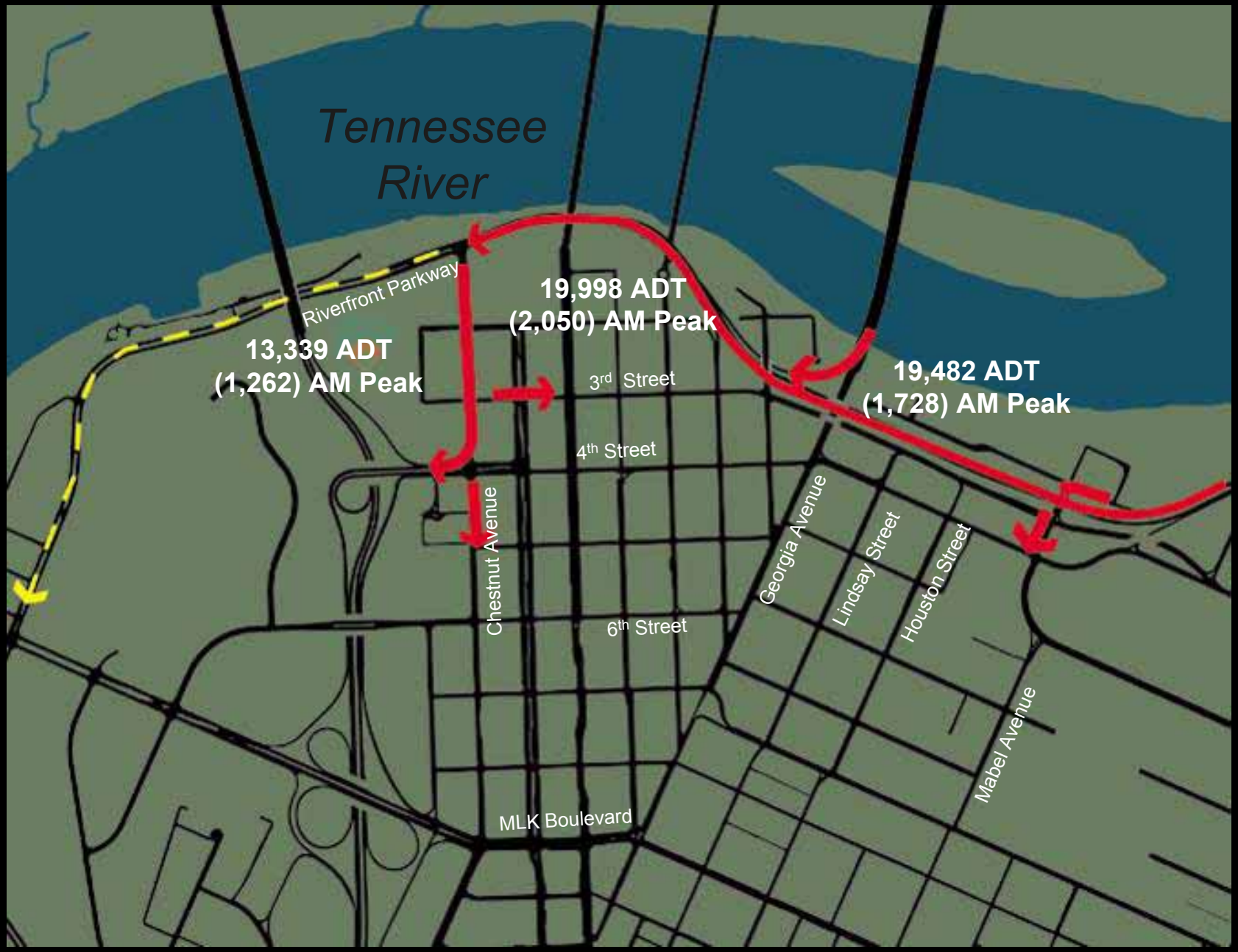
DESIGN TRAFFIC – Speed / Flow Relationship



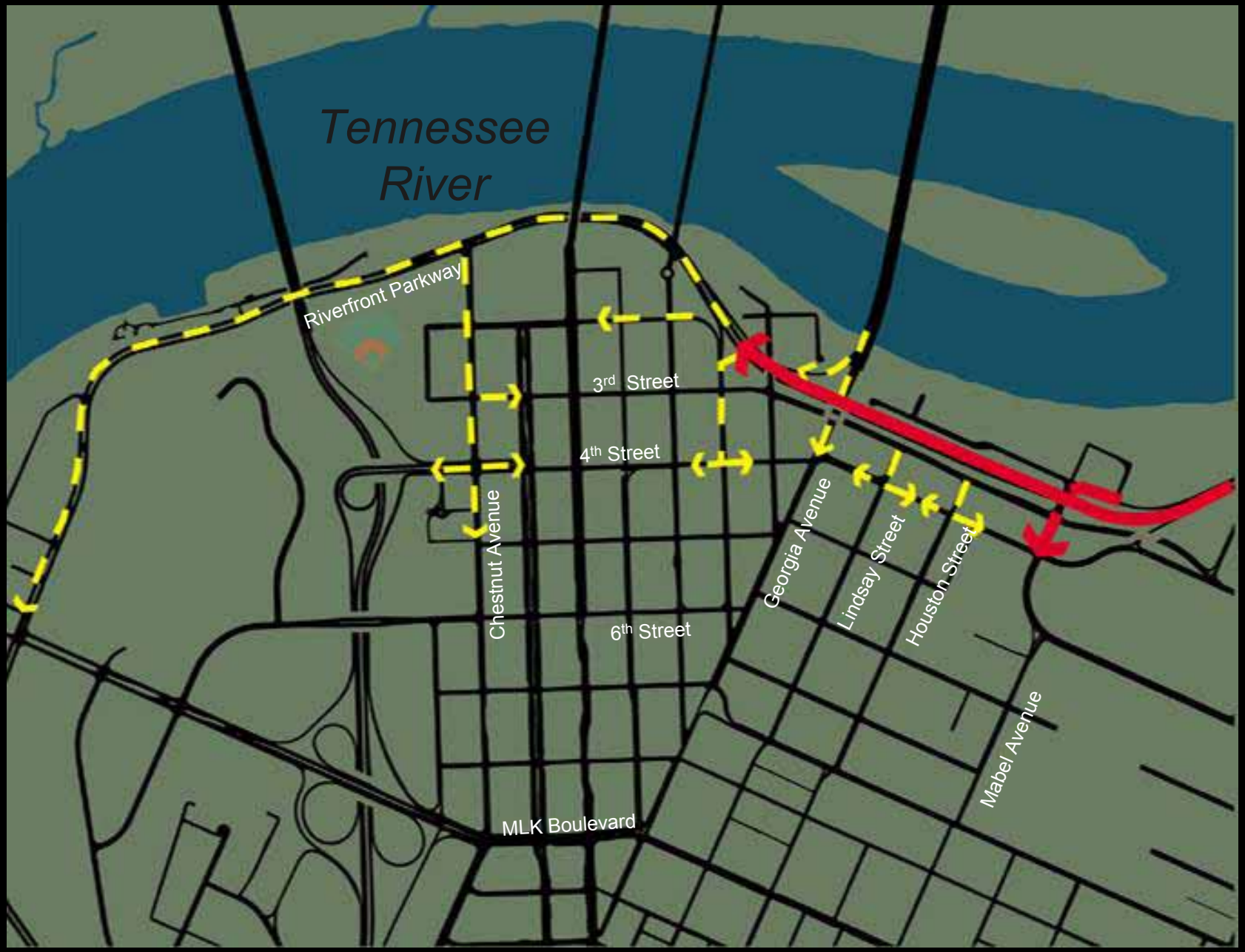


Riverfront Parkway Looking From Walnut Street Bridge to Market Street Bridge: 2000

Riverfront Parkway –Traffic Flow – Year 2000



Riverfront Parkway –Traffic Flow – Year 2005



Riverfront Parkway Looking From Walnut Street Bridge to Market Street Bridge: 2000

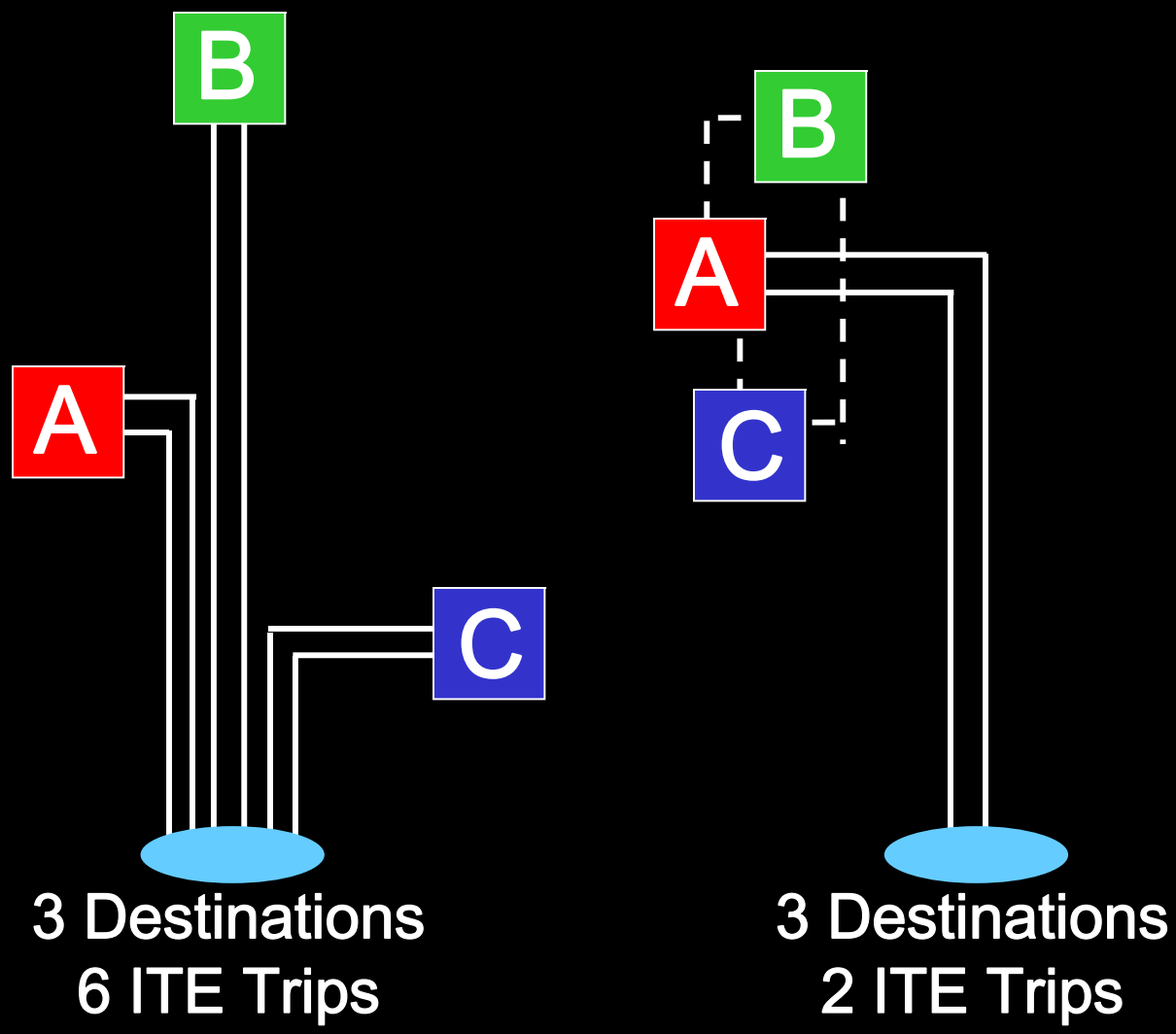
Riverfront Parkway Looking From Walnut Street Bridge to Market Street Bridge: Vision

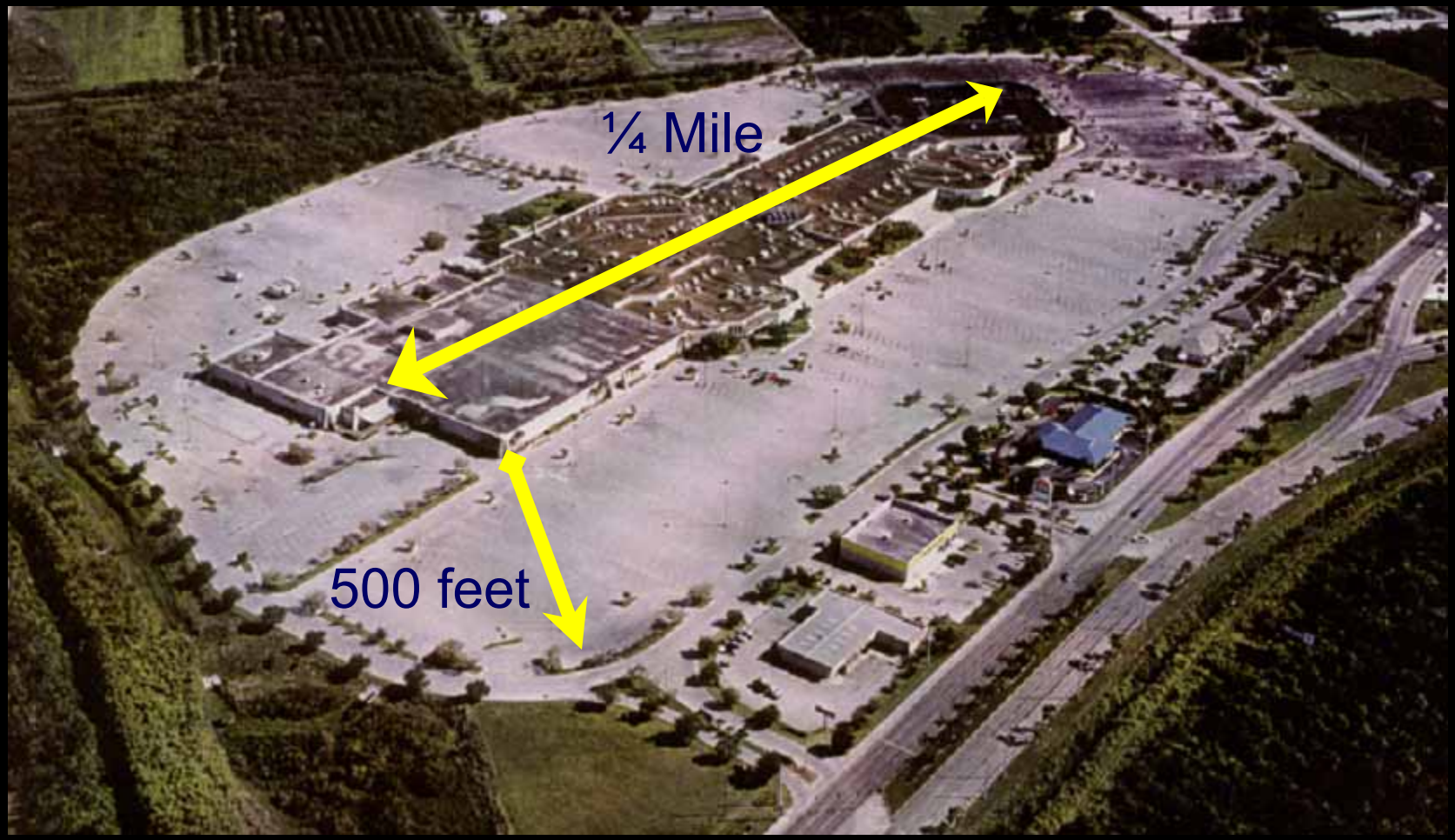
Riverfront Parkway Looking From Walnut Street Bridge to 05

21st Century Waterfront – 2005

Walkability &
Bicycle Friendliness

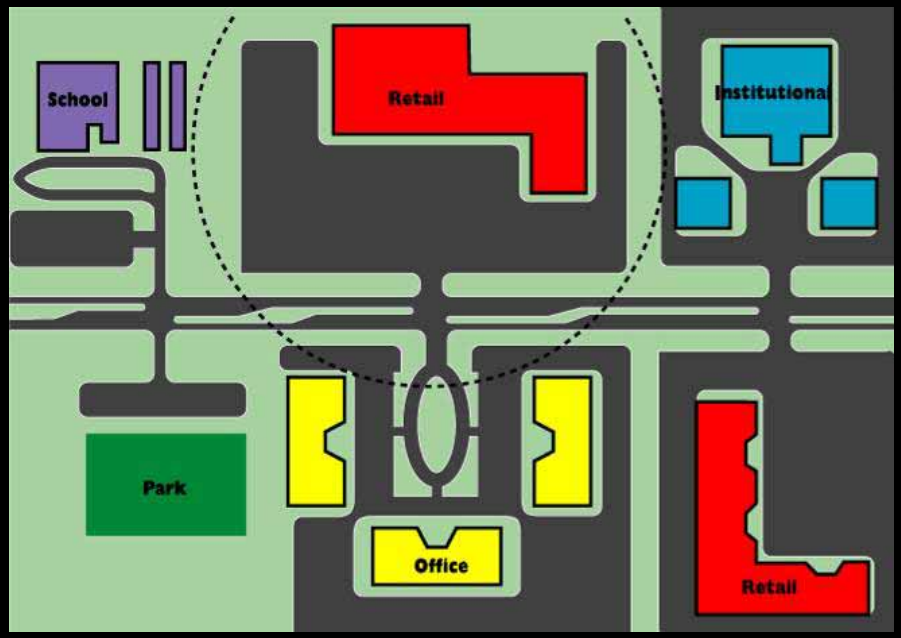
Creating a Walkable “Park” Once District & Disappearing Trips

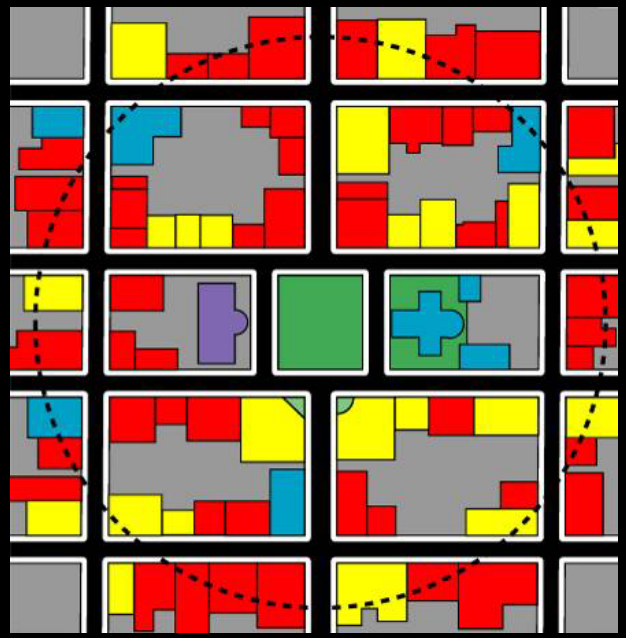




Retailers have known this fact for years

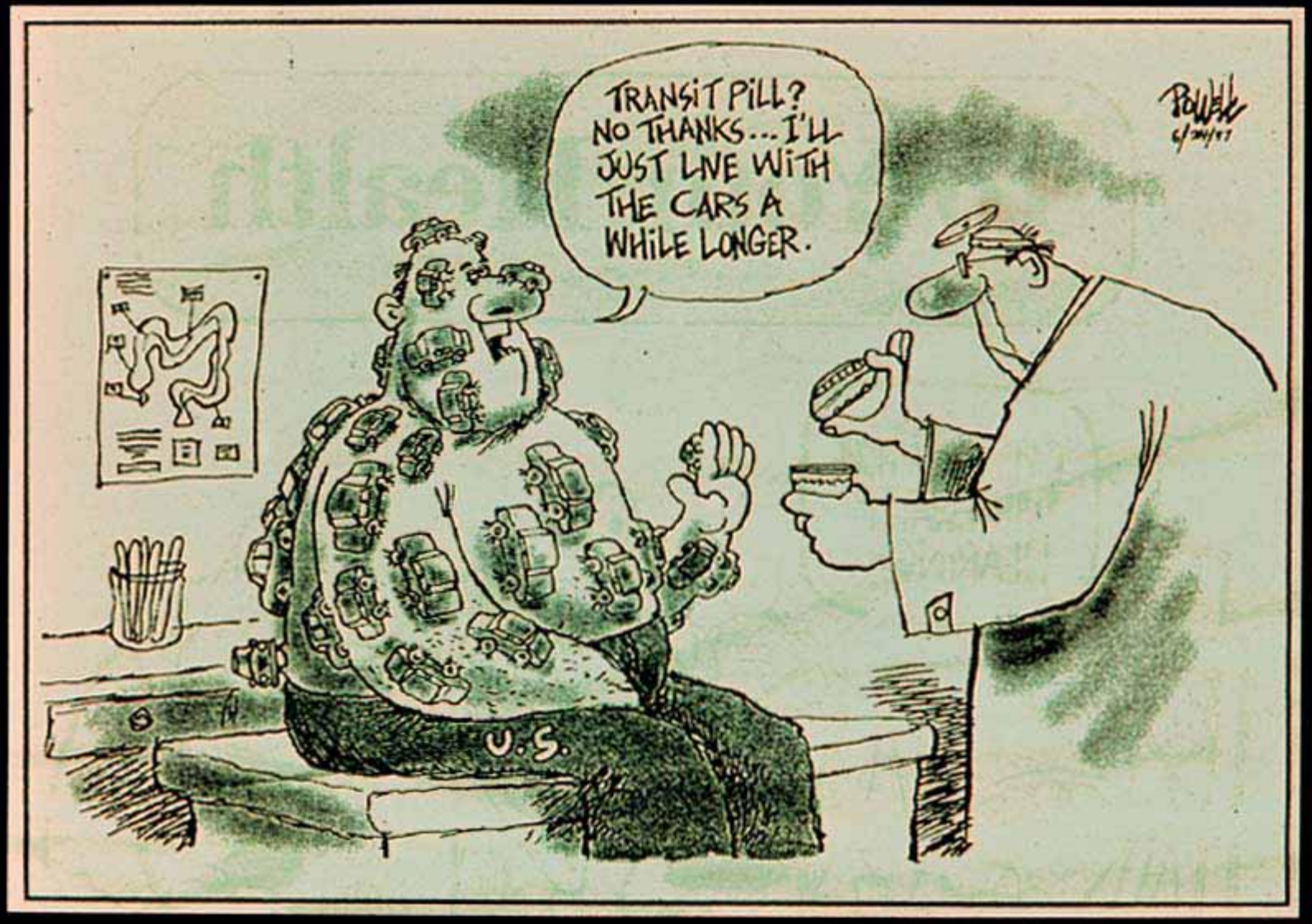
Suburban & Urban Forms of Development





Transit

Transit Today



Would anyone come to a highway to have their wedding pictures taken?

Economy

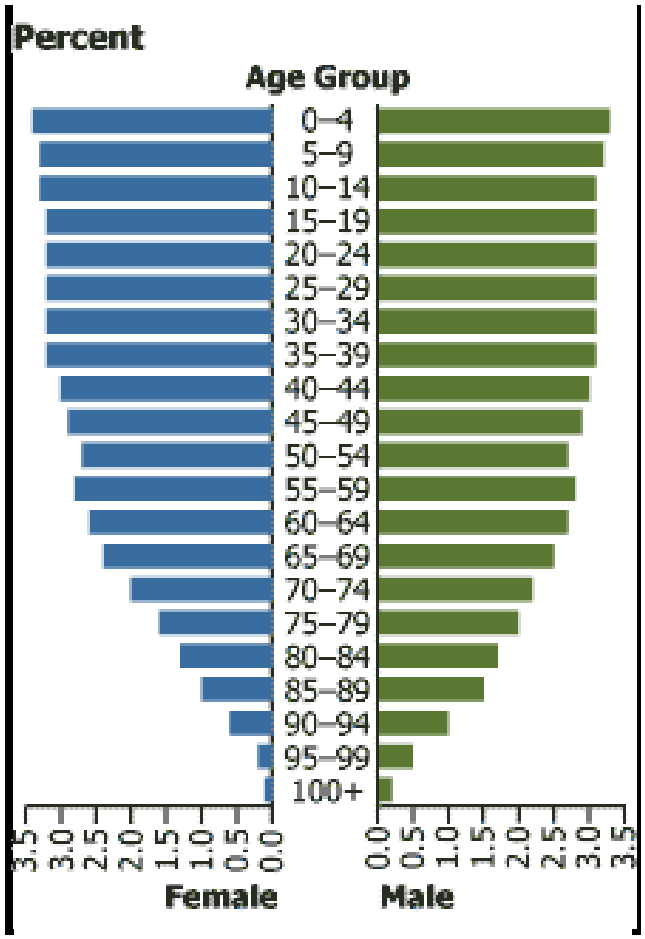
The Engine of Success

Rockville Pike today

- Regional retail demand has driven development – not resident needs/wants
- Low-density retail and services
- Retail is successful
- Increasing presence of national retail brands

Demographics are Changing…

- The U.S. population is smoothing across all age groups
- Empty-nesters are seeking a new experience
- Increasingly diverse suburban communities demand more diverse services and amenities



Source: Population Reference Bureau, analysis of the Census Bureau's U.S. Interim Population Projections, accessed online at www.census.gov/ipc/www/usinterimproj/ on May 23, 2005.

New Demographics Demands New Models…

Demographics Demand

- Sense of Community
- Shorter Commutes
- More Diversity
- Quality Experience

Real Estate Supply

- Redevelopment
- Mixed-use environments
- Investment in town centers
- Transit-Oriented Developments
- Live-Work-Play

And Creates New Opportunities

- Rockville Pike needs a new vision to compete in the long-term
- Other regional markets compete with the Pike …and are changing their markets
- All of these regions will compete for residents and businesses
- A clear vision for the Pike, no matter what the vision is, will help guide development

Critical Questions for Project Economics

- How do current economics support The Pike?
- What is the long-term demand for The Pike?...
- And for what types of uses?
- At what pace could (or will) change occur?
- Will the market “support” what the community wants?...
- And if not, what tools are available to spur change?

Urban Design

The Making of a Great Place

What Is a Great Place?

A Great Place…

- *Is where civic, commercial, and residential uses leverage each other's successes*

A Great Place…

- *Is where a broad range of housing options are available*

A Great Place…

- *Is where people of all ages and economic levels can thrive*

A Great Place…

- *Is where a variety of open spaces set the stage for…*

A Great Place…

- *… spontaneous and organized activities that bring a community together*

A Great Place…

- *Is a smart place that minimizes the impact on the environment*

A Great Place…

- *Has great sidewalks and sidewalk life.*

How do these general principles apply to Rockville's Pike?

We will determine that together in the coming months as we develop a vision for Rockville's Pike!

Regulations

Implementing the Vision

- Nuisance laws and the 1916 New York Building Zone Resolution
- Traffic engineering and road building practices
- Federal housing and highway projects
- Isolation of professional disciplines and permitting
- Non-recognition of different contexts
- Single use zoning

What can regulations do for Rockville's Pike?

- **Achieve a more predictable physical result**
- **Encourage independent development by multiple property owners**
- **Reflect a diversity of architecture, materials, uses, and ownership**

Why is urban form important?

-

How can regulations help implement our community's

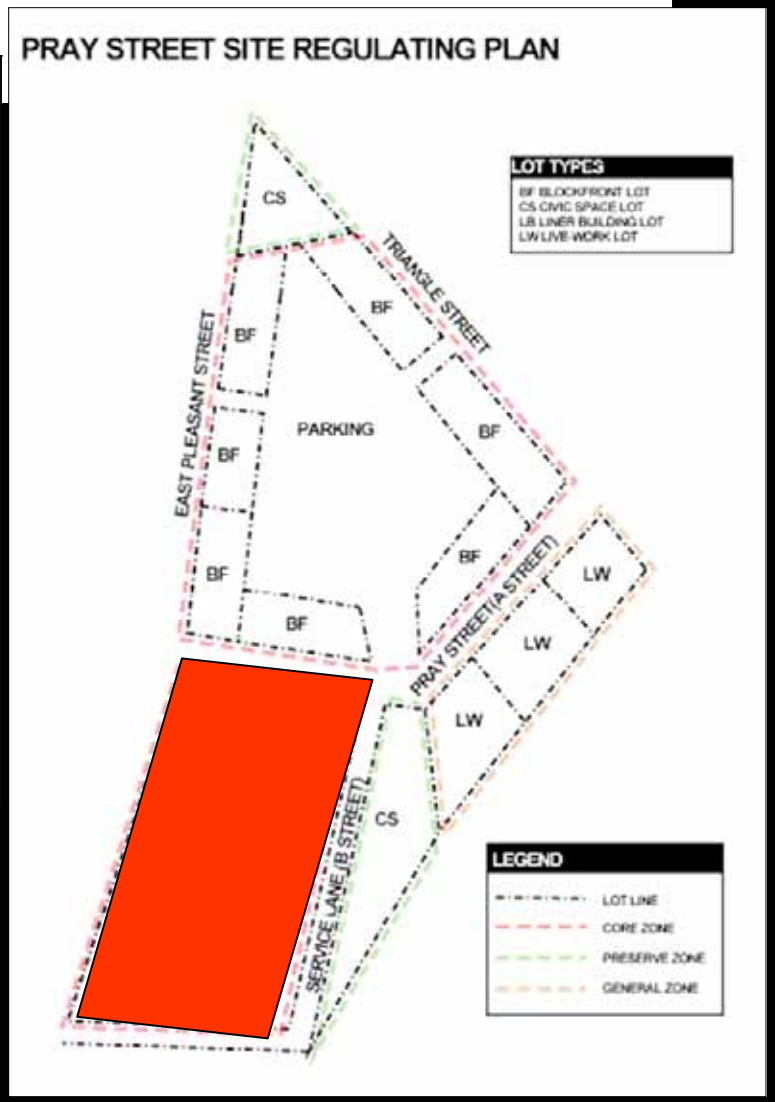
Key Tools

-

Illustrative Plan

Regulating Plan

- The regulating plan illustrates how building, street, and civic space types may be located on the site.
- The plan respects the context of the site by incorporating the “center to edge” qualities of the transect.



Urban Form Standards

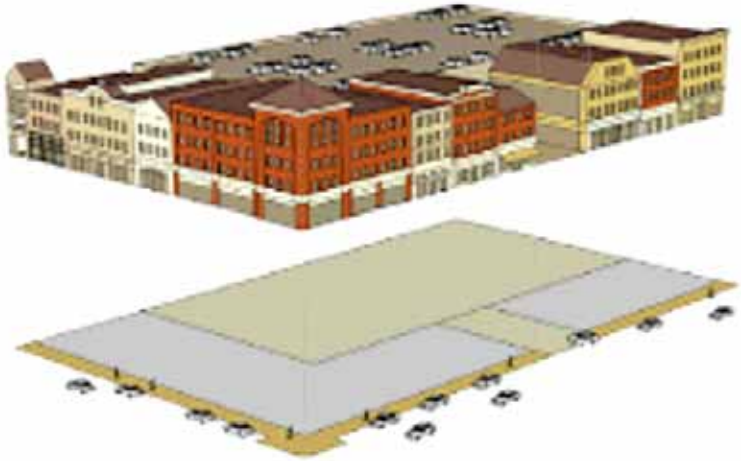
DIMENSIONAL REQUIREMENTS

Lot Type	Lot Area (SF) (Min/Max)	Lot Width (Min/Max)	Frontage Pct. (Min/Max)	Max. Lot Coverage	Yards				Height (Min/Max height in stories)		ADU (Max Bldng Footprint in sq)
					Street						
					Core (Min/Max)	General (Min/Max)	Min Side	Min Rear	Core	General	
Blockfront	No Min/No Max	No Min/300'	90/100	100	0'/10'	NP	0'	0'	2/4	NP	NP
											P
House Shop	4,000'/8,400'	40'/70'	60/80	50	NP	10'/25'	5'	10'	2/3	1/3	800'
Live-Work	1,800'/7,200'	16'/60'	80/100	80	0'/10'	5'/10'	0'	15'	2/4	1/2	NP
Village House	2,400'/4,800'	24'/40'	70/90	60	NP	5'/25'	3'	10'	NP	2/3	625'
Rowhouse	1,800'/3,840'	16'/32'	90/100	80	0'/10'	0'/10	0'	15'	2/3	2/3	625'
Village Shop	2,400'/4,800'	24'/40'	70/90	60	NP	5'/25'	3'	10'	1/2	1/2	625'
Village Blockfront	5,000'/25,000'	No Min/250'	90/100	90	0'/10'	NP	0'	0'	1/3	1/2	NP
Apartment Building	4,000'/No Max	40'/300'	80/100	1	0'/10'	5'/10'	0'	0'	2/4	2/3	NP
Apartment House	4,800'/18,000'	48'/128'	70/90	80	NP	10'/25'	5'	15'	NP	1/3	NP
Duplex	5,000'/10,800'	35'/90'	60/90	80	NP	10'/25'	5'	10'	NP	1/3	625'
Civic Space	No Min/No Max	No min/No max	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	NP

NP = Not Permitted
N/A = Not Applicable
P = Permitted

Building Types

Liner Building Lot (LB)



Character Examples

09/04/07 Town of Amherst 4.6

Street Types

Street A

Street B

Upper Arlington, Ohio

Summary-Benefits to the Pike

1. Easier to define and quantify true costs
2. Professionals find easier to use
3. Incorporate design guidelines
4. Often prove to be more enforceable

Can We Envision a Great Place for Rockville's Pike?

Can We Make It Special?

Complete Comment Card
(3-5 minutes)

Table Dialogues

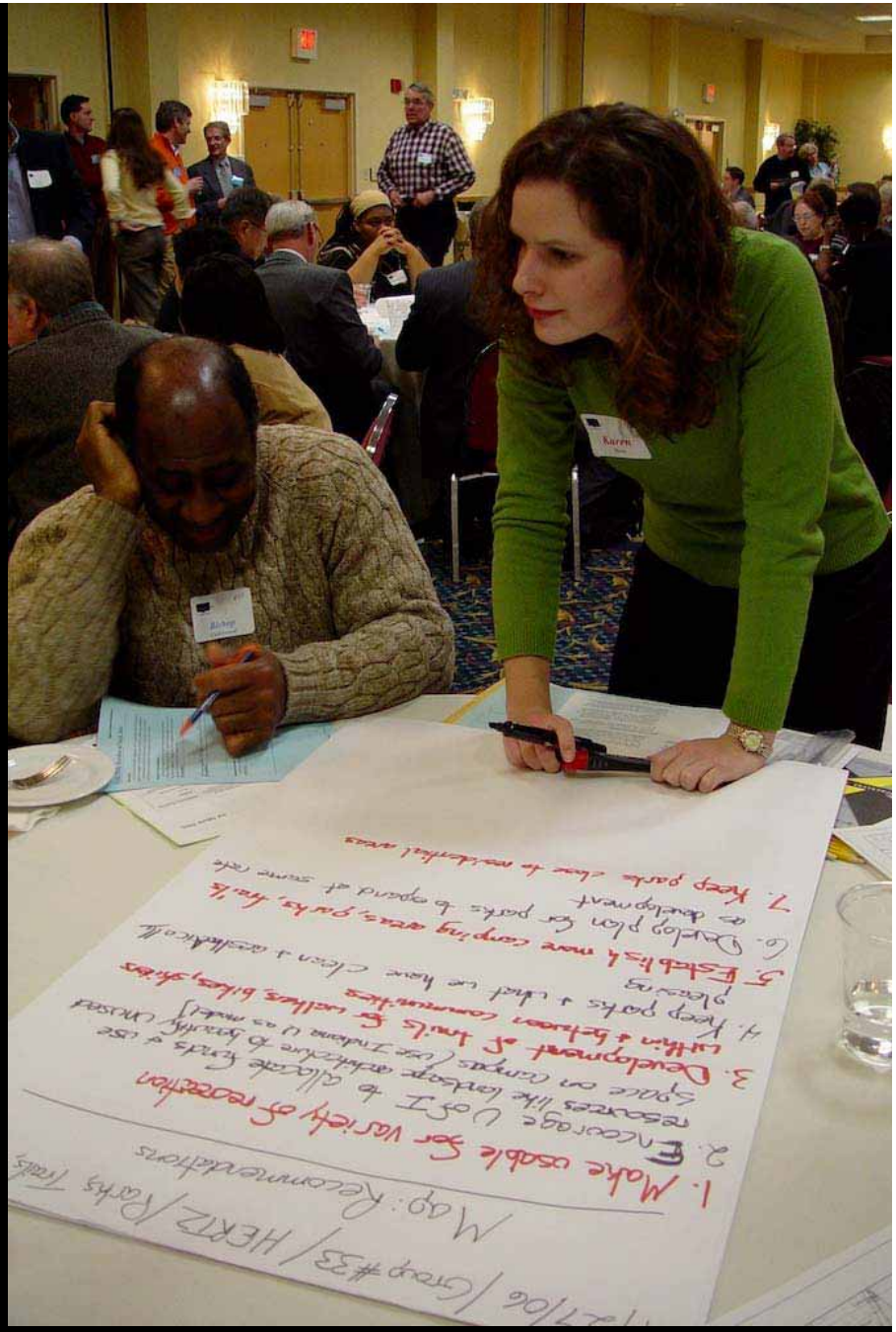


Table Dialogues

- *Identify a Table Leader who will:*
  - *Lead small group discussion*
  - *Encourage participation from all group members*
  - *Summarize and record ideas on Reporting Sheet*

Table Dialogues

- *Introductions*
  - *Go around the table, state name and where you live*

Table Dialogues

- *Complete Participant Worksheet*
  - *Work silently (about 5 minutes)*

Table Dialogues

- *Discussion Period*
  - *About 10 minutes per question*
  - *Table Leader will record responses on Reporting Sheet*
  - *Time checks from podium*

Table Dialogues

Discussion Period

10 minutes remaining

Table Dialogues

Discussion Period

5 minutes remaining

Table Dialogues

Discussion Period

1 minute remaining

Table Dialogues

- *Reporting Period (20 minutes)*
  - *Select Presenter who will summarize main points of your group's discussion*
  - *Tables will be selected randomly - we will hear from as many as time permits*

Reporting

Q & A

Exit Questionnaire

Adjourn

Please leave the following materials in the center of your table for collection:

Sign-in Sheet
Presentation Comment Card
Participant Worksheet
Small Group Reporting Sheet
Exit Questionnaire

Thank you for your participation!