

Montgomery County

Smart Growth Successes



Maryland Department
of Planning



Smart, Green & Growing

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Cover photo: Downtown Silver Spring

Page 1 image: White Flint Sector Plan rendering

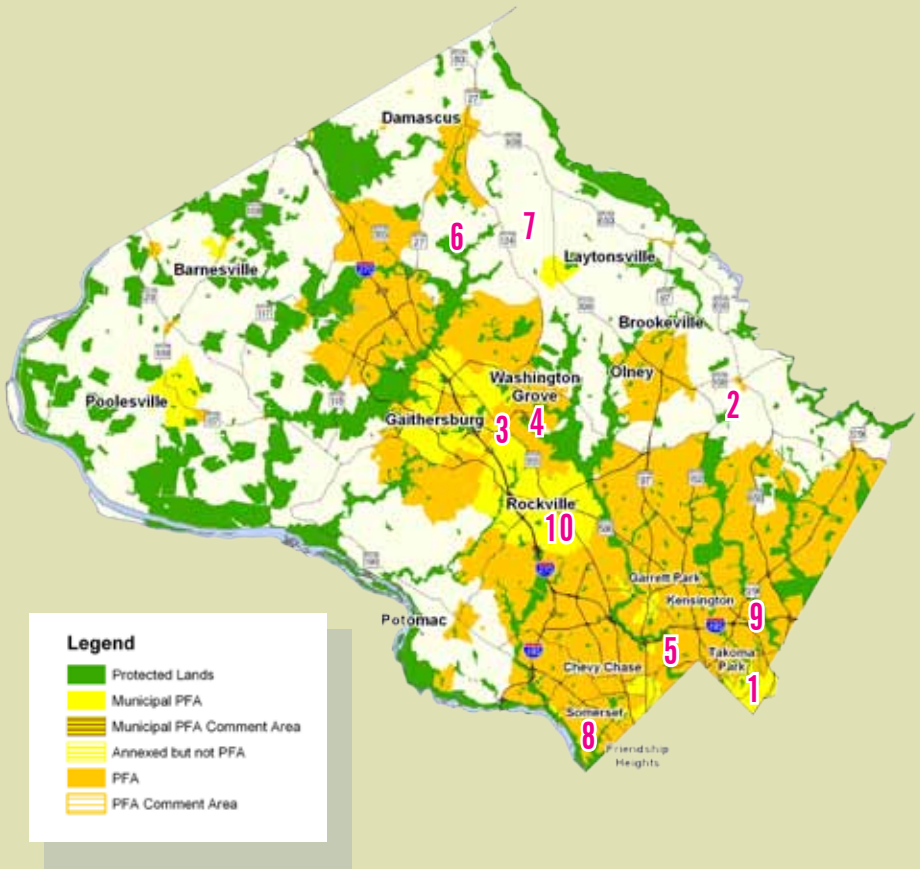
Montgomery County

Smart Growth Successes

Montgomery County is regarded as a national model for Smart Growth with pioneering policies on affordable housing, transit-oriented development and traditional “New Urbanist” subdivisions. With its population of 930,000 expected to increase by 200,000 during the next 25 years, the county wants to accommodate growth with denser pedestrian-friendly redevelopment. Montgomery has a long history of innovative land-use, from its 1960s policy of concentrating development along transportation corridors between wedges of open space, to its designated Rural Zone in the western and northern areas, to its use of Transferable Development Rights (TDR) that have helped preserve about 90 percent of the farmland in the county, or more than 70,000 acres.



Maryland, Smart, Green & Growing



Montgomery County

Priority Funding Areas & Protected Lands

The map above illustrates the promotion of Smart Growth in Priority Funding Areas and the protection of land outside of Priority Funding Areas. It illustrates where to grow and where not to grow to adhere to environmentally sound Smart Growth principles.

The map is indexed to examples in this booklet:

- | | |
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| 1. Downtown Silver Spring | 6. National Park Seminary |
| 2. Wyndcrest | 7. Growth Policy 2009 - 2011 |
| 3. Kentlands | 8. Bethesda Row |
| 4. King Farm | 9. White Flint |
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Public investment of \$450 million has attracted \$2 billion in private investment to create a vibrant mixed-use center.

1. Downtown Silver Spring

Downtown Silver Spring has experienced dramatic redevelopment and revitalization in the past decade, making it one of the most prominent transit- and pedestrian-oriented centers in Maryland. The Silver Spring Metro station is being expanded to include MARC commuter rail, bus and bicycle commuters in the new Paul S. Sarbanes Transit Center. Plans to develop above the center include a mix of residential units and retail shops and a hotel.

Downtown Silver Spring includes shopping, the AFI Silver Theatre and Cultural Center and a 5,000-seat, first-run movie complex. Restaurants, offices, hotels and parking facilities with residential uses in close proximity make the downtown a lively center of activity. Construction of the Civic Building and Veterans Plaza is underway. It will create a new gathering place near retail, restaurant and entertainment uses, including an ice rink.



Wyndcrest has been widely recognized for its successful architectural integration of affordable housing with market-rate housing

2. Wyndcrest

A small project of just 27 homes in Sandy Spring-Ashton, Wyndcrest was developed before its better-known neighbor to the west, Kentlands. Wyndcrest was one of the first “postmodern” projects to feature single-car garages in the rear of the homes off alleys, nonstandard corner curb radii to slow traffic, and the requisite moderately priced dwelling (affordable) units integrated into the design.



Kentlands in Gaithersburg is one of the most successful models of “New Urbanist” traditional neighborhood design.

3. Kentlands

Kentlands in Gaithersburg is one of the earliest and most successful models of “New Urbanist,” or traditional neighborhood design (TND), in the United States. Kentlands includes 1,655 residential units, 2 million square feet of retail and office space and a public town square reminiscent of traditional historic towns. The community also has a system of artificial lakes and jogging trails and is divided into districts, named for historic parts of the property such as “Old Farm” and “Gatehouse.”



A grid street design provides walkable access to residences, retail, offices and green space at King Farm.

4. King Farm

King Farm is a 430-acre medium to high-density residential and mixed-use community in north Rockville. A grid street design provides walkable access to most of the 3,200 residential units, 130,000 square feet of retail, 2.5 million square feet of office space and 100 acres of green space. The King Farm's Workforce Housing program provides affordable housing to homebuyers with household incomes between 71 percent and 120 percent of the Washington, D.C. area median income. Residents of King Farm also have access to the Shady Grove Metro station, about a half-mile away.



The Maryland Transit Administration (MTA) heads the Purple Line project.

5. Purple Line master plan

The Purple Line, a proposed 16-mile light rail line, will run from Bethesda to New Carrollton and provide direct connections to Metrorail, local and inter-city bus, the MARC train and Amtrak. An east-west route connector for Montgomery and Prince George's counties, the Purple Line has been under study since 1992. In January 2009, the Planning Board issued its recommendations on the Purple Line route and mode, agreeing with its transportation planning staff that it should run on light rail rather than bus rapid transit. Light rail is expected to better handle the projected ridership, forecast to reach 2,000 passengers during the busiest weekday hour by the year 2030, planners say. The County Council agreed with the Board recommendations and forwarded them to the Maryland Transit Administration (MTA), which is in charge of the project. Last summer, the O'Malley supported light rail and began to pursue federal funding.



The State has invested more than \$5 million in Heritage Structure Rehabilitation tax credits in this project.

6. National Park Seminary

The National Park Seminary, a mixed housing project in Silver Spring, is under construction on what used to be a historic girls' finishing school in Forest Glen. The development, a partnership between the Alexander Company and the EYA Group, successfully blends historic rehabilitation with infill development to create a vibrant, unique community with a range of housing types. About 280 residential units are proposed in total. About one-fifth will be reserved for affordable housing. The State has invested more than \$5 million in Heritage Structure Rehabilitation tax credits in this project and long-term preservation of the site is ensured through perpetual easements held by the Maryland Historical Trust.



Montgomery County Growth Policy promotes more walkable communities.

7. Growth Policy 2009 - 2011

The Montgomery County Growth Policy coordinates growth with public facilities, such as roads and schools, needed to support it. With only 4 percent of Montgomery County's land left for development, the 2009-2011 policy was pivotal in encouraging sustainable growth and a better jobs-housing balance through mixed-use redevelopment. The county is projected to grow by 200,000 people by 2035. The growth policy recommends ways to grow smarter by creating incentives for mixed-use development near transit and services – creating options for more walking and cycling, and reducing vehicle miles traveled (VMTs).



Bethesda Row was cited as a model project by the Congress for the New Urbanism.

8. Bethesda Row

Bethesda Row is a vibrant mix of 650,000 square feet of retail, restaurants, office and residences on 12 acres in the central business district of Bethesda. It's an excellent example of turning a suburban downtown area into a walkable shopping and restaurant district fitting with the existing urban fabric. Sidewalk design and parking solutions are vital to making the project succeed. Bethesda Row's location along the Capital Crescent Trail provides a convenient connection to downtown Washington, D.C., while its proximity to the Metro enables a connection by public transit.



The project transforms a former golf driving range into a high-rise mixed-use destination.

9. White Flint

Montgomery County planners embarked on a Smart Growth comprehensive planning effort to transform hundreds of acres of strip shopping centers and surface parking lots in North Bethesda into a mixed-use, compact urban center. The plan will redevelop an auto-dominated suburban strip into an environment where people walk to work, shops and transit. The strategy builds upon transit assets – White Flint Metro Station, nearby MARC commuter line and bus service along Rockville Pike.

The North Bethesda Market/White Flint project will include 397 residential units and 200,000 square feet of retail with a variety of sustainable design measures, including green roofs and reduced parking. A pedestrian plaza with public art, new streets and sidewalks separated from automobile traffic will highlight the pedestrian experience.



Rockville Town Square is a live, work and play community.

10. Rockville Town Square

In 2001, the City of Rockville adopted the Town Center Master Plan, providing a framework for the continuing revitalization of Rockville's downtown.

Phase I resulted in the development of Rockville Town Square in the heart of the city. The town square, which had its grand opening three years ago, consists of street-level retail and dining, office space, the Rockville Memorial Library, an arts center, a business incubator and residences surrounding a pedestrian-friendly urban-style park. Future phases of the Town Center Master Plan will include more transit-oriented, mixed-use development, all while preserving Rockville's hometown feel.



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This booklet was written by staff of the Maryland Department of Planning.
Graphic Design was provided by Mark Praetorius.

June 2010 Publication No. 2010-007

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Acknowledgements:

The Maryland Department of Planning wishes to thank the Montgomery County Planning Department for their assistance in the development of this booklet.



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