



ADVANCING THE PIKE DISTRICT

**North Bethesda TMD Briefing
April 29, 2020**

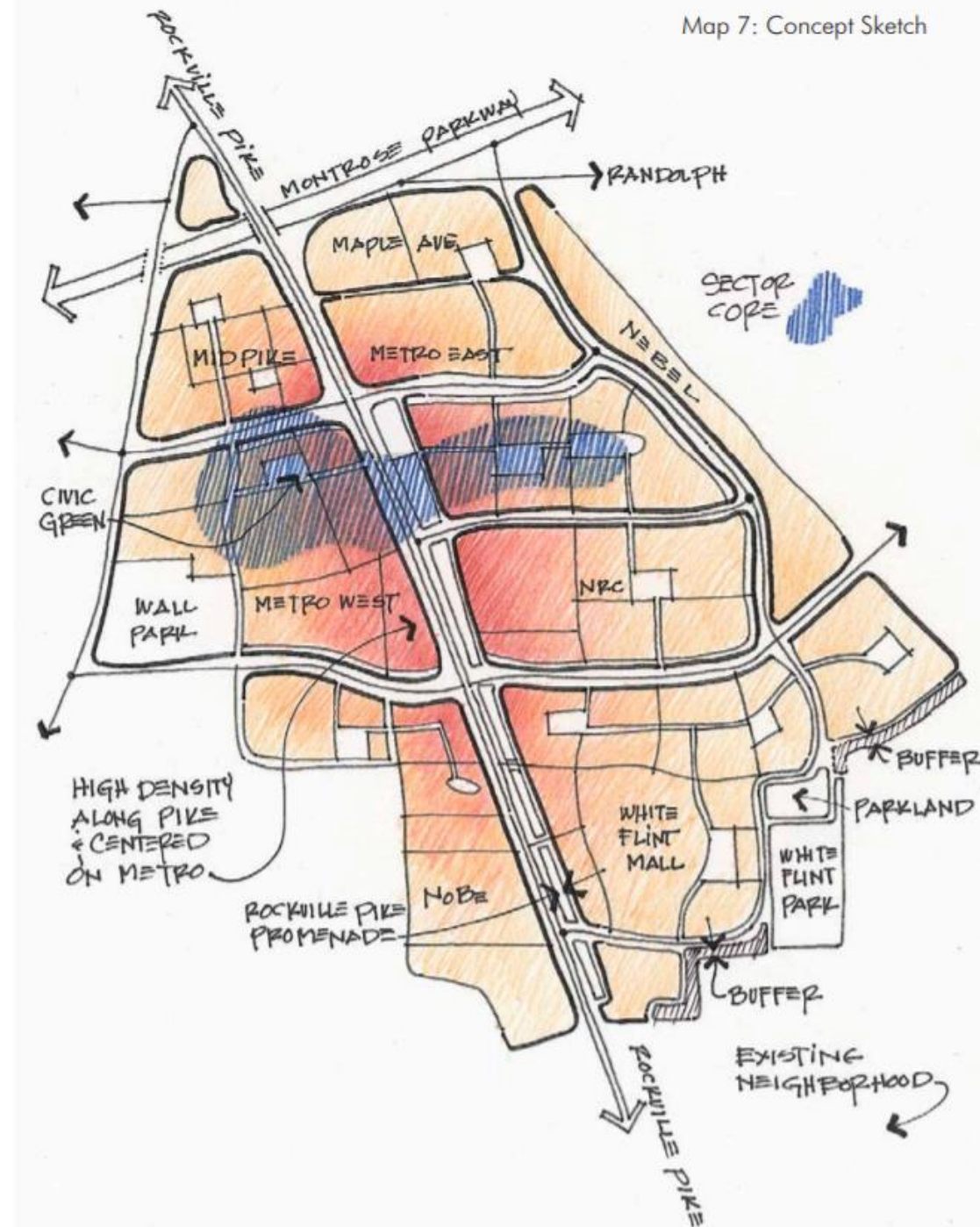
Why now?

- Check-up on the progress of the 2010 *White Flint Sector Plan*
- White Flint does not function as a cohesive district; instead, isolated developments are forced to compete
- Significant opportunity for redevelopment at the White Flint Metro station
- Implementation-focused initiative that will advance the vision established by the *Sector Plan* and identify and prioritize short-term transit and infrastructure improvements

Purpose

Advancing the Pike District is a Planning Department initiative to accelerate the transformation of White Flint's core into a **mixed-use, walkable district** by identifying **short- and medium-term implementation-focused solutions** that build on the *White Flint Sector Plan's* recommendations, **enhance mobility, and promote economic development, urban design and placemaking.**

Map 7: Concept Sketch



Project Goals



**Up-to-date
Development
Progress Snapshot**



**Implement Vision Zero
in White Flint**



**Create an identity for
the Pike District
through placemaking**



**Position the Metro
Station site for success**

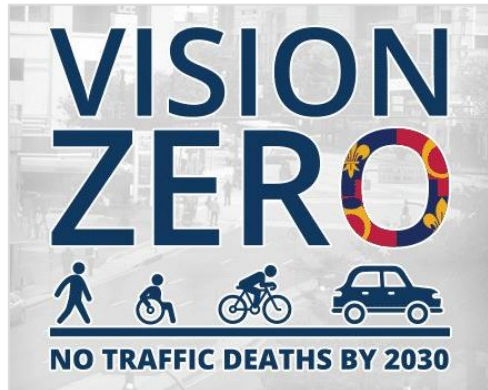
WMATA SITE



Synergies + Stakeholders

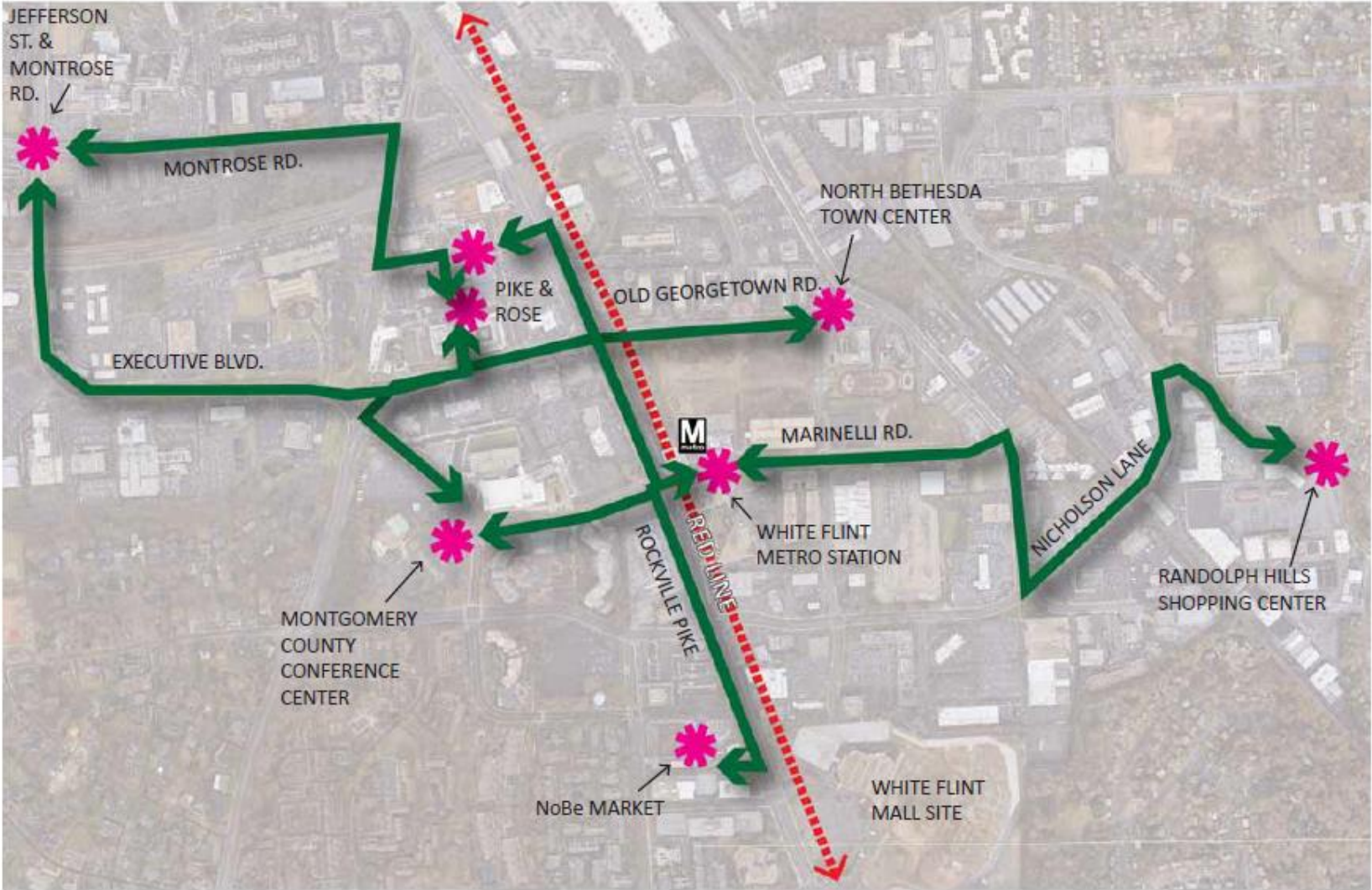


capital bikeshare



- County is rebranding White Flint as the Pike District
- WMATA is pursuing a blue-sky approach to reimagine future development at the White Flint Metro station
- County is committed to implementing Vision Zero
- FLASH bus rapid transit on Rockville Pike

Walkability Analysis

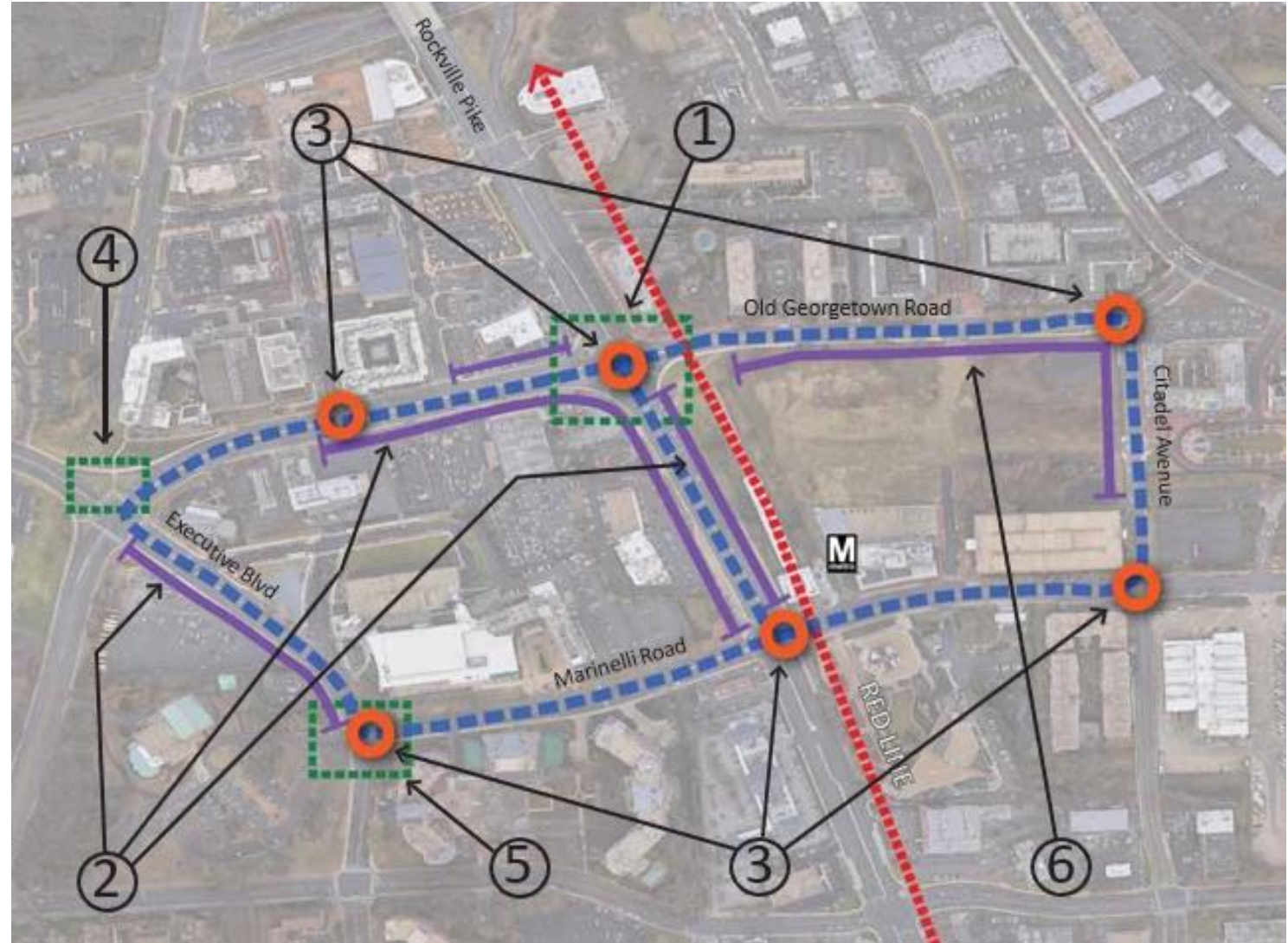


Map showing key destinations and completed walking trips

Walkability Analysis

Prioritized Improvements

1. Close “hot” right-turns at Rockville Pike and Old Georgetown Road
2. Create a buffer between the roadway and sidewalks using landscaping elements
3. Install wayfinding elements at major destinations and transition points



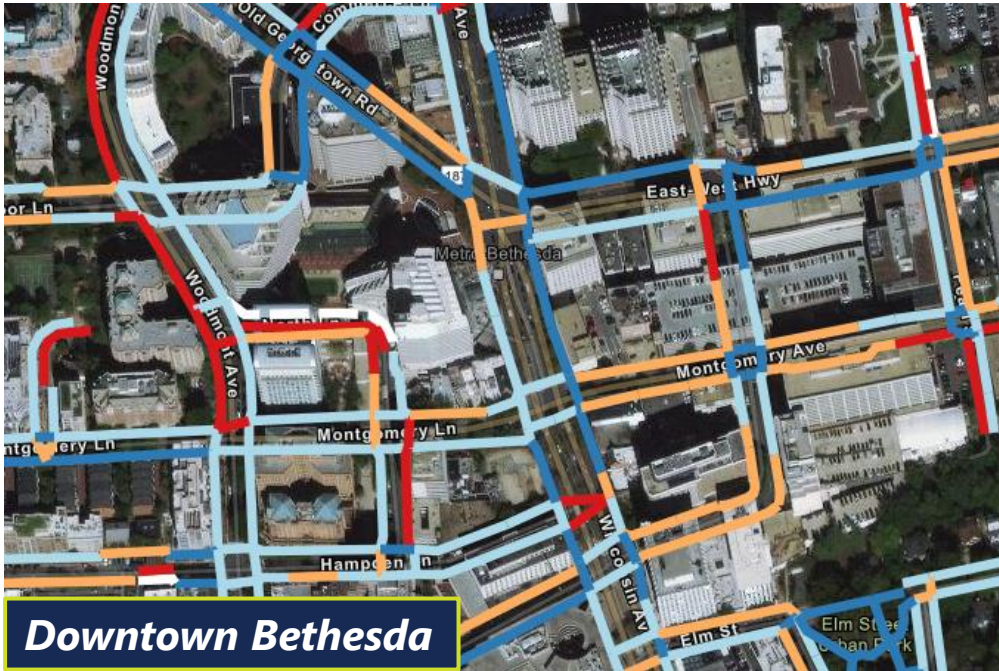
Scope

Advancing the Pike District will focus on:

- Mobility + circulation
- Economic development + implementation strategies
- Placemaking + urban design

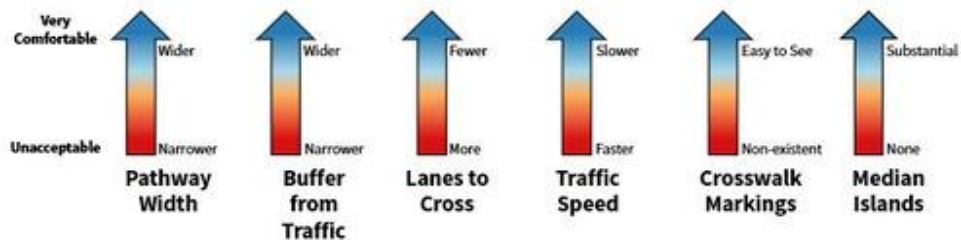
MONTGOMERY COUNTY'S PEDESTRIAN PLAN

Mobility + Circulation



- Examine streetscapes and access in the Pike District with a Vision Zero perspective
- Conduct Pedestrian Level of Comfort (PLOC) analysis
- Identify short- and medium-term improvements to streets and sidewalks that connect major destinations

How Variables Affect Scoring



Mobility + Circulation

- Consider impact of alternative transportation services
- Examine short-term improvements to facilitate BRT on Rockville Pike
- Analyze the use of commuter shuttles and curbside management impacts



Concerns



Congestion at Metro station Kiss & Ride on Marinelli Road



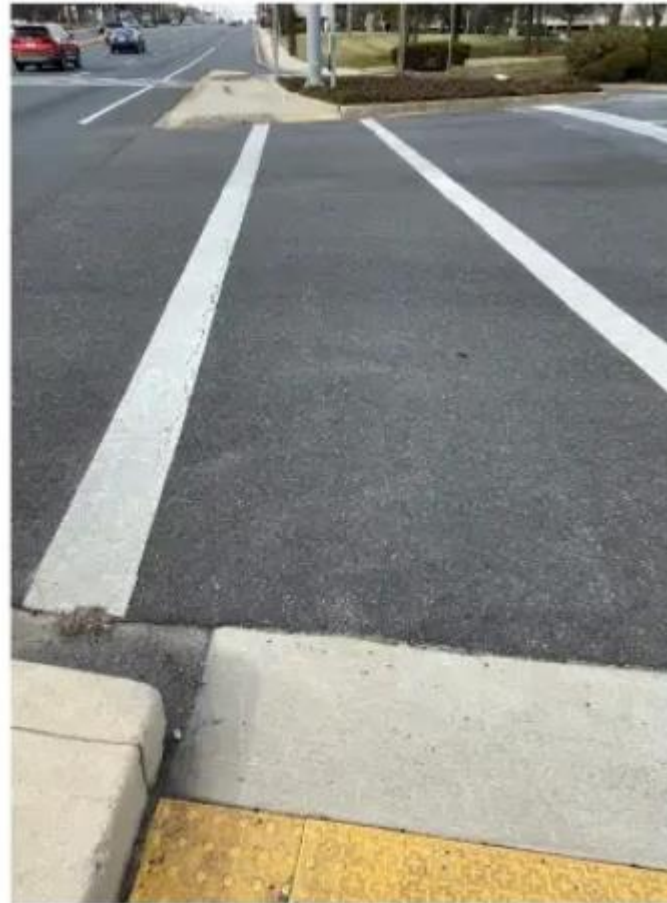
Pedestrian safety and lack of high visibility crosswalks at multiple intersections on MD 355

- Hillery Way (west)
- Edson Lane (east and west)
- Security Lane (west)



Lack of ped/bike connections from adjacent neighborhoods to White Flint

**Edson Lane (east + west)
Lacks continental striping**



**Security Lane (west)
Lacks continental striping**



Urban Design + Placemaking

Plan and implement a placemaking activity with the Better Block foundation to reinforce the Pike District brand and enhance connectivity between sub-districts



Closely coordinate with:

- Pike District rebranding campaign
- Key property owners
- Advocacy organizations and committees
- County/State agencies

Urban Design + Placemaking



- Explore the creation of streetscape guidelines or standards for the Pike District
- Assess existing streetscape conditions and identify inadequate components
- Identify short-term streetscape improvements to enhance safety and access

Public Outreach + Engagement



Meet regularly with Pike District's advisory committees and advocacy organizations

Engage residents, commuters, businesses, and property owners using online meetings, surveys, and social media



Engage community members and stakeholders through the Better Block placemaking event and tactical urbanism

React Map



✖ Dangerous crosswalk

10/6/18 4:31 pm \ anonymous
"This unsignalized crosswalk is multi-threat. I've witnessed several near misses. MCDOT says it's planning to install a HAWK signal there this Fall. Assuming that actually happens, it should address the problem."
👍 (4) 💬 (0) ↻

11/10/18 8:43 am \ anonymous
"That is great because cars just don't stop."
👍 (2) 💬 (0) ↻

Your message

○ #FixIt ○ #LoveIt ○ #NeedIt

Phone

UPLOAD MEDIA

Your name (Optional)

SUBMIT

Schedule

