



PIKE DISTRICT

# AN INTENTIONAL APPROACH TO PIKE DISTRICT DEVELOPMENT

PRESENTATION TO THE NORTH BETHESDA TMD  
ADVISORY COMMITTEE

**April 21, 2021**

MONTGOMERY  
COUNTY, MD

## CHALLENGES

### ECONOMIC DYNAMISM

Decline of NIH Budget

Post-Recession Income  
Growth Slower Than Rest  
of DMV

### BUSINESS & JOB GROWTH

Business Formation Flat

Net Loss of Private Businesses

Job Growth: Lower-paid Jobs  
Job Loss: High-paid Jobs

### DEMOGRAPHIC IMPACTS

No Longer Attracting 25–44 Year-  
Olds: Population Aging Much  
Faster Than Region

Educational Attainment Slipping

Older Adult Dependency Ratio  
Increasing



Declare Montgomery County as the **Advanced Immunology Capital of the World** to support the acceleration of talent flow, new business formation and capital flow

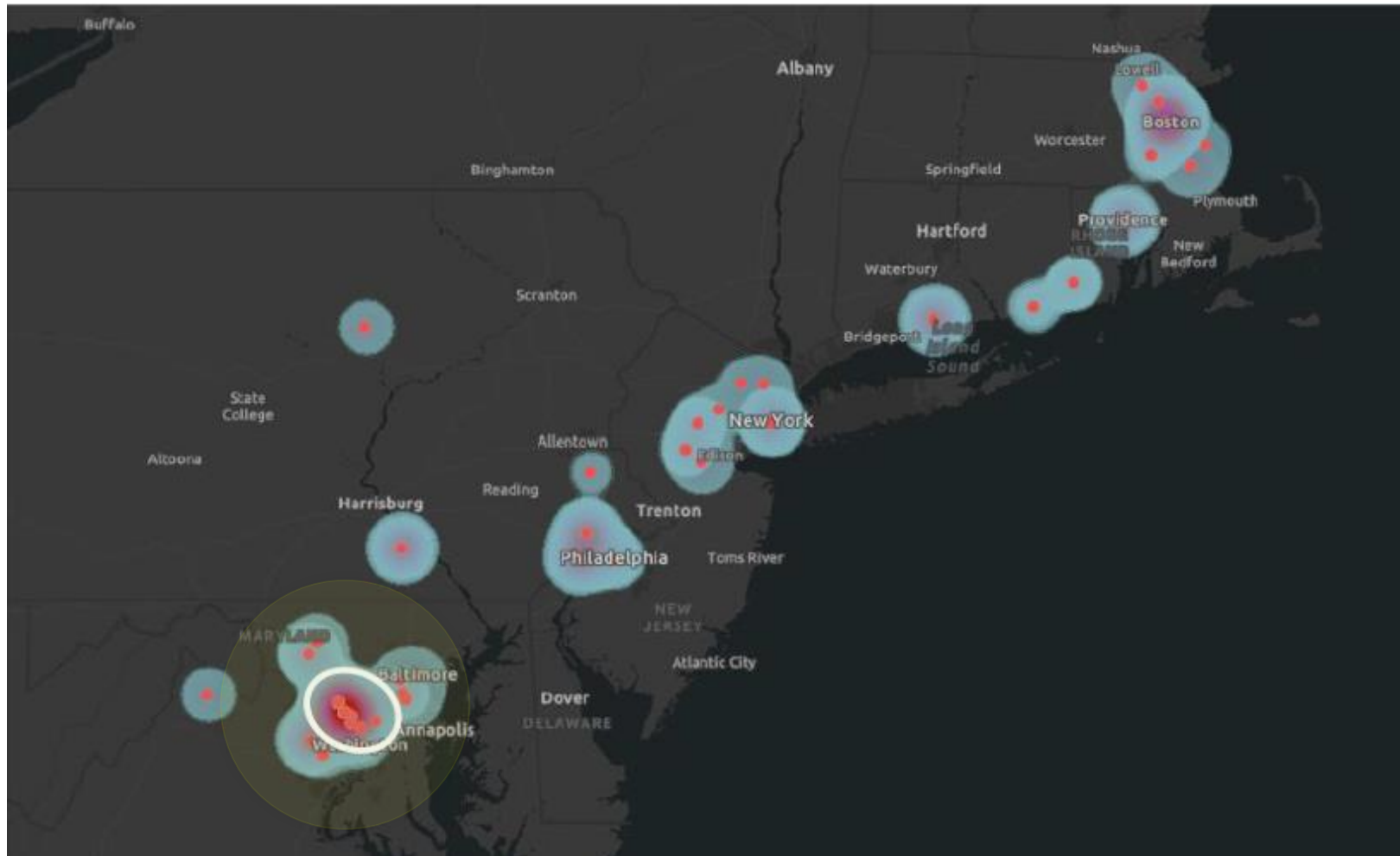
– Reach Advisors Report, Montgomery County at a Crossroads, 2020

PIKE DISTRICT

## ECONOMIC DEVELOPMENT OPPORTUNITIES

An Intentional Approach in Montgomery County, MD

# WE ARE THE WORLD'S EPICENTER OF LIFE SCIENCES AND COVID-19 RESEARCH



*Montgomery County has the highest concentration for COVID-19 vaccine research and development anywhere in the nation. And the US leads the world.*

Legend

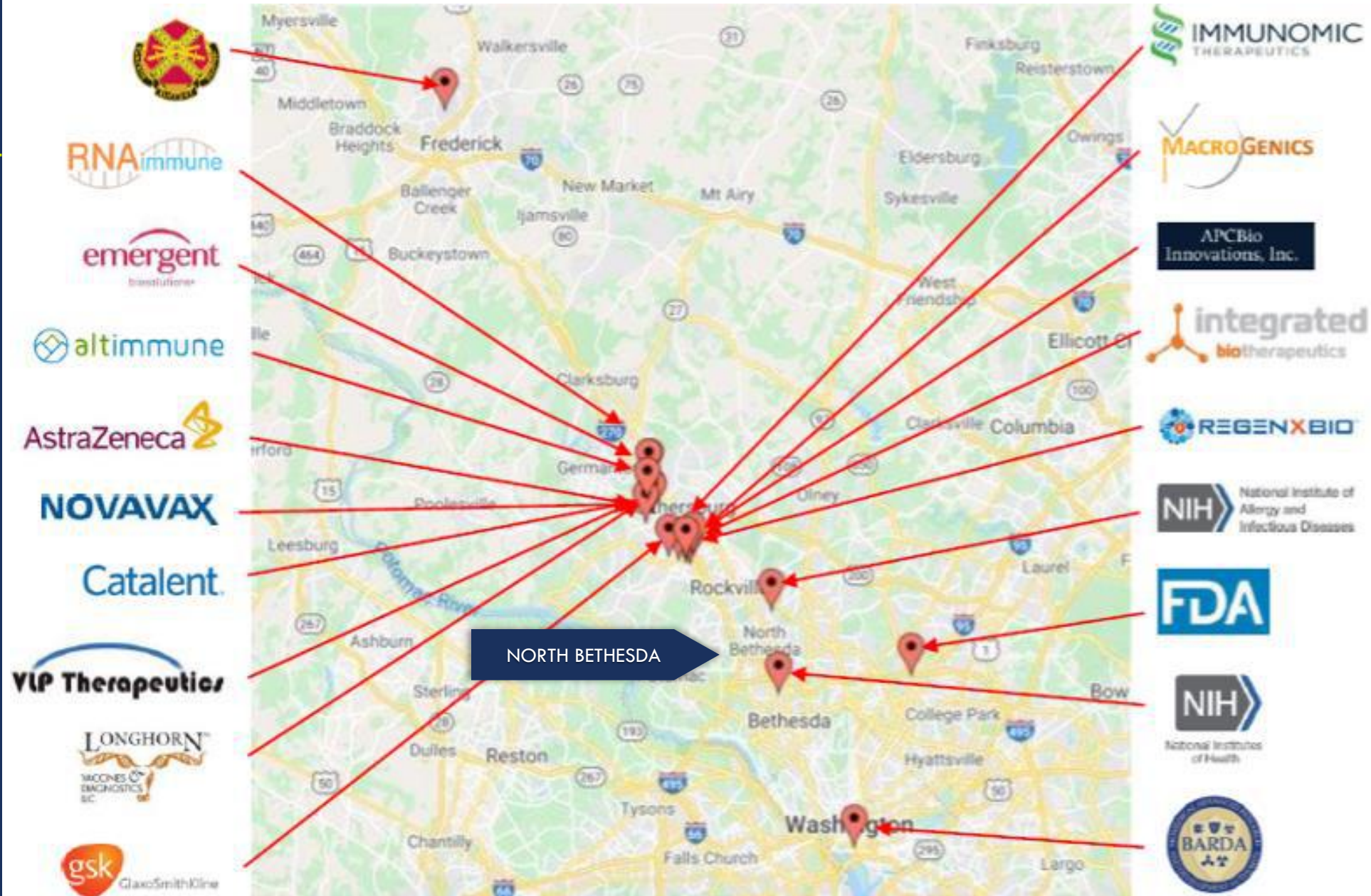
Heatmap



Source: Reach Advisors analysis of World Health Organization COVID-19 vaccine and treatment database

MONTGOMERY  
COUNTY, MD

# VACCINE DEVELOPMENT & COVID-19 THERAPEUTICS



MONTGOMERY  
COUNTY, MD

# THE QUANTUM COMPUTING FUTURE

Majority of current  
funding in US driven  
out of the DMV

Two of the most likely  
industries to see  
commercial impact in  
the 2020s are critical  
industries in the DMV

Large portion of early  
activity is already  
taking shape in  
Maryland

Eventual economic  
impact is likely to be  
on the scale of Silicon  
Valley for whichever  
regions lead in  
quantum computing



PIKE DISTRICT



*In order to compete regionally, nationally and globally, Montgomery County will need to transform the suburban landscape of major hubs like the **White Flint (Pike District)** area into dynamic urban destinations.*

— Steven Pedigo, *Tomorrow's White Flint*, 2019

## STRENGTHS OF NORTH BETHESDA

An Intentional Approach in the Pike District

MONTGOMERY  
COUNTY, MD

**OUR MANY  
ADVANTAGES AS A  
COUNTY**

**Federal Agencies &  
Departments  
Setting the Agenda  
and Funding  
Research**

**Excellent Access to  
Highly-Educated  
Workforce**

**A Strong Cluster of  
Private-Sector  
Entities  
Participating**



PIKE DISTRICT

# CORE VALUES



ACCESS TO  
TRANSPORTATION  
OPTIONS



A COLLABORATIVE  
AND SUPPORTIVE  
COMMUNITY



A THRIVING  
BUSINESS  
COMMUNITY



INNOVATION, EDUCATION,  
AND TECHNOLOGY



A DIVERSE  
POPULATION



ARTS &  
ENTERTAINMENT

Life Sciences &  
Technology  
Centers

Twinbrook  
Metro

Bus  
Rapid  
Transit

White Flint  
Metro

Food & Drug  
Administration

National  
Institutes of  
Health



**INNOVATION, EDUCATION,  
AND TECHNOLOGY**

PIKE DISTRICT

# BUS RAPID TRANSIT



ACCESS TO  
TRANSPORTATION  
OPTIONS

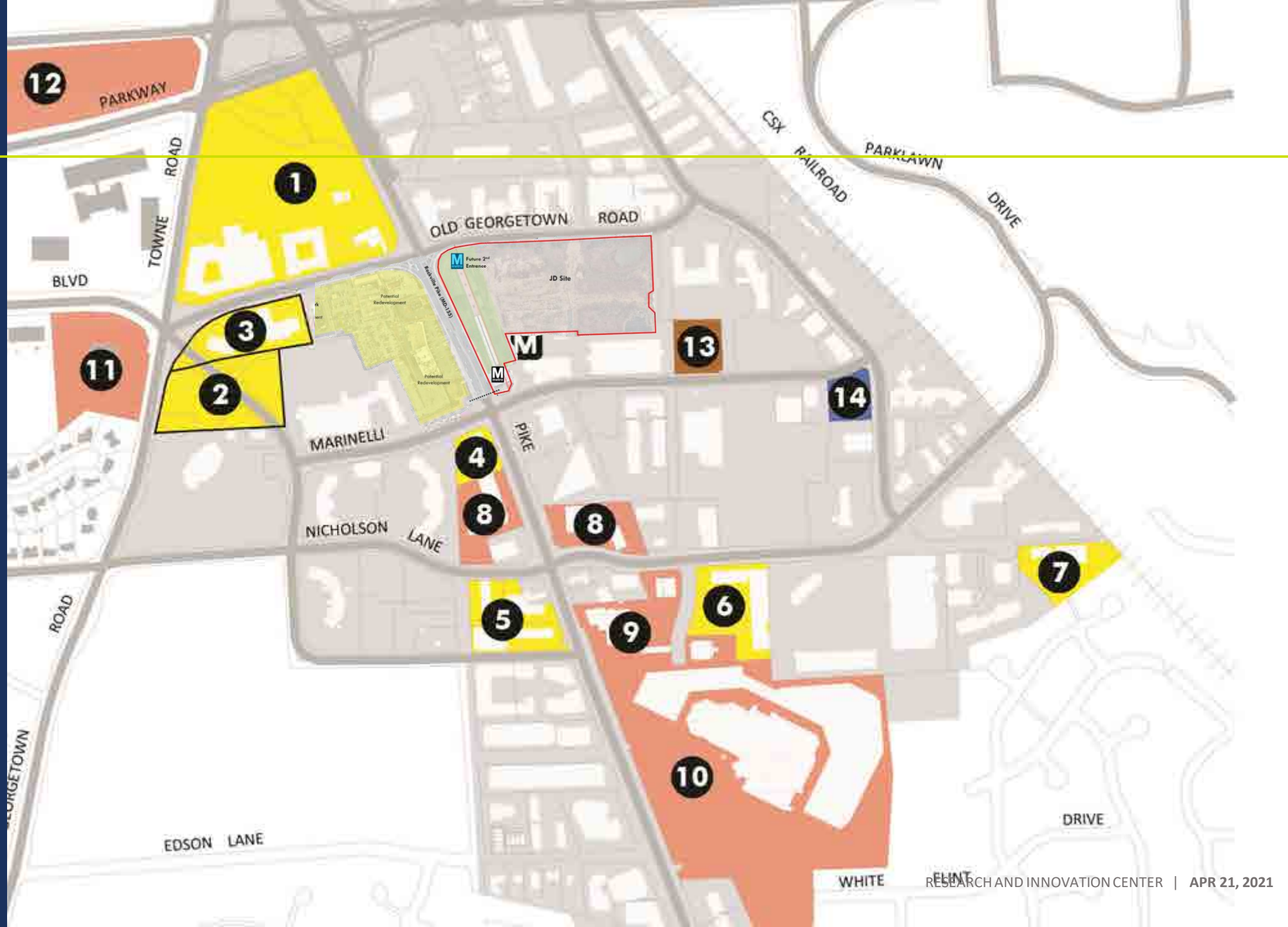


# WHITE FLINT WMATA SITE



# WHITE FLINT WMATA SITE

## AREA POTENTIAL



MONTGOMERY  
COUNTY, MD

PROGRESS TOWARDS  
A NEW  
RESEARCH AND  
INNOVATION CENTER



MOU  
SIGNED WITH  
WMATA



DISCUSSIONS WITH  
UNIVERSITIES  
(IN & OUT OF STATE)



EXPLORING  
OPTIONS FOR  
DEVELOPMENT  
PARTNERSHIP



PIKE DISTRICT

QUESTIONS?