



# ADVANCING THE PIKE DISTRICT

**North Bethesda TMD  
November 18, 2020**



# Schedule



**SCOPE +  
BACKGROUND  
RESEARCH**



**SPRING  
2020**



**DEVELOPMENT  
ANALYSIS**



**SUMMER/FALL  
2020**



**STREETCAPE  
GUIDELINES**



**WINTER  
2020-21**



**BETTER BLOCK  
PLACEMAKING  
EVENT**



**FALL  
2021**

# Why now?

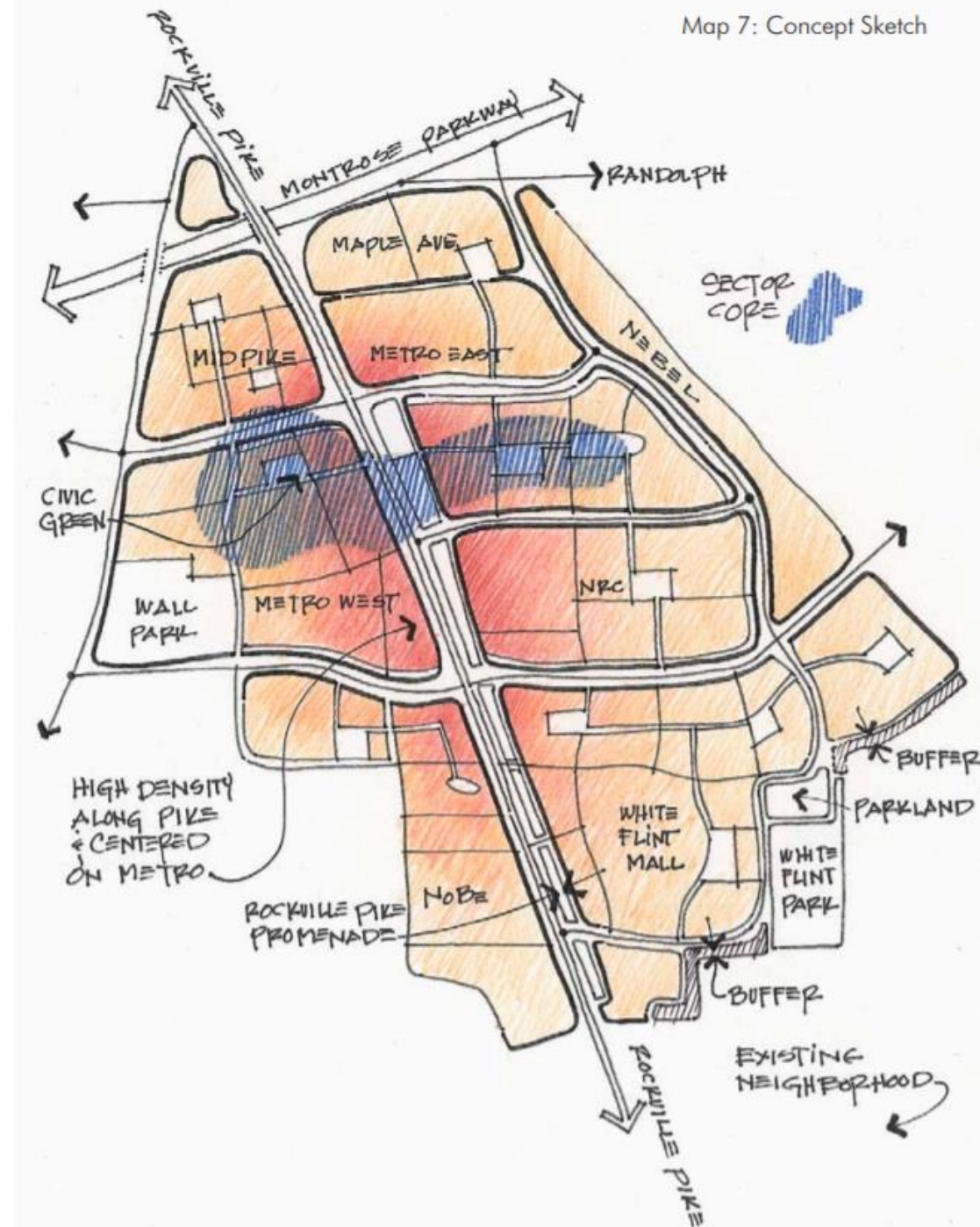
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- Check-up on the progress of the 2010 *White Flint Sector Plan*
- White Flint does not function as a cohesive district; instead, isolated developments are forced to compete
- Significant opportunity for redevelopment at the White Flint Metro station
- 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





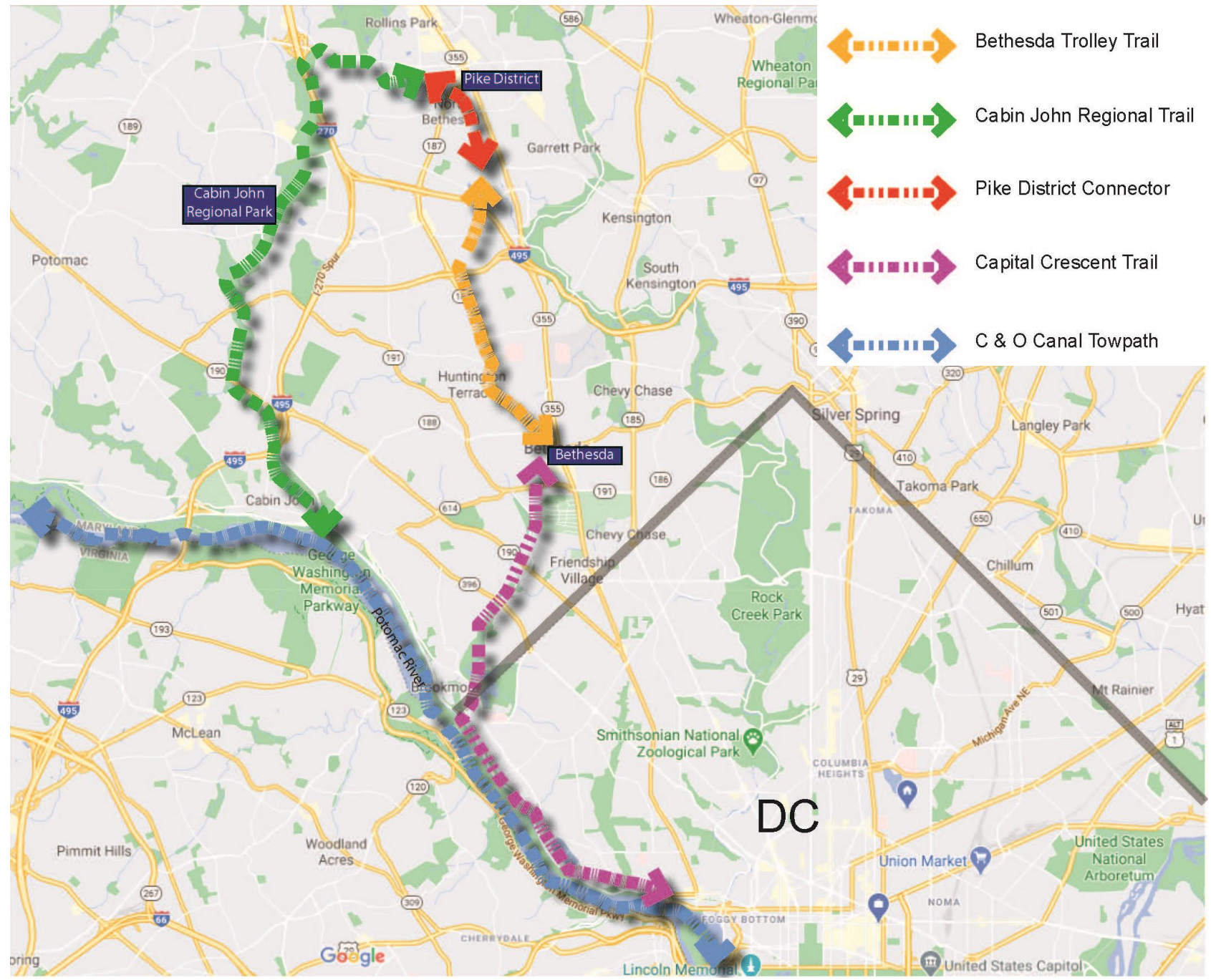
# Pike District Connector

The ongoing COVID-19 pandemic has sparked increased demand for outdoor recreation in Montgomery County. The 1-mile Pike District Connector establishes a continuous, socially-distanced space for residents to safely walk, bike, and recreate within the western portion of the District. This expanded public space will also connect residents and workers to major destinations in White Flint including the Bethesda Trolley Trail, the Market Street park, Wall Park, and Pike & Rose. Temporary infrastructure in select segments will protect users from vehicular traffic.



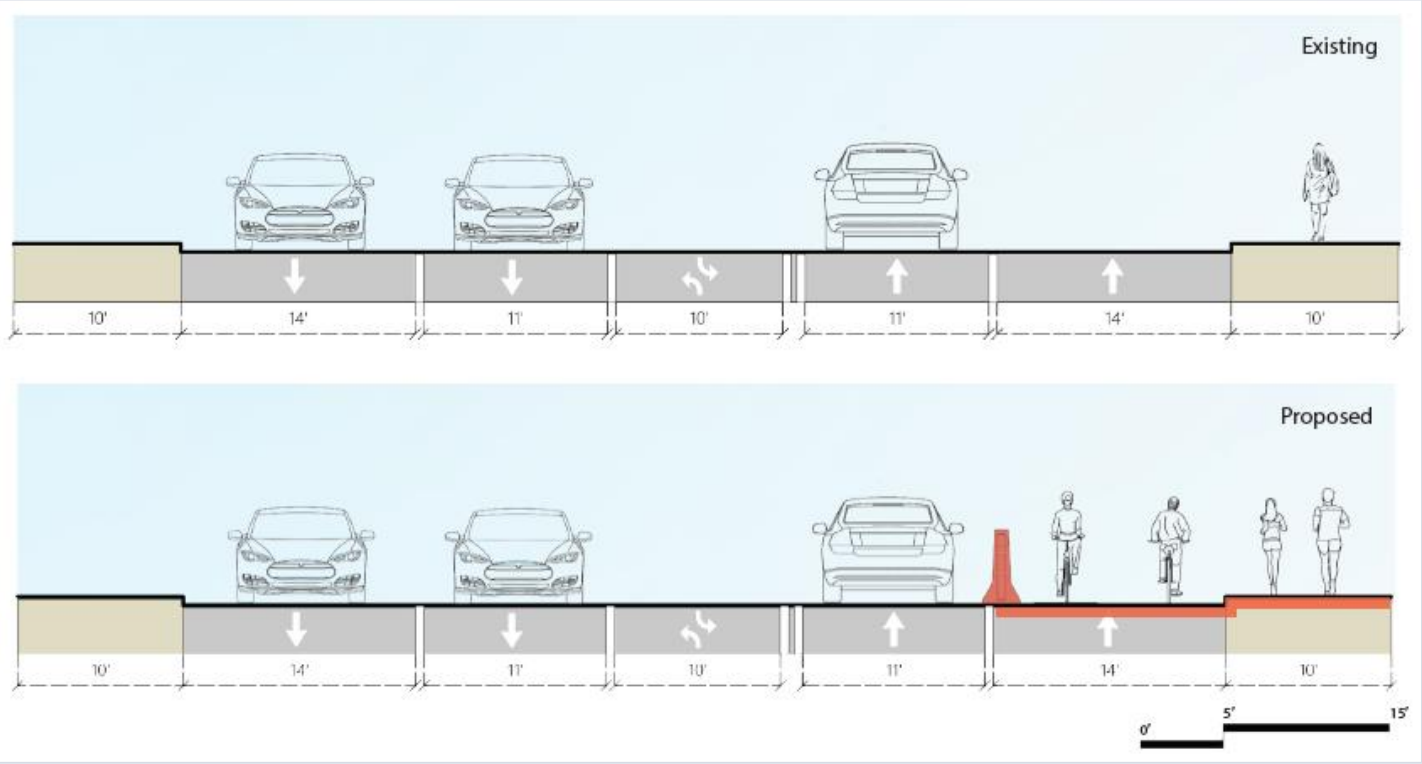


# Pike District Connector



# Pike District Connector

## Executive Boulevard (Nicholson to Marinelli)



- █ Use existing sidewalk and the existing separated bike lane
- █ Shared street (vehicle, bicycle, pedestrian)
- █ Widening existing temporary pedestrian path
- █ Use existing sidewalk
- █ Travel lanes reduced to expand recreation path



# Considerations

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**White Flint West  
Workaround construction**



**Grand Park Avenue extension**



**Winter weather**



**Wayfinding and signage**



**Coordination with  
property owners**



**Integration with Better  
Block placemaking event**



# Significance



Comprehensively reviews development progress and trends over the last 15 years



Gained unique insights from the development community



Identifies regulatory, financing, and activation solutions



Positions Pike District to capitalize on future wave of development and supports transformative development

# Strategies

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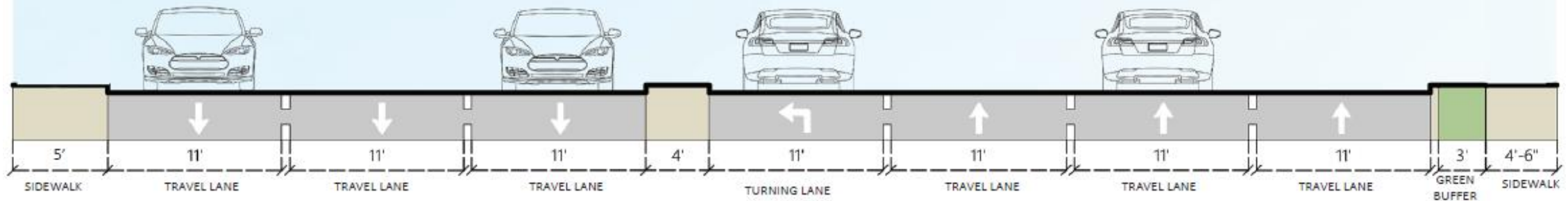
- 1 Prioritize short-term physical improvements to make the area more walkable and attractive for new development
- 2 Energize the Pike District by actively programming public spaces to support economic development and promote the Pike District brand
- 3 Support new development in the Pike District by streamlining regulatory review, providing clear street design standards, and coordinating upcoming infrastructure improvements with property owners
- 4 Reprioritize transportation improvements and evaluate alternative financing mechanisms to advance infrastructure implementation



# 1 Prioritize short-term physical improvements to make the area more walkable and attractive for new development

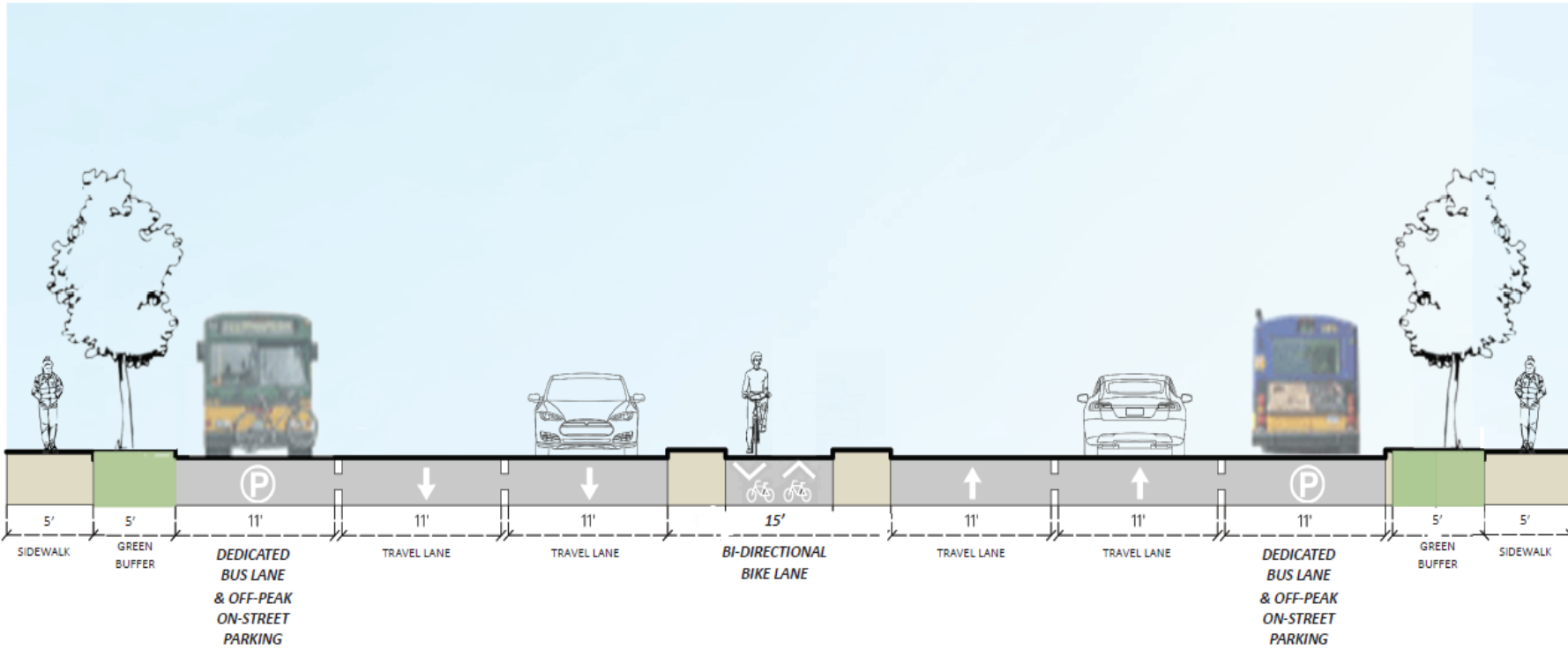
- Transfer ownership of Rockville Pike in the core of the Pike District to reduce speeds, provide on-street parking, and consider other improvements within ROW

## Rockville Pike - Existing



# 1 Prioritize short-term physical improvements to make the area more walkable and attractive for new development

## Rockville Pike - Improvements





1

## **Prioritize short-term physical improvements to make the area more walkable and attractive for new development**



Prioritize infrastructure improvements and CIP projects that improve pedestrian safety and comfort. All public streets should include landscaped buffers and wide sidewalks; consider using temporary barriers to convert travel lanes to on-street parking, outdoor dining, or parklets.



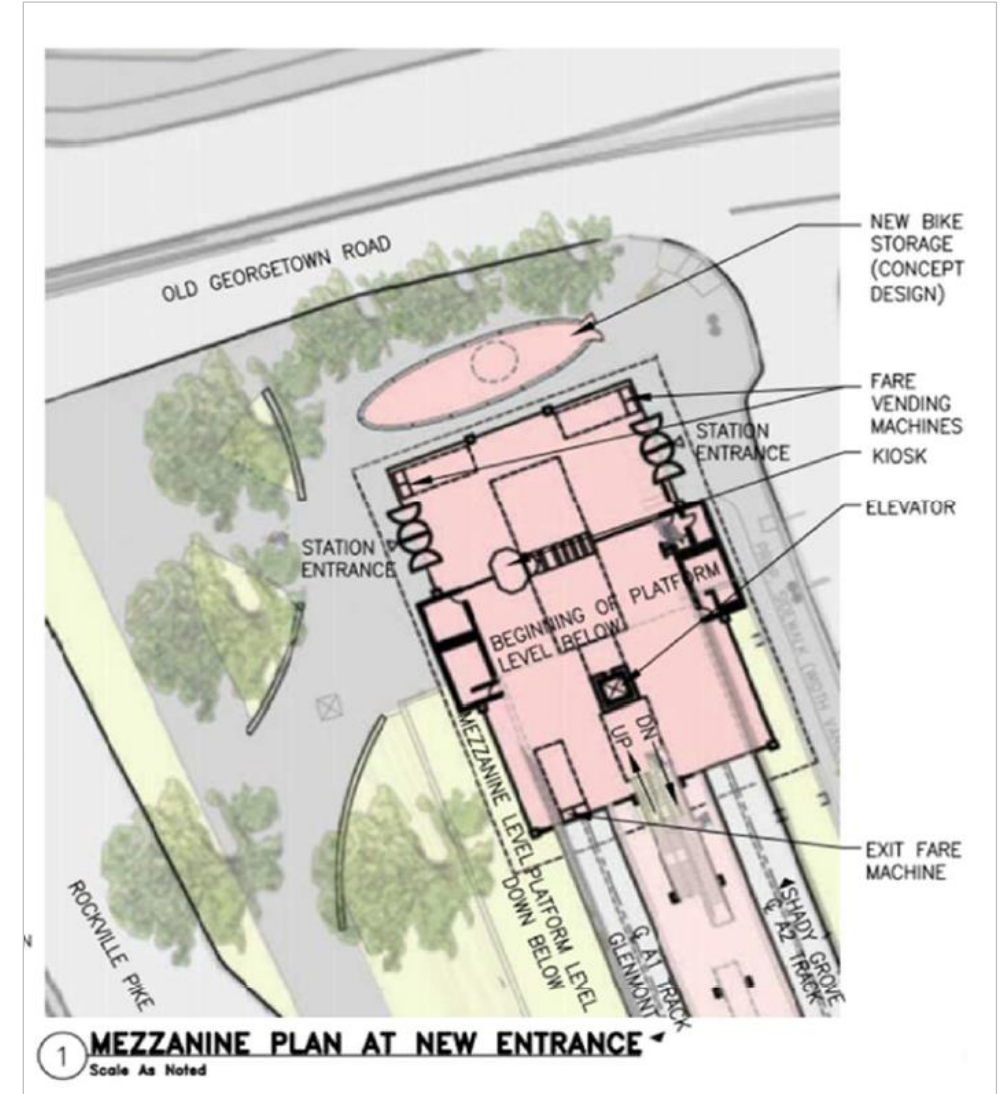
Install temporary recreation paths and pedestrian connections between major destinations and on vacant and undeveloped sites in the Pike District to provide more space for residents to safely recreate during the COVID-19 pandemic and beyond.

3

## Support new development in the Pike District by streamlining regulatory review, providing clear street design standards, and coordinating upcoming infrastructure improvements with property owners

Allow private-sector developments to easily close internal streets for temporary activation and programming. Streamline processes to grant private-sector developments flexibility to host events and festivals, deploy pop-up uses, and expand outdoor dining and recreation.

Reevaluate the development approach for the White Flint Metro station's northern entrance with WMATA. Consider integrating the new entrance into a future building to reduce County expenditures





# Streetscape Guidelines



- Establish streetscape guidelines for the Pike District
- Assess existing streetscape conditions and identify inadequate components
- Identify short-term streetscape improvements to enhance safety and access



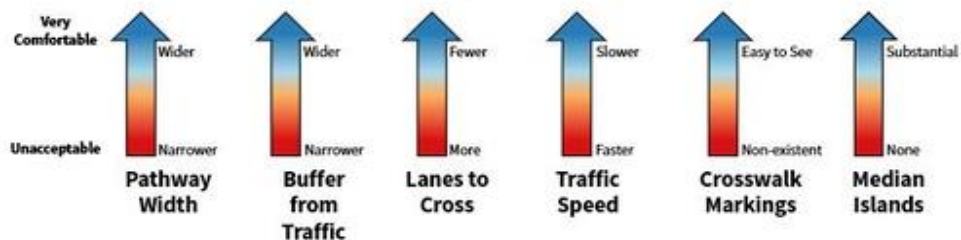
# MONTGOMERY COUNTY'S PEDESTRIAN PLAN

# 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

