Agenda

1. Review COVID-19 activations
2. Summarize key development findings and solutions from our first deliverable
Schedule

SCOPE + BACKGROUND RESEARCH
SPRING 2020

DEVELOPMENT ANALYSIS
SUMMER/FALL 2020

STREETCAPE GUIDELINES
WINTER 2020-21

BETTER BLOCK PLACEMAKING EVENT
FALL 2021
COVID Response Activations

- Activating public spaces to provide more space for people to walk, bike, and socialize
- Worked with local businesses to help them operate safely and efficiently
- Actively coordinating with multiple County agencies and partners
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)
Considerations

- White Flint West
  Workaround construction

- Grand Park Avenue extension

- Winter weather

- Wayfinding and signage

- Coordination with property owners

- Integration with Better Block placemaking event
Market Street Pop-Up
Outdoor Dining
Picnic in the Park
Carpool Cinema

FRIDAY OCTOBER 9 - BEETLEJUICE
SATURDAY OCTOBER 10 - ADDAMS FAMILY
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
Strengths + Opportunities

Multifamily Development

Commercial Development
Strengths + Opportunities

0.75 Mile Radius from White Flint Metro
Strengths + Opportunities

**Multifamily Capacity**

- **Phase 1**: Existing 2010, Built 2010-2019
- **Phase 2**: Sketch Plan, Preliminary Plan
- **Phase 3**: Site Plan, Built 2010-2019
- **2010 Existing**: SAR Unit Cap

**Commercial Capacity**

- **Phase 3**: Sketch Plan
- **Phase 2**: Preliminary Plan
- **Phase 1**: Site Plan, Built 2010-2019, Demolished since 2010
- **2010 Existing**: SAR Building Cap

**SAR Unit Cap Built/Proposed**

- 0
- 2,000
- 4,000
- 6,000
- 8,000
- 10,000
- 12,000
- 14,000
- 16,000

**SAR Building Cap Built/Pipeline**

- 0
- 2,000,000
- 4,000,000
- 6,000,000
- 8,000,000
- 10,000,000
- 12,000,000
- 14,000,000
- 16,000,000
Challenges + Obstacles

Multifamily Rents

- Pike District Average
- Pike District Class A
- Pike District Class B
- Montgomery County Class A Market Rents
- Montgomery County Market Rents
Challenges + Obstacles

- Median Household Income
- Accessible Jobs (Thousands)

- Portion of Jobs Accessible by Transit
- Jobs within 30-minute Commute
- Median Household Income 1-Mile Radius
Challenges + Obstacles

Implementation of public improvements is heavily dependent on private sector development.

Developers have difficulty securing equity investments due to the incomplete implementation of the Sector Plan vision.
**Strategies**

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

Work with MCDOT and SHA to reduce speeds, provide on-street parking, and consider other improvements along Rockville Pike.
Prioritize short-term physical improvements to make the area more walkable and attractive for new development.
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.
Prioritize short-term physical improvements to make the area more walkable and attractive for new development.

1. Expedite improvements to Wall Park by establishing shared parking agreements.

2. Prioritize payment-in-lieu of providing onsite public space, to fund parks recommended in the Sector Plan.
Energize the Pike District by actively programming public spaces to support economic development and promote the Pike District brand

Create a temporary beer garden or food hall to anchor a multiyear activation on an underutilized site in the Pike District

Provide options for private developments to close internal streets for temporary activation and programming, including festivals, pop-up uses, and expand outdoor dining and recreation
Energize the Pike District by actively programming public spaces to support economic development and promote the Pike District brand

- Support the B-CC Regional Services Center’s to strengthen the Pike District brand and activate underutilized sites through public art, programming and pop-up amenities. Identify a dedicated funding stream to support such efforts annually.

- Create a provisional entity to manage programming, maintenance and activation efforts; long term, create a BID to implement branding, programming, activation and business attraction in the Pike District.
Pike District Infrastructure Financing

<table>
<thead>
<tr>
<th>Special Taxing District 10-year Projections</th>
<th>Actual Revenue Generated and Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expected Revenue</strong></td>
<td><strong>Revenue Generated</strong></td>
</tr>
<tr>
<td>$45 million</td>
<td>$12-15 million</td>
</tr>
<tr>
<td><strong>Expected Infrastructure Costs (Phase 1)</strong></td>
<td></td>
</tr>
<tr>
<td>$65 million</td>
<td></td>
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</table>
Reprioritize transportation improvements and evaluate alternative financing mechanisms to advance infrastructure implementation

Evaluate and prioritize the list of infrastructure projects to be delivered by the Special Taxing District, the County and private developers. Update cost estimates to establish a realistic understanding of future funding requirements.

Evaluate alternative revenue generation mechanisms to support implementation of the 2010 White Flint Sector Plan, such as:

- Aiding property owners to form a business improvement district,
- Adjusting the rate and applicability of the special tax assessment
- Dedicating additional funds for transportation infrastructure in the CIP,
- Utilizing Project-Based TIF to finance infrastructure improvements for large sites in the Pike District, and
- Advancing infrastructure projects to final design/engineering to be competitive for potential state/federal stimulus funding.
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
Next Steps

• Brief the Planning Board in December

• Brief the County Council this winter