

# VISION 2030 COMMUNITY WORKSHOP

## Research Community and Mixed Land Use Session

### Discussion Comments February 8, 2008

*The following is a brief summary of handwritten notes taken by the JHU consultant team during the afternoon session of the February 8 community workshop. These comments were expressed both as questions and as statements of concern. The JHU consultant team has attempted to record the comments as originally stated during the meeting and have organized these notes by topic below.*

The Duke Ellington Building  
2121 Ward Place, NW  
6th Floor  
Washington, DC 20037  
T 202 861 1325  
F 202 861 1326  
[www.eekarchitects.com](http://www.eekarchitects.com)  
New York  
Los Angeles  
Washington, DC



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### LAND USES - GENERAL

- Mix of uses makes sense but is a big change: mix of anxiety and excitement
- More concern for uses on Belward than of those on SGLSC (Different sensitivity: Belward vs. SGLSC)
- What is JHU's ability to plan for SGLSC?
- Plan should focus dense retail and housing at SGLSC.
- At Belward, keep retail at ground floor of office buildings, and less density
- Are retail and housing planned (in addition to office and research)?
- What level of retail and housing is planned?
- The vision for this area has to evolve. (note history/development)
- Is the creative class more transitory residential dweller with less company loyalty, and if so, how do you tailor to that?
- 24/7 use of property: Is this realistic? Don't think 24/7 will happen.
- What are the plans for the county land? Are the fire/police uses moving elsewhere?
- A previous master plan designated a science area with high density residential to the south – What will area become?
- Higher density = "greener" approach
- Academic/applied research aspect makes this exciting and unique.
- We have to nourish the knowledge economy.
- Need to keep young people in this area.
- What is the appropriate jobs-to-housing balance?
- A small town can also be a mixed-use community.
- While the community needs retail and office, it also needs schools as well as arts and cultural offerings. The university can help offer some of this, but it needs to be planned.
- Provide gathering places (e.g. stores, restaurants, parks, etc.)
- What's wrong with keeping a residential area residential? Won't all of this encroach?
- Bethesda is a concrete jungle!
- Concern about density/open space
- Should have the elements of an urban model: street alive with activity, with housing above, walkable, etc.
- Parks are important.
- Like the neighborhood concept



- Preference for public spaces with multiple uses and many water features and recreation

### **TRANSIT/CCT**

- Who owns land for CCT ROW?
  - o Zoning along ROW?
  - o Current vs. realignment
- How do you plan/build for CCT when you don't know when it will be delivered?
- Existing CCT stop is too far to walk.
- Route 28 width will be same as Rockville Pike. Will density make this worse?
- What is role of transit?
- People love their cars.
- Like what's there now, but cars are currently required.

### **RETAIL**

- How much retail can be supported?
  - o Especially considering existing and planned for Crown Farm and Rio
  - o Still need a car to get to this retail
- Good food sells.
- Jobs and housing will create retail/restaurant demand.
- Concerned about taking demand from other existing retail
- Concern about losing cachet over time. Will this remain a place where people will want to come?
- It would be great to be able to walk to café/restaurants.
- Preference for non-chains/local
- Make retail attractive (e.g. Rockville Town Center, Bethesda Row)
  - o Landscaping/streetscaping
  - o Lighting
  - o Soft vs. hard
- Provide identity to retail areas
  - o Smart merchandising plan
- Cluster retail at CCT stops.
- Concern with too much retail at Belward
  - o Cluster at CCT stop
  - o Conflict between Smart Growth and deed restrictions
    - Allowed by deed?
    - Concern for density
- Keep retail at base of buildings.
- Need for retail to support lifestyle.
- Must have the ability to manage the retail in a way such that it is appropriate to the surrounding community.
- Can have a business improvement district (BID) to collect money and provide management; this will help maintain the streetscape and quality built environment, but will it create the right mix?
- Must identify retail needs and develop a strategy for retail accordingly – you can limit undesirable store types through various constraints, such as limiting store size, prohibiting certain uses, etc.
- The Rockville Pike Plan requires a car, and multiple parking at one retail center. This should be a “park once” model as opposed to parking four times.



- Good examples include the Washingtonian Center, Rockville Town Center, and Bethesda Row.
- Kentlands is well executed, but they didn't integrate the office well enough, and the retail is too far off.
- Rio: Is this successful in terms of public space/mix?
- Would rather be at Rockville Town Center. RTC feels more contained and can have people there 24/7.

## **HOUSING**

- Very small, affordable housing without garages can work well for young buyers and renters just out of school. This could be a viable format here.
- Tall buildings can leave more room for green space/amenities. (e.g. Vancouver)
- Height ceiling
  - o No taller than Washingtonian
  - o Keep farther away from SFD neighborhoods, possibly keep at SGLSC.
- Deliver unique and diverse housing types that will serve different groups.
- Remember affordable housing.
- Need to deliver broad range of product, otherwise serious negative impact on traffic for those lower-income employees who will be forced to commute long distances.
- Adventist has a 24/7 workforce.
  - o They need/want housing onsite.
  - o Higher density workforce housing would work there (like that being built at King Farm).
- What exactly is workforce housing?
  - o Needs to serve all employees (researchers, nurses, etc.)
- Consider smaller unit sizes as well as flexible "greener" buildings that allow for change of unit size.
- Montgomery County's high cost of housing leads to longer commutes for staff at Adventist.
- Expect researchers, teachers; also police and fire
- Need to be able to grow in place.
- Where else could you build housing if not Belward (i.e. is the SGLSC able to be further developed)?
- If no housing on Belward, then where? SGLSC already built out.
- Buildings today not built for 50 years. (Can reuse SGLSC land)
- Adventist is not opposed to having housing on their property and is looking at transit potential. Housing will benefit stakeholders.
- Consider dormitory housing with different unit sizes, community spaces.
- In keeping with Ms. Banks' legacy, should be no housing on Belward.
- How to integrate the concept without housing on Belward?

## **OFFICE**

- More office is coming to this area (over 2 million SF planned already).
- There is the same amount of office space already existing here (within a 2-mile radius) as there is in Bethesda.
- Need alternative for people to live near work.