

January 2019

# WHITE OAK NEWS

HAPPY NEW YEAR 2019

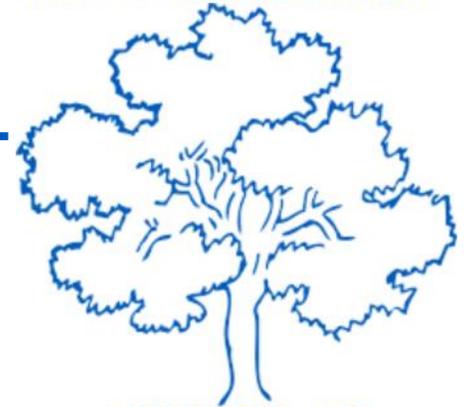
## White Oak Science Gateway

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*The White Oak Science Gateway Master Plan seeks to leverage the many assets located in the White Oak area and establish the foundation upon which the area may evolve into a community that offers more opportunities to learn, live, work and play. The Plan also envisions the commercial centers will evolve from conventional, auto-dependent suburban shopping retail centers, business parks and light industrial areas into vibrant, mixed-use, transit-served nodes.*



WHITE OAK, MD

## COMMUNITY NOTICES

- Check the White Oak Website for agendas, details, meeting minutes, plans and updates at <http://www.montgomerycountymd.gov/exec/wosg/index.html>.
- Check the East County Regional Services Center calendar for local clubs, medical clinics, and classes at <https://www.montgomerycountymd.gov/eastcounty/>.
- County Executive Marc Elrich's new vision is "A More Equitable and Inclusive Montgomery County". Details are at <https://www.montgomerycountymd.gov/Government/visionStatement.html>.
- Manna Food Center Community Talks About Food—January 7 and 23, 2019 at [https://www.montgomerycountymd.gov/exec/Resources/Files/Manna%20Food%20Center%20Community%20Talks WhiteOakJan2019.pdf](https://www.montgomerycountymd.gov/exec/Resources/Files/Manna%20Food%20Center%20Community%20Talks%20WhiteOakJan2019.pdf).
- The Montgomery County Department of Recreation has activities this winter and several are at the White Oak Recreation Center: <https://apm.activecommunities.com/montgomerycounty/Home>.



### THE WHITE OAK FACEBOOK PAGE

"Like" the White Oak Facebook Page at

<https://www.facebook.com/WhiteOakScienceGatewayMasterPlan/>.

## U.S. ROUTE 29 BUS RAPID TRANSIT (BRT)

Montgomery County Department of Transportation (MCDOT) continues to work hard to advance BRT (Bus Rapid Transit) along US 29. The County concluded final design early this fall and moved immediately into construction with a groundbreaking event on October 25th at the East County Regional Services Center. Despite a chilly morning the groundbreaking was well attended, and the excitement that the County is closer to providing a new way to travel along the US 29 corridor was palpable.

The initial construction schedule was shared with the community during three Corridor Advisory Committee meetings this fall. Given the localized nature of the work associated with each station site impacts are expected to be minor. Keep an eye out for notices relating to temporary sidewalk, bus stop, or lane closures/relocations.

Site preparations have begun at various locations, and active construction should begin at the Briggs Chaney Park and Ride soon. A vehicle manufacturer has been selected as well as a design for the new Flash buses. Before we know it, it will be 2020 and the County's first BRT line will be up and running.



## ADVENTIST HEALTHCARE WHITE OAK MEDICAL CENTER UPDATE

The new Adventist HealthCare White Oak Medical Center is progressing steadily toward its recently announced opening date, Aug. 25, 2019. The main hospital building is more than 80 percent complete with interior fit-out work underway. Exterior signage and landscaping are also in process. All decks of the six-floor, 1,000-space parking garage are now complete, with exterior finishes being installed. The garage is about 85 percent complete and work is underway on the Emergency Department and south surface parking lots. Construction on the central utility plant is progressing, and permanent power and water are active. Construction of the Medical Pavilion at White Oak, which is connected to the hospital, is now underway. Crews have also begun improvements on the lake, including a walking path and pedestrian bridge and on nearby roads to improve traffic flow when the hospital opens.

For more information and updates, visit [www.AdventistWhiteOak.com](http://www.AdventistWhiteOak.com).



Façade of hospital; new parking garage adjacent to hospital; and schematic rendering of hospital campus

## WHITE OAK CRIME STATISTICS (Published 2018)

White Oak is part of the 3rd District, formally under the command of Assistant Chief Marcus Jones; and under the new command of Captain William Montgomery. Both Assistant Chief Jones and Captain Montgomery have been extremely responsive to the needs of White Oak.

The station opened in 2015 and is located at 1002 Milestone Drive Silver Spring, MD 20904 (adjacent to Route 29). The phone number is 240-773-6806. The most recent crime highlights for D3 are below. The full report may be found at <https://www.montgomerycountymd.gov/POL/Resources/Files/crime/2017%20Annual%20Report%20on%20Crime%20%26%20Safety.pdf>. A new report is expected in early 2019.

The 3rd District command attributes the reduction in criminal activity in 2017 to a continuation of a multi-layered enforcement approach to enforcement, particularly of crimes against persons.

- A proactive detail in the Central Business District during the height of evening business hours provided a high visibility police presence to increase safety for families patronizing downtown Silver Spring.
- The District Community Action Team (DCAT), assisted by the Special Assignment Team (SAT) and a hybrid of officers from each sector, led a White Oak SAFE (Saturation and Aggressive Felony Enforcement) detail during the summer months when serious crimes tend to increase. Calls for service for serious crime decreased by 61% during those months when compared to the previous summer.
- An increase in calls for service in the Henry Sector (Quebec Terrace, Ruatan Street, and Piney Branch/Flower Avenue) resulted in a similar detail that focused of more high visibility enforcement and aggressive patrols by DCAT and SAT.



For more information on D3, tips on crime assistance and prevention, as well as community events, see <https://www.montgomerycountymd.gov/pol/districts/3d/index.html>

ABOVE: Captain William Montgomery, District 3 Station; BELOW: Lieutenants Fitzgerald, Stone and Bunting and the Hoop Heroes Basketball Tournament 2018



# FRIENDS OF WHITE OAK MINUTES

December 3, 2018

Members present were Elisse Wright Barnes, Shane Pollin, Dave Feehan, June Henderson, Barry Wides, and Pete Fosselman (staff). Kim Jones, Shana Davis-Cook, and Brian Downie were necessarily absent.

Pete welcomed everyone.

Agendas and Minutes were made available to the public.

## Minutes

Approved by email from October 23, 2018.

## From the Public

No comments

## Future Meetings

After some discussion about a regular meeting schedule, the board (at Barry's suggestion) decided to have a set schedule starting in January by quarters. Pete will send out a Doodle Poll to determine the future three dates.

## Presentation by marketing firm Sharp & Company on proposal for White Oak.

Charise Geiling and Shelley Johnson were guest speakers from Sharp.

A brief history of how Sharp was chosen for the task and the interview process was given. Then a history on their research thus far was shared. Many of the main neighborhoods and key commercial areas were visited by Sharp staff.

A survey was done and over 1,000 people responded. Reasons people visit White Oak are for dining and shopping. Reasons they don't come more often is because of a lack of dining choices, limited shopping and crime (or perceived crime). It's about being "better, safer, cleaner".

Pete gave a police crime report to Sharp that indicates most incidents are down from prior years.

In fact, the police have a special unit called SAFE that patrols and works for the White Oak community.

Stories online are far and few and those one finds tend to be negative. It was agreed the positive profile of White Oak must be raised through outreach and marketing.

June commented about some of the "characters" who tend to hang out at the bus stops. They can be intimidating to some.

Shane asked who the audience is? Pete noted the target is both locals to fix the negative perception and visitors to show off what's happening and the great changes.

Dave noted White Oak is a transportation hub with all the bus lines, key state roads and the BRT coming.

Sharp's plan is phased with step one being the branding, logo and social media. Some draft logos were shared as well as the idea of a mascot for White Oak such as a squirrel.

The biggest asset White Oak has is the untapped FDA campus and their thousands of employees. FDA must be hyper focused upon. Elisse commented on how the FDA is "walled off" from the community. Pete and Shelley have contacts at the FDA.

(over)

## **FRIENDS OF WHITE OAK MINUTES (CONT')**

**December 3, 2018**

Key events such as food truck days/nights, festivals, farmers' market, wing night, and other community events should be planned.

Barry commented that buy in from the property owners is essential.

Elisse asked if the street lights were still out along Stewart/Lockwood?

Pete will drive by and look. Lighting is essential to people feeling safe.

Dave spoke with staff at the GSA about their Good Neighbor Program where GSA becomes involved in the community. He and Pete will be meeting with GSA soon to discuss further.

Barry believes we need to emphasize the unknown positives in White Oak like the elaborate hiker/biker trail system we have.

Pete and Shane suggested a flyer or handcard to be given in public places like the Metro Stations or community events.

Elisse emphasized how big food trucks can be in drawing crowds; Dave suggested a rib cookoff.

Dave shared an inspirational story about how a jet can only take off if all the necessary aspects like fuel, itinerary and staff are in place. White Oak is that jet.

June suggested we needed a type of main street to hold events and be the center of activity.

Pete said it's important we get additional community feedback on the marketing plan such as meeting with other property owners and leaders. Council Members Navarro and Hucker are also key.

Charise and Shelley will get a copy of the presentation to us so those not present may review it; and all may gather feedback.

### **Comments by Pete**

In efforts to increase the membership of the board, Pete has begun reaching out to community members in the business, non-profit, and residential sectors. Those interested should submit a bio or resume to Pete.

The board should take another look at the FOWO "structure" document to make sure they are keeping with the board's goals and intentions.

Pete updated the board on the status of the LATIP traffic mitigation efforts in Hillandale. The public hearing was held last month with many testifying in favor and opposed to the improvements. The Director of Transportation will be making the final decision based on input from several community meetings and the hearing.

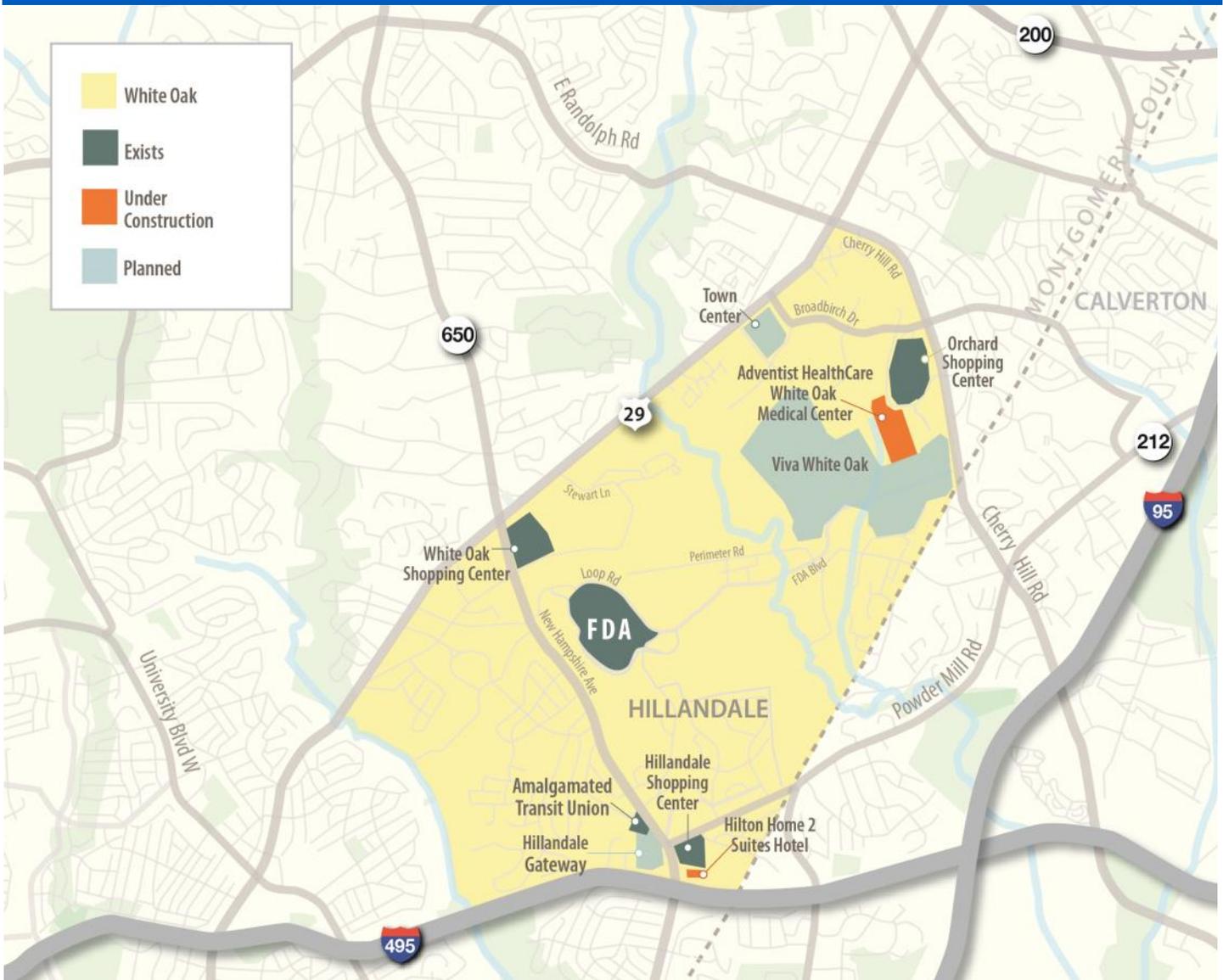
Pete requested from DOT and DPZ that the Lockwood Transit Center be cleaned up again (fence repairs, weeds and trash issues). Some of the work has already been completed.

Pete has relocated one of his offices from the East County Regional Services Center to the White Oak Recreation Center with the intentions of better community outreach by being in White Oak. He will still have a satellite office in the Executive's Office in Rockville.

**Meeting adjourned**

**Other Friends of White Oak Meeting Minutes may be found here:  
<https://www.montgomerycountymd.gov/exec/wosq/index.html>.**

# WHITE OAK DEVELOPMENT PROJECTS



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Check out the White Oak Science Gateway Master Plan Facebook Page:  
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OR

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