

May 2019

WHITE OAK NEWS

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.

COMMUNITY NOTES

- ***Friends of White Oak***—check the White Oak Website for agendas, details, meeting minutes, plans and updates at <http://www.montgomerycountymd.gov/exec/wosg/index.html>.
- Visit the East County Regional Services Center calendar for local clubs, medical clinics, and classes at <https://www.montgomerycountymd.gov/eastcounty/>.
- White Oak Day is Saturday, June 1st from noon to 4pm at the White Oak Recreation Center (1700 April Lane) Free event with music, food and entertainment. For more info, call 240-777-6940 OR <https://www.montgomerycountymd.gov/exec/Resources/Files/wosg/White%20Oak%20Day%20FY19.pdf>
- County Executive Marc Elrich is seeking applicants to fill six vacancies on the *East County Citizens Advisory Board*. For more information, please go to <https://www2.montgomerycountymd.gov/BCCpublic/ViewJob.aspx?id=2380>
- The new Hilton Home2 Suites had its grand opening on May 16th—great turnout! Photos will be posted soon on the White Oak Website.



“LIKE” THE WHITE OAK FACEBOOK PAGE

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

HIGHLIGHTS OF THE NEW MARKETING PLAN FOR WHITE OAK

In 2018, the Office of the County Executive procured the firm of Sharp & Company to research and create a marketing plan for White Oak—branding, placemaking, and communication. Several community outreach meetings were held with the Friends of White Oak, neighbors from the White Oak area and business owners; as well as meetings with County Council Members and social media. **GOAL:** To support the vision of the White Oak Master Plan by proactively engaging existing residents and businesses and attracting future residents, businesses, non-profits, and developers to White Oak. **OBJECTIVES:** The following objectives have been identified for successfully meeting the goal of the plan, supporting plan activities, and ensuring that all communication with audiences is consistent throughout the communications and marketing plan period:

1. Increase positive awareness about White Oak and build a brand that is aligned with the vision of the White Oak Master Plan.

2. Provide factual and clear information about the White Oak Science Gateway Master Plan, correcting misinformation and false perceptions.

TOUCHPOINTS:

1. PR/Media—working with traditional media and new media such as local bloggers to put out positive stories about White Oak.
2. Website—to help further promote community, events and general information.
3. Social Media/Paid Promoted Posts—positive reinforcement for community stories
4. Local Events—with a focus on food such as Chicken Wing Festival, Wine & Oyster Festival, or Mac & Cheese festival, etc.
5. FDA White Oak Wednesdays—local businesses go to White Oak to promote their goods and services.

The next for the marketing plan would be additional funding by the County and implementation. To view the full marketing plan, go to [https://www.montgomerycountymd.gov/exec/Resources/Files/White%20Oak_Marketing%20Comm%20FINAL%20Plan%20Low%20Resolution%20\(002\).pdf](https://www.montgomerycountymd.gov/exec/Resources/Files/White%20Oak_Marketing%20Comm%20FINAL%20Plan%20Low%20Resolution%20(002).pdf)

BELOW: Logo ideas for White



FRIENDS OF WHITE OAK MINUTES

March 14, 2019

- **Members present were Fatmata, June, Ken, Rachael, Dave, Barry, Shana, Brian, Elisse, Kim and Pete (staff). Chris and Shane were necessarily absent.**
- **Pete welcomed everyone and did introductions for new Board Members.**
- **Minutes**
 - **Approved by email from February 5, 2019. The Agenda and Minutes were made available to the public.**
- **From the Board**
 - **June noted the fence has been restored at the Lockwood Transit Center.**
- **Comments by Pete**
 - **Still waiting on a few members to partake in the Doodle Poll to determine the next 3 meetings.**
 - **Sharp & Co. and Pete met with Council Members Navarro and Hucker to review the marketing assessment presentation. Both were enthusiastic and offered suggestions. FOWO requested Pete send a letter to the Council requesting \$100K+ in funding for marketing purposes. Barry asked if the topic of curb appeal was brought up? Yes, but briefly because the meeting was only 30 minutes.**
 - **Duffie Companies hosted a community meeting for their Hillandale Gateway project last week. Majority of comments were positive. Next step is Planning Board meeting.**
 - **Pete has requested regular attendance to the FOWO by a D2 police officer per County Council suggestion. Commander Montgomery will assign someone.**
- **From the Public**
 - **No comment**
- **Moving Forward – 2019 Priorities for FOWO**
 - **Dave led the discussion. Guests from the audience were invited to participate. Started with an exercise overview and then requested everyone to note one priority:**
 - **Shana – transportation network; Kim – amenities; Barry – greater engagement with stakeholders to improve curb appeal; Ken – interactions with schools and FDA; Fatmata – connecting jobs and White Oak residents; Brian – building a sense of momentum; Rachel – messaging; Elisse – activities that create a sense of place; June – social issues and transportation; Jackie DeCarlo – sense of place; Jeff McNeil – schools; Lily Brown – community involvement; Ruthann Eisler - Tasha Eisler – amenities; and Clay Teunis – retail involvement.**

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FRIENDS OF WHITE OAK MINUTES (CONT')

March 14, 2019

- **Pete noted the main reason why FOWO was created is to advocate for the master plan and development; so, the Board agreed that should be number one. June noted there is no Ride On service to the Rec Center. Pete will make a request with DOT.**
- **Next part of the exercise was for everyone to vote on the priorities listed and rank them. Shana and Barry noted all the priorities affect the master plan and maybe FOWO needs to tackle them all, but in a ranked order. Suggestion was made to create a pyramid to remind the Board of goals and direction. Pete will draft it. Board requested the MCPS Superintendent be a guest speaker at an upcoming meeting. Pete will ask. Suggestion to have potted plants/flowers at key intersections and maybe get sponsors. Pete is to talk to Andrew Dempster at FDA about food truck event. Pete is to resend the business attendance list to the Board.**
- **Meeting adjourned**

April 4, 2019

- **Members present were June, Ken, Rachael, Dave, Brian, Elisse, Chris, Shane and Pete (staff). Fatmata, Barry, Shana, and Kim were necessarily absent.**
- **Pete welcomed everyone and did introductions for new Board Members.**
- **Minutes**
 - **Approved by email from March 14, 2019. The Agenda and Minutes were made available to the public and posted on the website.**
- **From the Board**
- **Dave introduced his placemaking/identity idea of using food as a tool for economic development. The concept is to identify White Oak as a destination for great food while capitalizing on the FDA and unique cultures in White Oak. Dave has spoken with the Food Council, Adventist Hospital, and other possible stakeholders. A mix of ideas such as a farmers' market, food incubator, and food festival were noted. Brian requested clarification. Rachel gave some background. Shane said he was working with the HOC on a food incubator in Wheaton and the bigger issue for White Oak would be finding the right space along with capital resources. June thought a community garden off Lockwood might mix well. And suggested flower pots at key intersections; maybe even grow vegetables as food theme. Pete mentioned the concept fits well with the FOWO priorities, gave an example of a successful restaurateur born from the Kensington Farmers' Market. Also noted the White Oak Rec Center has the perfect and underused kitchen facility. Shane also reminded**

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FRIENDS OF WHITE OAK MINUTES (CONT')

April 4, 2019

FOWO of the three nodes of the Master Plan (Life Sciences, White Oak and Hillandale) and suggested placing the effort into filling the 6K sq. ft. retail space coming to Hillandale Gateway with a unique restaurant. Rachael and Pete suggested Jackie's, Blacks or Pacci's Trattoria. The Board gave their blessing for Dave to continue researching.

- **Comments by Pete**
 - Letter to County officials requesting continued funding for the White Oak marketing is ready, but Pete is waiting for the final Plan from Sharp & Co.
 - Commander Montgomery has assigned Lieutenant Bruce Cole to the FOWO meetings and Pete suggested the Board assign an official seat on FOWO for Cole. It was agreed.
 - Barry has organized another White Oak Clean-Up and it will be on Saturday, May 4th from 10am to 1pm. Chris requested the flyer be sent around again.
 - Adventist Hospital is to open this August 2019.
 - A successful training for business owners was held last week in White Oak for the Summer Rise Program; which mentors students for future careers.
 - Barry (by email) suggested FOWO have someone from the Silver Spring Innovation Center be a future guest speaker. Pete suggested the meeting could also be with the business community like the March marketing meeting.
- **From the Public**
 - No comment
- **Moving Forward – 2019 Priorities for FOWO**
 - Dave led the discussion the priorities exercise in March and Pete has now placed the results into a PowerPoint pyramid format which he shared. The Master Plan is at the top, followed by activities to create a sense of place, transportation network, and more amenities as the top four. Pete suggested the Board start following development proposals more closely and advocate by testifying and writing letters to the Planning Board. The Board discussed the 7th priority (interacting with schools) to possibly focus on making the proposed elementary school in Viva White Oak a special science and tech facility. There is an effort being led by Charise Scott, VP of the local PTA.
 - Shane discussed the April 11th opening of the Hilton Home2 Suites. The new hospitality location is aiming for a LEED Platinum designation from the U.S. Green Building Council, has additional conference room space and an indoor pool. Board would like a tour of hotel as well as a presentation of the proposed Hillandale Gateway project adjacent to the Amalgamated Transit Union (ATU) campus. Maybe for our May meeting.
- **Meeting adjourned**

FRIENDS OF WHITE OAK MINUTES (CONT')

May 7, 2019

- **Members present were Shana, June, Ken, Rachael, Dave, Brian, Shane, Barry and Pete (staff). Fatmata, Elisse, Chris and Kim were necessarily absent.**
- **Pete welcomed everyone and noted the new exhibit with an enlarged version of the Board's priorities.**
- **Minutes**
 - **Approved by email for April 4, 2019. The Agenda and Minutes were made available to the public and posted on the website.**
- **From the Board**
 - **Dave gave a briefing on his findings for a Food Forum/Innovation District. He was recently appointed to the County's Food Council and has been working with the director, Heather Bruskin on ideas for White Oak. The Food Council would like to co-host an event with FOWO. This half day event would have speakers and would need a small funding resource). Shana commented that from responses on the next-door listserv (Dave shared responses from his online interaction), it appears people want actual food establishments, so maybe a food truck night is a better event to get started. Ken requested the benefits for the community and Dave noted bringing people together, employment possibilities, press for White Oak and how it fit into several of the Board's priorities. June mentioned how successful Mid-Atlantic Seafood was and maybe White Oak needed a location to which Shane reminded the Board of his available 6K sq. ft. coming to Hillandale. June also mentioned the co-op system in Takoma Park. Brian was curious about the title of "innovation" and Dave said it was up to the Board to decide what the "innovation" focus of the district would or could be. The Board blessed further research by Dave and more details for a possible 2020 forum. In the meantime, FOWO would like to establish a farmers' market and/or have a food truck event. Pete is to investigate both.**
 - **Barry's arrival was delayed, so Pete gave an overview of the White Oak Clean-up Day that was held on May 4th. Twenty-five volunteers helped pick up over 1000lbs of trash.**
 - **Hillandale Gateway Project Overview by Shane**
 - **Shane reminded the Board of why FOWO was created: to advocate for the master plan projects and transportation improvements. Shane included comments regarding the LATIP process and his urging FOWO remain involved as the LATIP discussion continues related to Hillandale Gateway. He then shared Duffie family history and the projects they are focused on in White Oak. Hotel opened in April and it is designed to achieve a LEED Platinum certification. The joint effort between The Duffie Companies and the Housing Opportunities Commission will be Hillandale Gateway (mixed use with a 25% MPDU target).**

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FRIENDS OF WHITE OAK MINUTES (CONT')

May 7, 2019

- It is in the planning stages and the goal is for one building to be a net-zero project. Renderings were shared. The Duffie Companies anticipates submitting for Site Plan and Preliminary Plan approval in the coming weeks. They hope to earn approval in 2019. Board members asked general questions but were very supportive and enthusiastic.
- Comments by Pete
 - Letter to the Executive and County Council was sent. Pete requested FOWO send in individual letters of support as well as from their communities/organizations. Also, Rachael was able to get a letter of support from the State Delegation to the Council.
 - The next meeting will be June 11th and Pete will send out a Doodle Poll for the July and September meetings.
 - The Planning Board has a vacancy and Pete noted some to the names on the applicant list. He encourages the Board to advocate for a candidate who is master plan friendly and to send in letters of support.
- From the Public
 - No comment
- Meeting adjourned

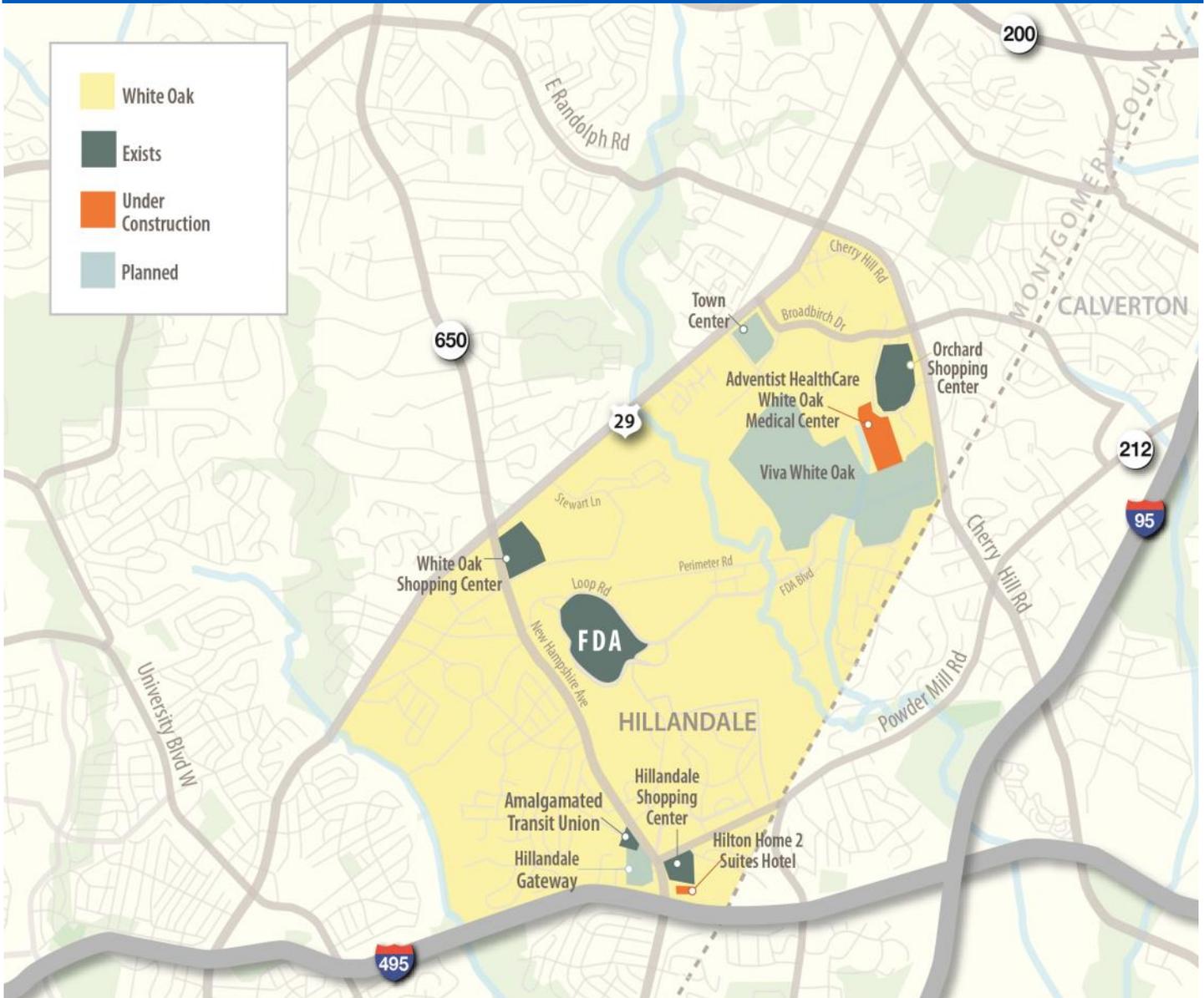
L.A.T.I.P. HILLANDALE UPDATE

As part of a potential redevelopment in the Hillandale area, a number of traffic mitigation improvements were proposed by The Duffie Companies, a local developer active in the master plan progress, in conjunction with the Local Area Transportation Improvement Program (L.A.T.I.P.). These improvements would be constructed and funded using LATIP Fees and Impact Taxes to address capacity along Powder Mill Road, Elton Road and New Hampshire Avenue. Such remedies would bring the intersections at MD 650 and Powder Mill Road and MD 650 and Elton Road into Subdivision Staging Policy compliance. After several community meetings, the Powder Mill Road treatments were approved by the County. However, consideration of a proposed slip ramp connecting Elton Road straight to the I-495 Outer Loop was deferred because there was concern from the community with respect to cut-thru traffic along the east end of Hillandale via Elton Road. Further intersection specific analysis was recommended and therefore the County has hired a consultant to address the issues. Study schedule will be as follows: May - Data collection, June/July - Data Evaluation, Aug/Sep - Refining recommendations, Sep/Oct - Concept Drawings and cost estimation, Nov - Final Report.

More information may be found here:

https://montgomerycountymd.gov/dot-dir/dev_review/whiteoak.html

WHITE OAK DEVELOPMENT PROJECTS



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AND

White Oak Science Gateway Website:
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