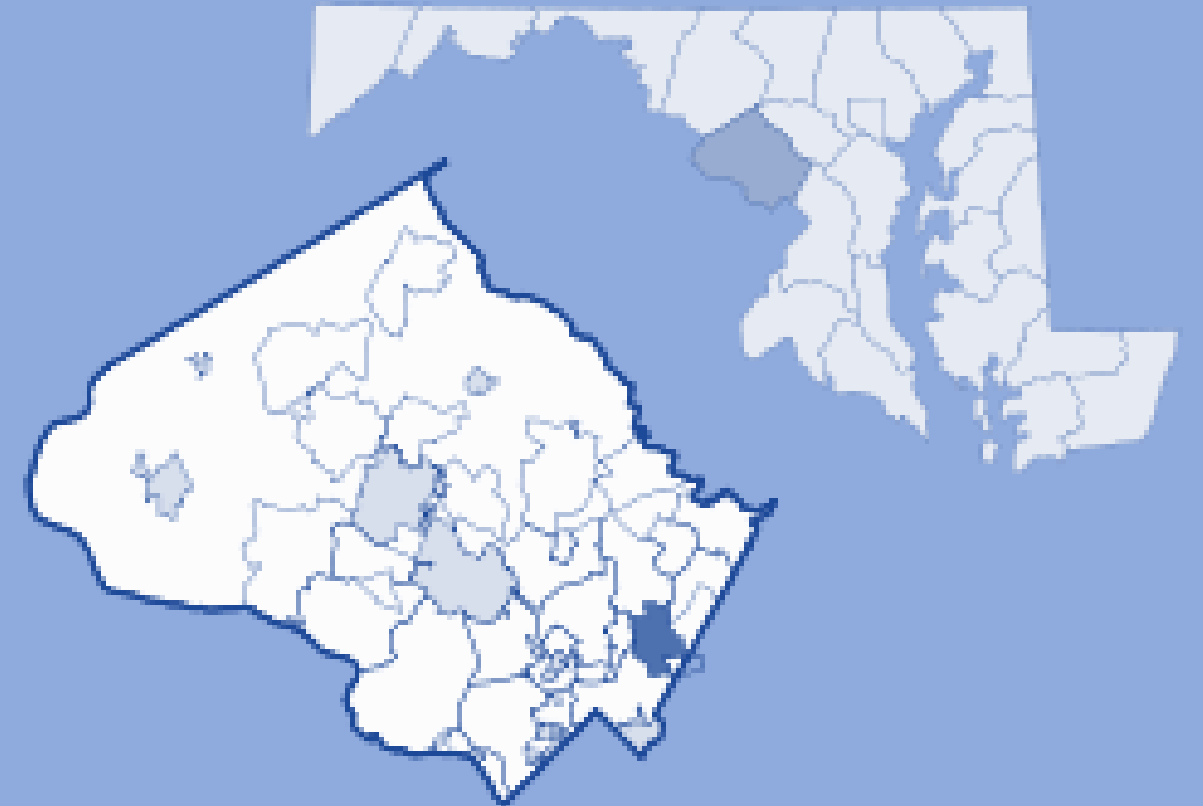


# WHITE OAK SCIENCE GATEWAY



JULY 2014

# White Oak Science Gateway Master Plan

APPROVED AND ADOPTED

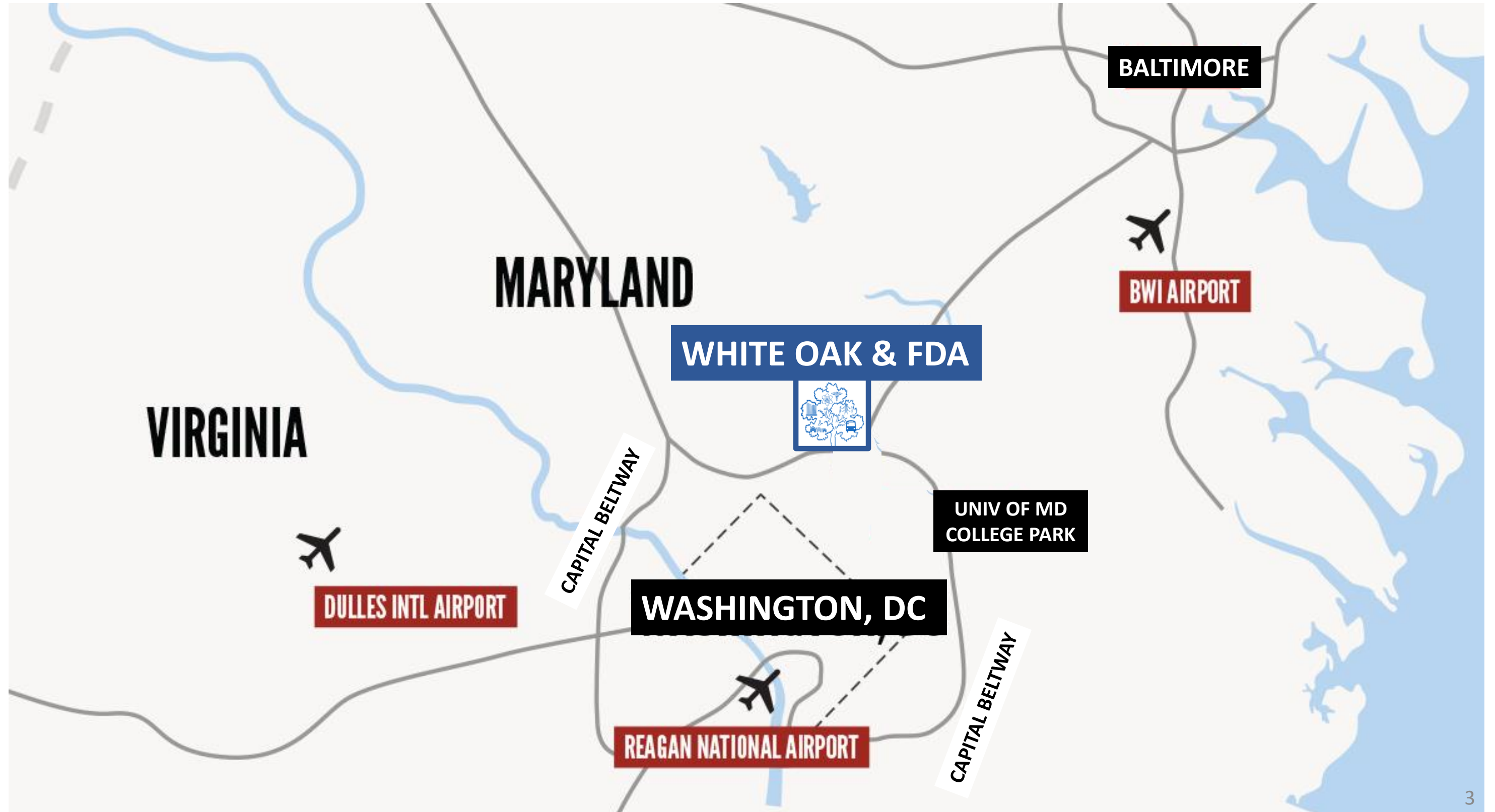


## White Oak Science Gateway Master Plan 2014 to 2019

<http://montgomeryplanning.org/planning/communities/area-2/white-oak-science-gateway/>

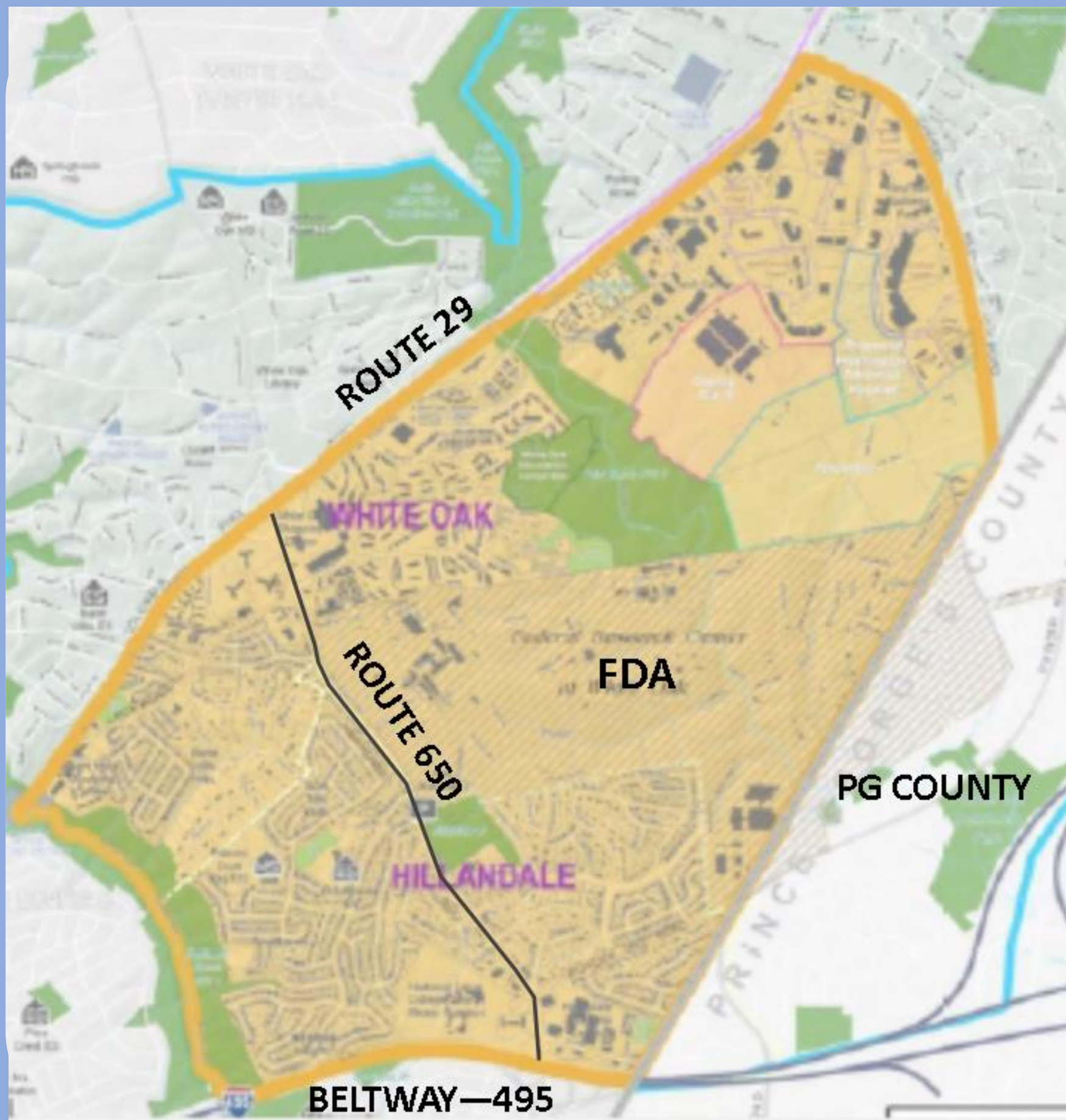


# White Oak Vicinity



# White Oak Demographics

- Population is just under 40,000
- 14,000 households
- Average age of 37.5 years
- Over 2/3 of residents have a bachelor's degree or higher.
- Extremely diverse community







# Federal Facilities Within 10 Miles

- FDA
- National Oceanic & Atmospheric Administration
- NASA Goddard Space Flight Center
- Fort Meade
- Nuclear Regulatory Commission
- National Institute of Standards & Technology






# Existing Housing Stock







# White Oak Projects Underway

- Permitting/Construction 
- Planning 
- Future 



# FDA Headquarter Consolidation



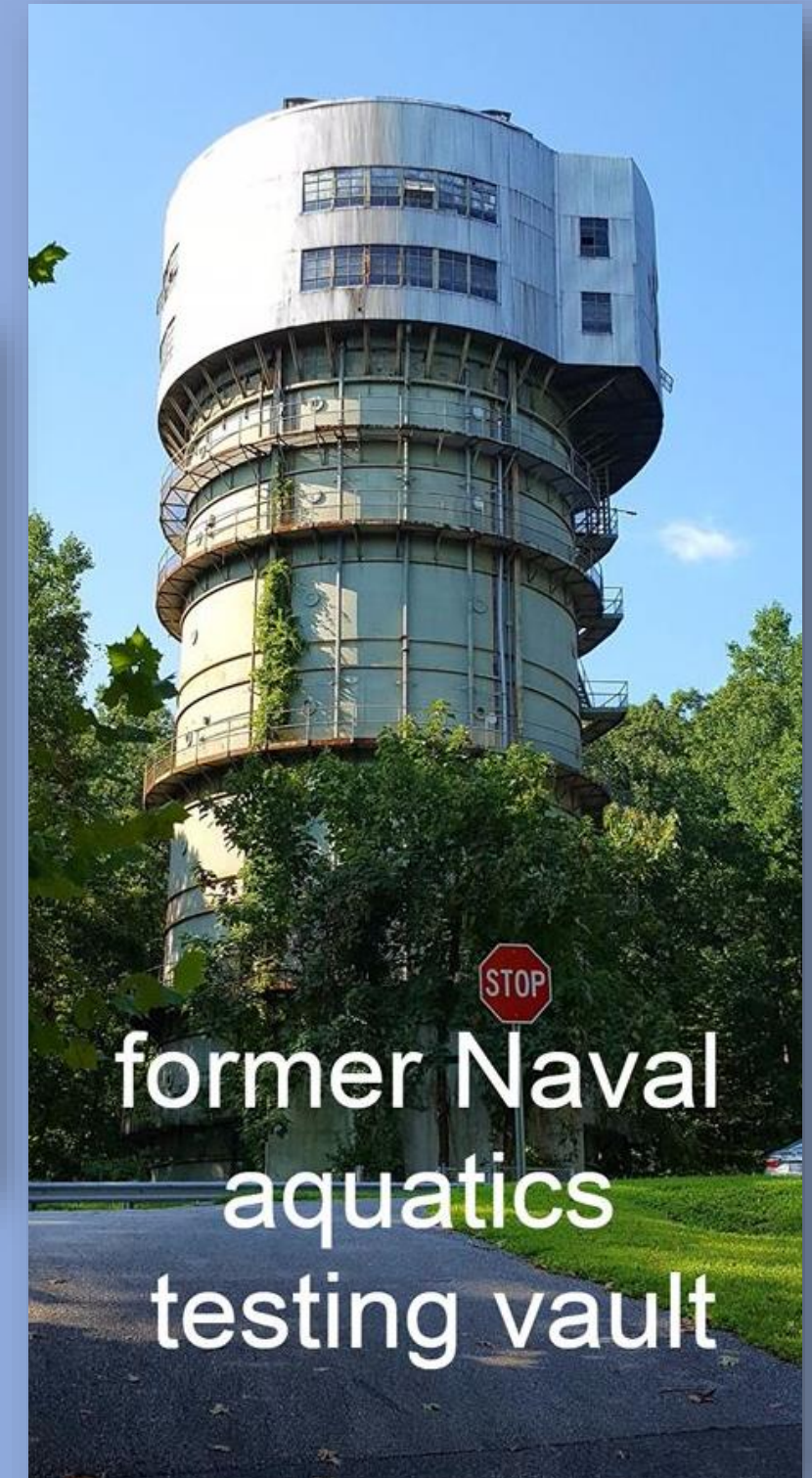
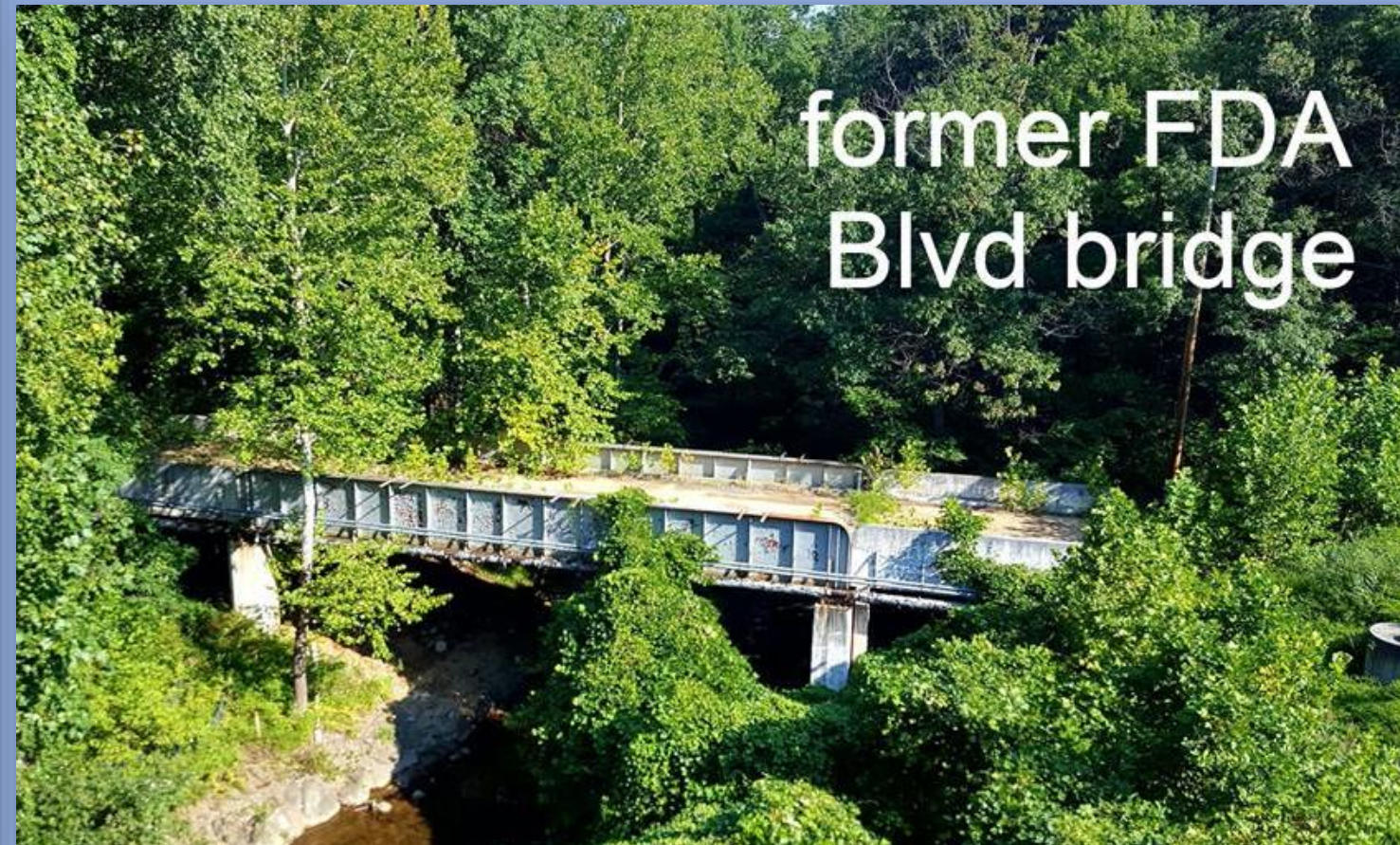
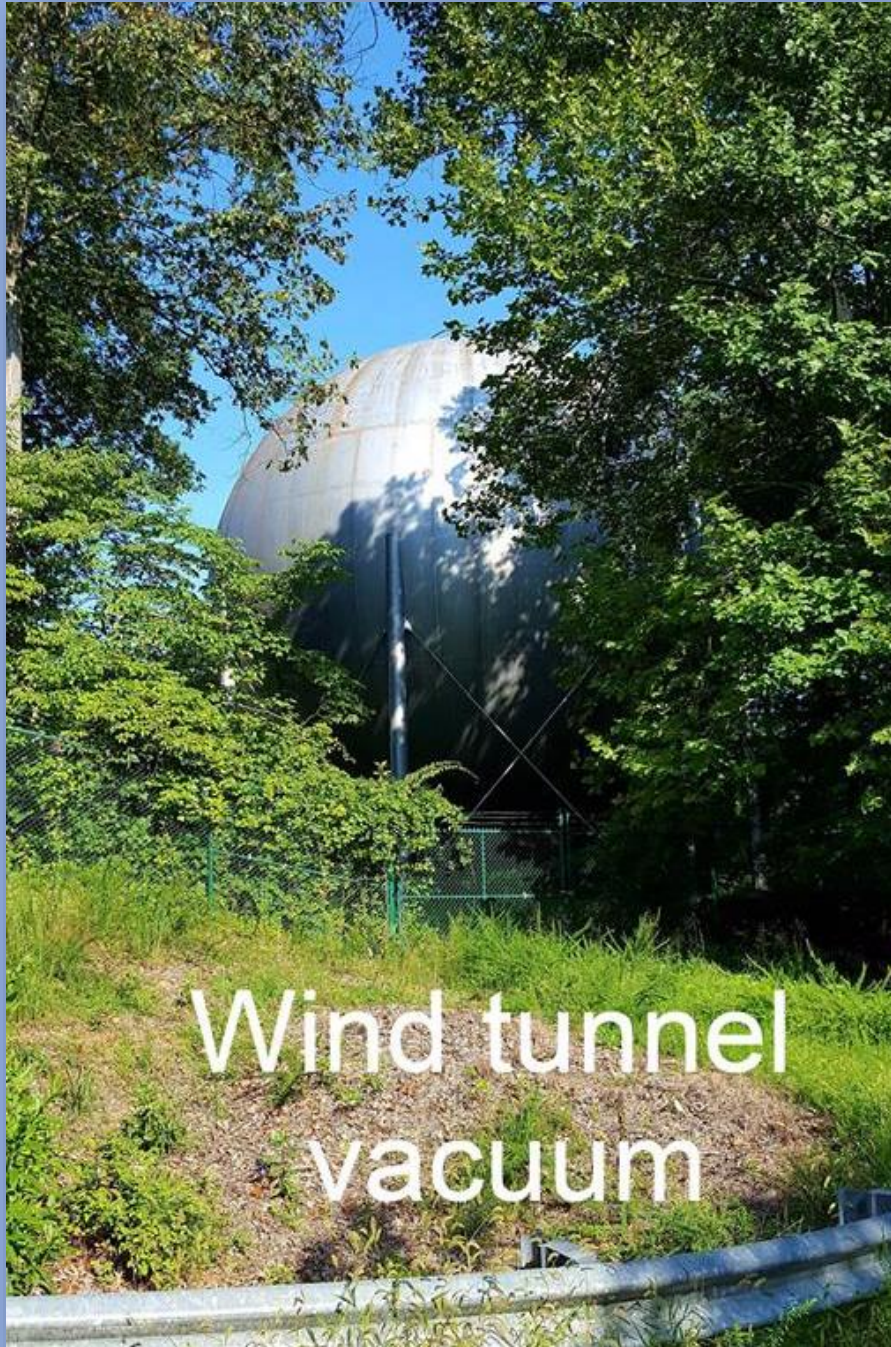
□ 130 acres

□ 6,000,000  
Million sq. ft.

□ 5,900 additional  
jobs on campus



# FDA Campus







# VIVA White Oak

Schematic  
Rendering

- ❑ Mixed-use zoning
- ❑ 7M sq. ft. commercial
- ❑ 5,500 residences



# VIVA White Oak Neighborhoods

## Schematic Rendering







- ❑ 48 Acre Site
- ❑ 803,000 sq. ft.
- ❑ Scheduled to Open Spring 2019

# Washington Adventist Hospital



# ventist ital Site







# Hillandale Gateway

- ☐ Joint venture between the Housing Opportunities Commission & Duffie Companies
- ☐ 25K sq. ft. of Retail
- ☐ 150 Units of Age Restricted Affordable Residential
- ☐ 350 Units of Market Value Residential



# Hillandale Gateway

495

New Hampshire Avenue

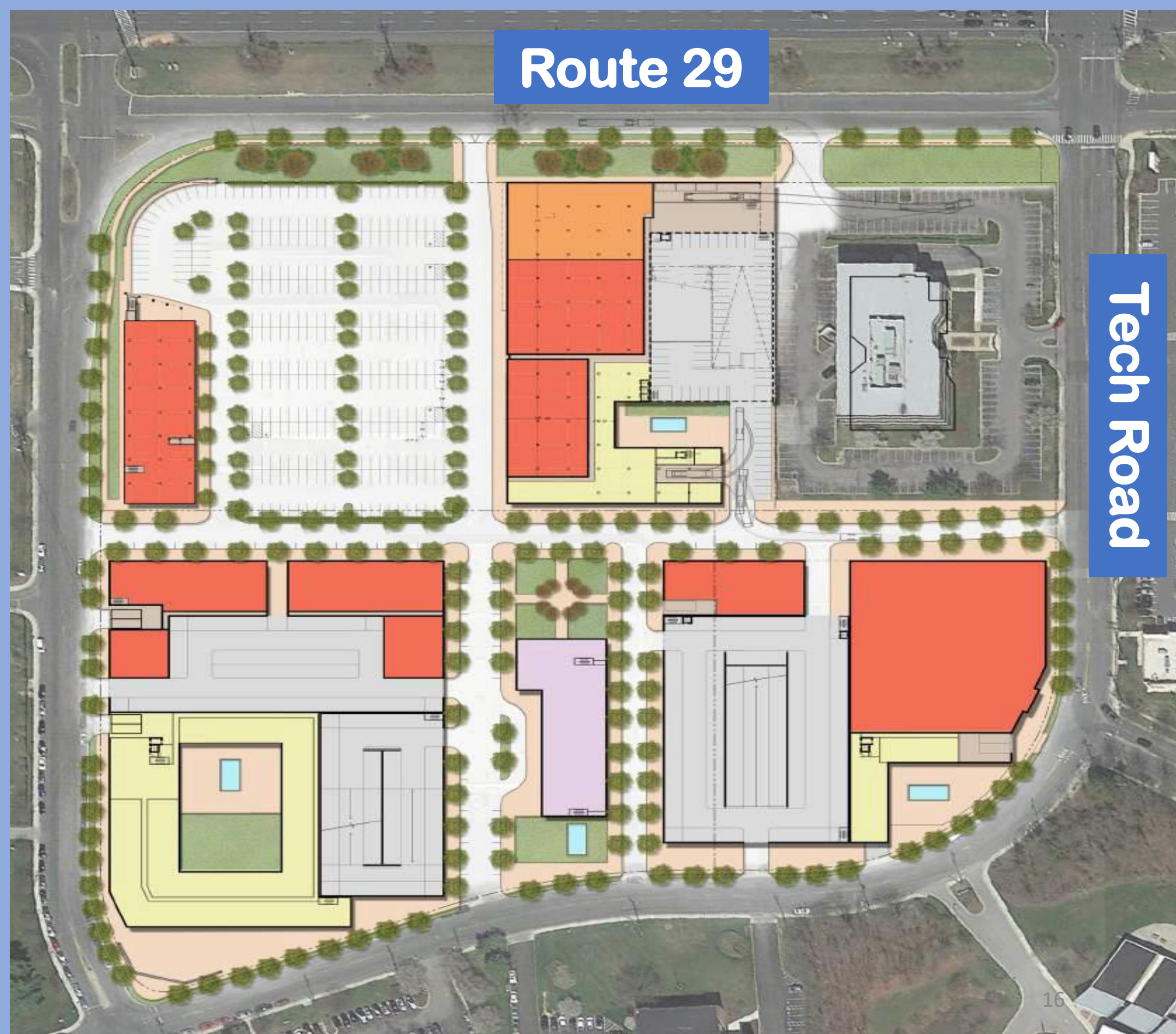
ATU Campus





# Town Center

- ❑ Mixed-use zoning
- ❑ 57,000 sq. ft. of Retail including a grocery store
- ❑ 225 Residential units







# Town Center



# Hilton Home2 Suites Hotel



❑ 62,000 sq. ft.

❑ 100 Room hotel

❑ Indoor Pool



# Hilton Home2 Suites Hotel





# Future Development – Aging Shopping Centers

- ☐ Mixed-use zoning
- ☐ Residential, Retail, Office





# BRT on Route 29

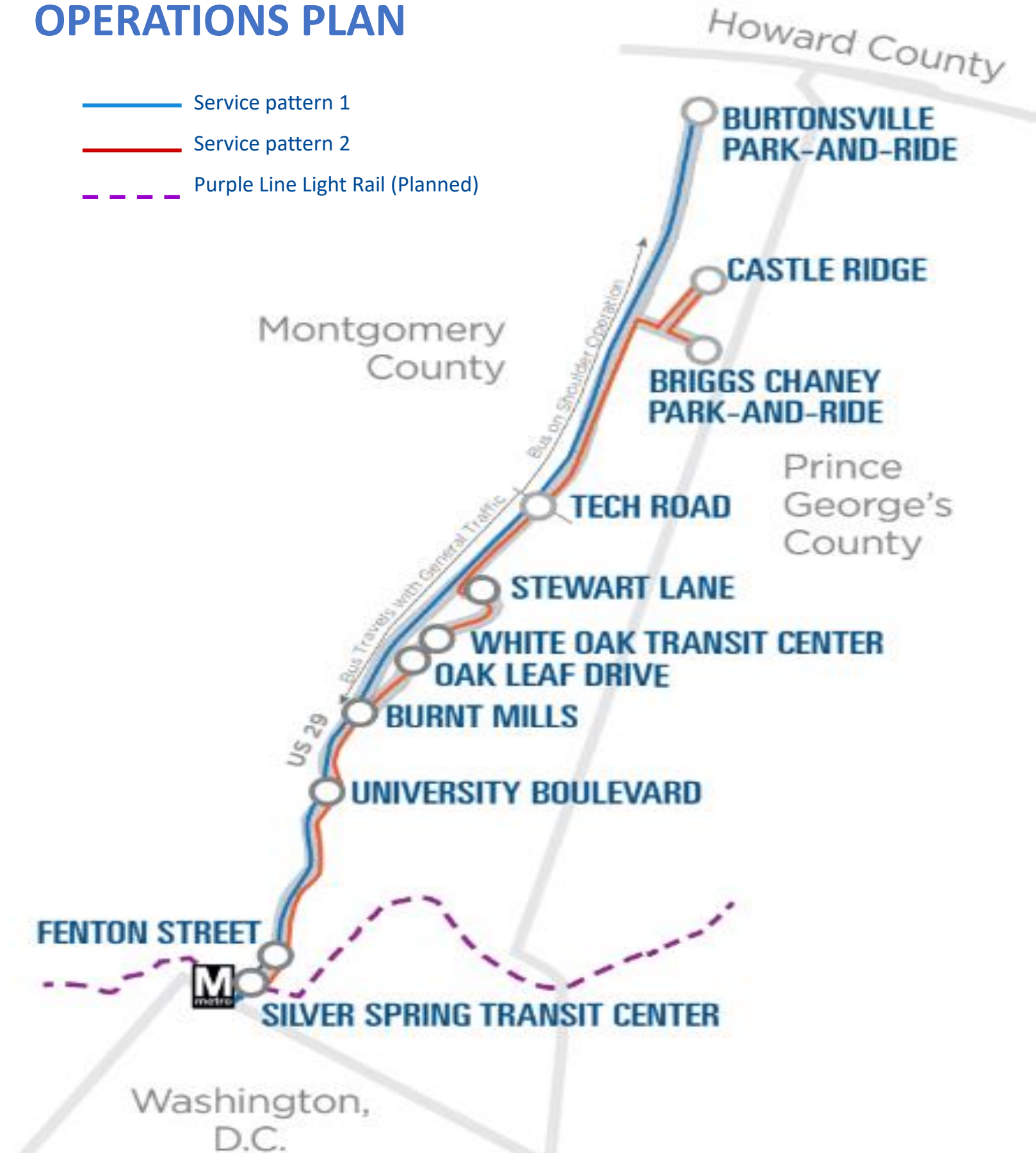




# BRT on US 29



## OPERATIONS PLAN





# Local Area Transportation Improvement Program (LATIP)

\$5,010 per vehicle trip





# County Council Approved LATIP Fee Projects

## Numerator:

Intersections	\$31,400,000
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Transit	\$19,800,000
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Bikeways	\$38,200,000
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Old Columbia Pike Bridge	\$12,000,000
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<u>LATR Analyses</u>	<u>\$400,000</u>
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TOTAL	\$101,800,000
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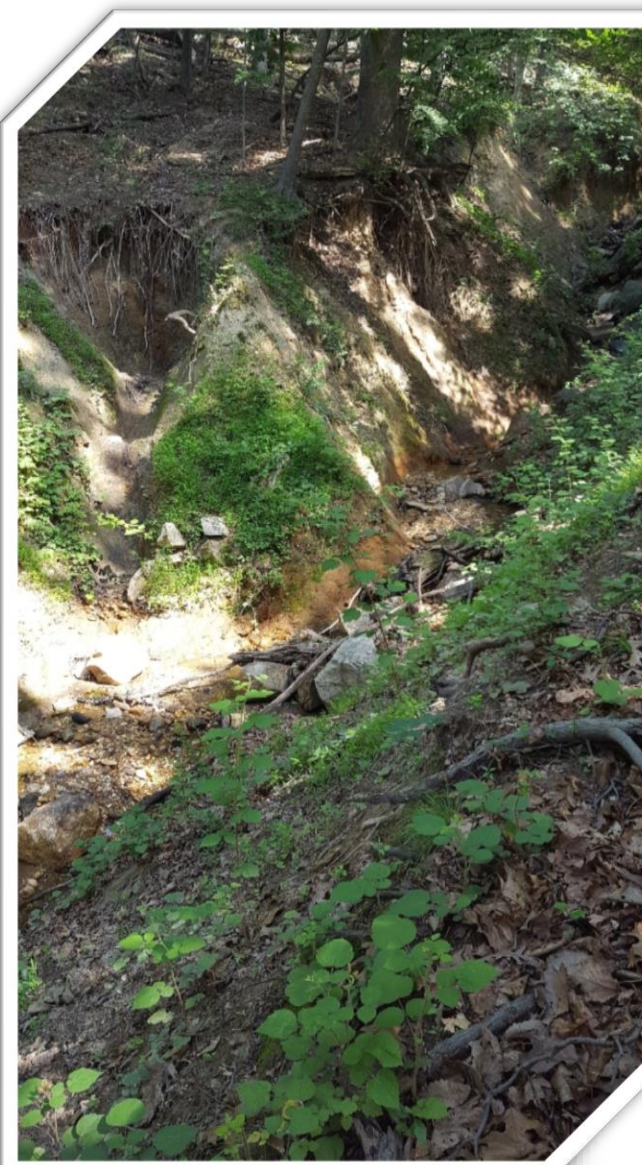
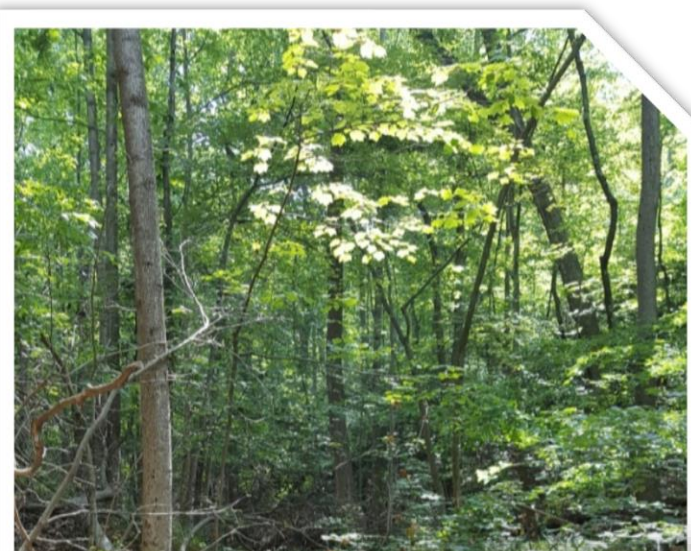
**Denominator:** 20,323 PM peak hour vehicle-trips at 100% build-out

**LATIP Fee:** \$5,010 per PM peak hour vehicle-trip

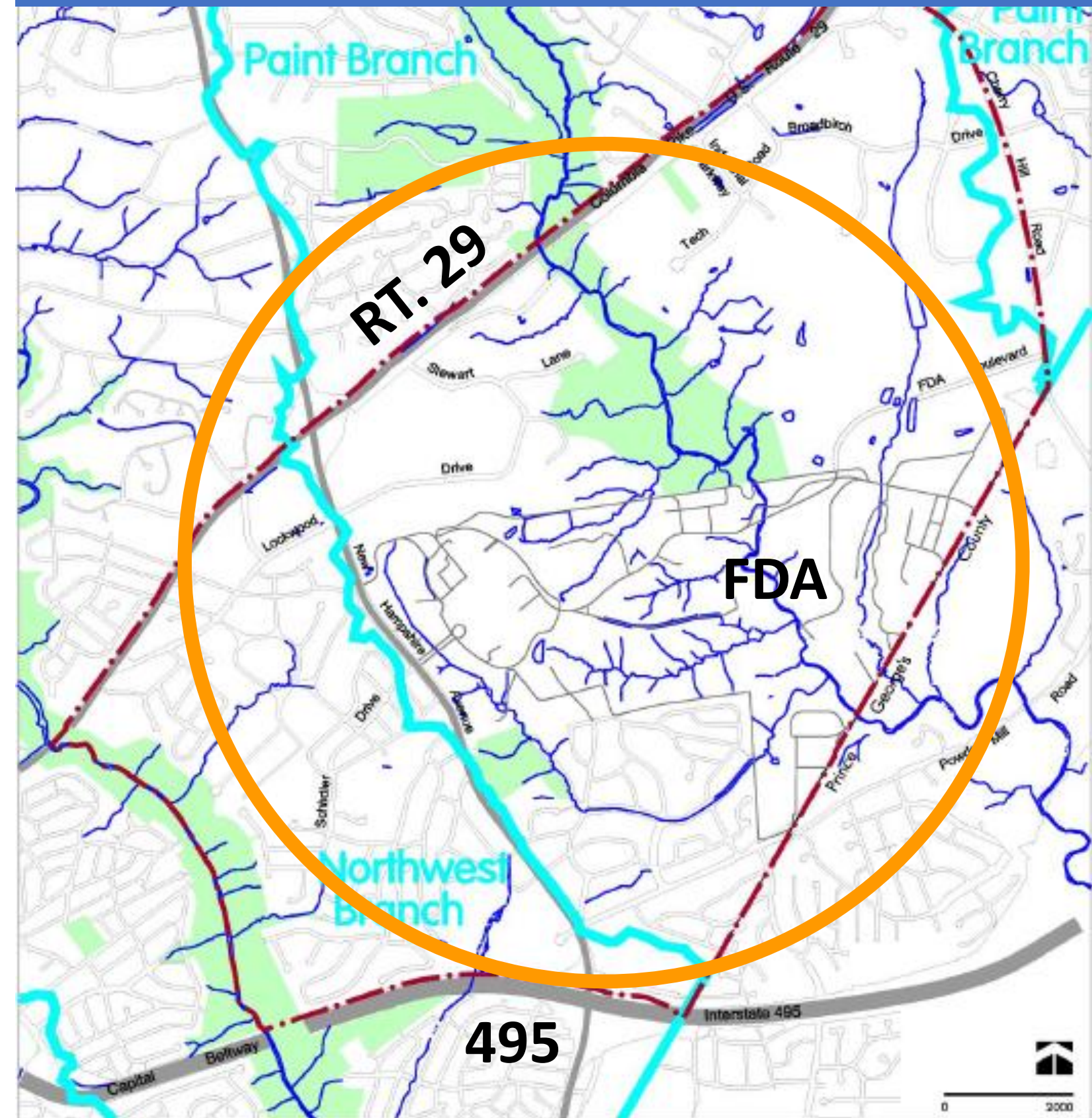
Program is evaluated periodically by the County Council.



# Environment



## Paint Branch





# Friends of White Oak

First Meeting November 2017

## Standing Committee

### Purpose

- Advocate
- Advise
- Communicate

### Mission Sample

- The Friends of White Oak will focus on the implementation of the White Oak Science Gateway Master Plan as approved by the Montgomery County Council and supported by the community. We are residents, businesses, and property owners who represent a broad diversity of backgrounds and interests.

### Inclusive

- Business
- Places of Worship
- Residents
- Owners
- Renters
- Safety and Rescue
- Fire
- Police
- Property Owners

## Manageable Size

### Timeline

- Short Term – Establish membership, Mission, Plan of Action
- Long Term – Implement Plan and Maintain



# Marketing

- Hired the firm of Sharp & Company to help create the “there” for White Oak
  - Marketing
  - Placemaking
  - Logo
  - Signage
  - Communication
  - Final plan in 2019



# WAYS TO STAY IN THE KNOW!

- White Oak Facebook Page  
<https://www.facebook.com/>
- White Oak Website  
<https://www.montgomerycountymd.gov/exec/wosg/index.html>
- White Oak Newsletter
- Friends of White Oak Meetings
- Peter Fosselman, Master Plan Coordinator,  
[Peter.Fosselman@MontgomeryCountyMD.Gov](mailto:Peter.Fosselman@MontgomeryCountyMD.Gov)

