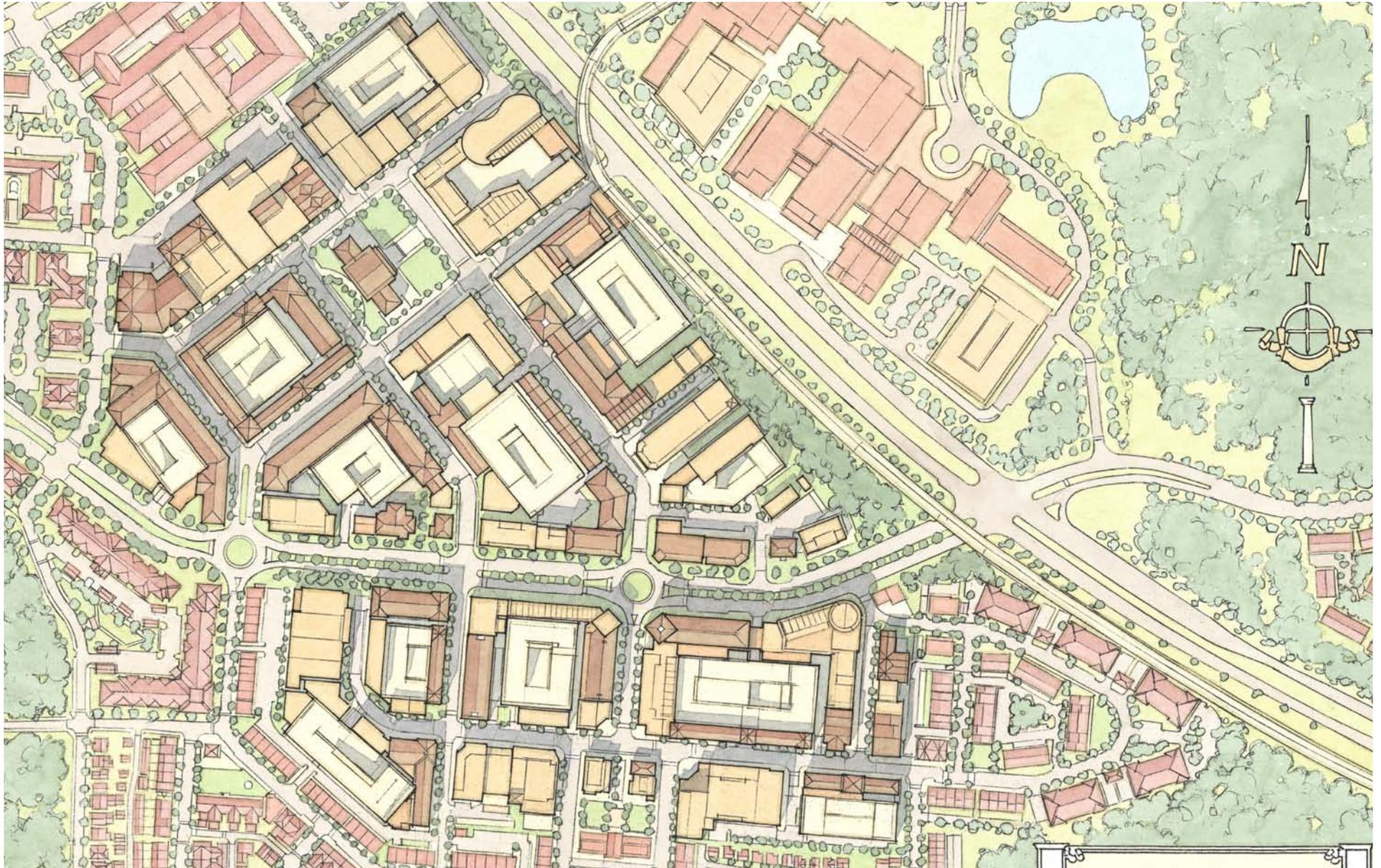


## 4. THE PLAN

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KENTLANDS BOULEVARD  
Commercial District





## PLAN FRAMEWORK

### *A Quality Public Realm*

Focus on improving the public realm by creating and maintaining a network of walkable streets; safe street crossings; attractive, accessible public spaces; and buildings whose form and design contribute to an attractive street environment.

### *Accessible and Connected Places*

Balance demands on transportation infrastructure by encouraging a dynamic mix of uses, improving conditions for pedestrians and cyclists, and encouraging the efficient use of transit and parking resources.

### *A Rich Mix of Uses*

Promote a critical mass and broad mix of mutually supportive uses, including a range of housing choices, retail, small offices and restaurant offerings, and public, personal and professional services that support the vitality of the area.

### *A Plan for Incremental Change*

Encourage development that supports the long-term vision for the area while fulfilling short-term needs.





View of Market Square

## PLAN GOALS

### *Land Use & Intensity*

- Promote the future appropriate growth of Kentlands' downtown with a healthy mix of uses to support the needs of the neighborhood, region and the use of the transit system.
- Promote an increase in intensity of Downtown Kentlands as market demand grows and as infrastructure can support it. Downtown Kentlands should serve as a model of succession planning and excellent transit-oriented development.

### *Transportation & Streets*

- Promote the improvement of the existing infrastructure network, while preparing for the inclusion of the Corridor Cities Transitway.
- Promote the alignment of the Corridor Cities Transitway on the Kentlands side of Great Seneca Highway, continuing to promote the strategy of locating Transit Stations in Town Centers throughout the City of Gaithersburg.

### *Public Spaces & Streetscapes*

- Provide appropriately scaled civic space in the northern section of the District.
- Replace "drive aisles" in current parking lots with properly detailed streets, as new development warrants.
- Improve the Public Realm of Kentlands Boulevard to establish a better pedestrian environment.
- Improve pedestrian crossing experience at Kentlands Boulevard at key locations.

### *Form & Character*

- Gradually replace the Shopping Centers in the KBCD with a more urban model (Downtown Kentlands), through the conversion of surface parking lots to transit-oriented development sites. Do not permit redevelopment of sites that in any way preclude future Transit-Oriented Development
- Encourage sustainable development strategies at every level – from site work to building technology to energy efficiency.
- Buildings should shape the public realm through proper placement close to the sidewalk.

## IMMEDIATE RECOMMENDATIONS



*Develop a unified wayfinding and signage system for the shops and businesses of the Kentlands Boulevard Commercial District.*

- Consider re-branding the KBCD to a more appropriate and recognizable name, such as “Kentlands Downtown.”
- Begin wayfinding and signage initiative with the Main Street Shops, focusing on multi-tenant directional, gateway, parking directional, and service signage.
- List shop and business names clearly with directional arrows to indicate store locations.
- Mark parking locations with an easy to understand, universal icon.
- Consider the following locations for signage: roundabout at Kentlands Boulevard and Main Street; Main Street Pavilion; Great Seneca Highway and Kentlands Boulevard; and Quince Orchard Road and Kentlands Boulevard.



*Make physical improvements to promote traffic calming and reduce pedestrian conflicts along Kentlands Boulevard.*

- Remove all dedicated left turn lanes from Kentlands Boulevard.
- Eliminate median break at New Service Lane and Kentlands Boulevard.
- Reallocate the existing right-of-way of Kentlands Boulevard to accommodate a uniform sidewalk, planting strip and travel lane system.
- Improve the aesthetic quality of Kentlands Boulevard.

*Improve pedestrian connections and pedestrian experience across Kentlands Boulevard to make it safer and easier to cross.*

- Establish Main Street, Market Street and New Street 2 as principle pedestrian crossings.
- Create a wider median (by removing dedicated turn lanes) to create safer mid-street pedestrian havens.
- Redesign crosswalks to be more apparent and visible to drivers.
- Consider temporary signage and explore technologies to train drivers to look out for pedestrians in the right-of-way.



*Encourage more restaurant and dining establishments in the KBCD to meet market demands. Locations near existing dining and entertainment establishments, at street corners and adjacent to public spaces are preferred.*

- Review existing parking requirements for the KBCD as a whole and identify requirements that hinder unmet demand for restaurant uses. Consider modifications to current standards.
- Continue to encourage property owners to coordinate shared parking facility agreements.
- Establish a shared parking standard for a mixed use project that includes residential in the mix of uses.



## STREET NETWORK

### *A Collection of Thoroughfares*

The established street grid and shopping center drive aisles create an interconnected network for pedestrians and drivers visiting the KBCD. Future development will aid in the definition of the public realm through the placement of buildings close to the street. The thoroughfares of the Kentlands Boulevard Commercial District have been grouped into six categories:

- AV 120-66
- ST 72-36
- ST 62-38
- ST 60-36
- ST 54-34
- LA 30-20

The first number of the street type name denotes the width from building face-to-building face while the second number indicates the width of the pavement from curb-to-curb.

This collection of streets will help create a memorable and walkable community within the study area and connect to the adjacent neighborhoods.

All streets within the network support one another to create a framework for pedestrians and vehicles. Although every street serves an important role within the street hierarchy, there are several key thoroughfares within the Kentlands Boulevard Commercial District

### *Kentlands Boulevard*

Kentlands Boulevard is envisioned to be the primary commercial corridor linking Quince Orchard Road to Great Seneca Highway and the gateway to the KBCD. Because Kentlands Boulevard has four travel lanes, parking lanes, and medians, the street can accommodate taller buildings to create a sense of scale for pedestrians and drivers. Retail and/or commercial office uses will activate the ground floor space along the length of the corridor.

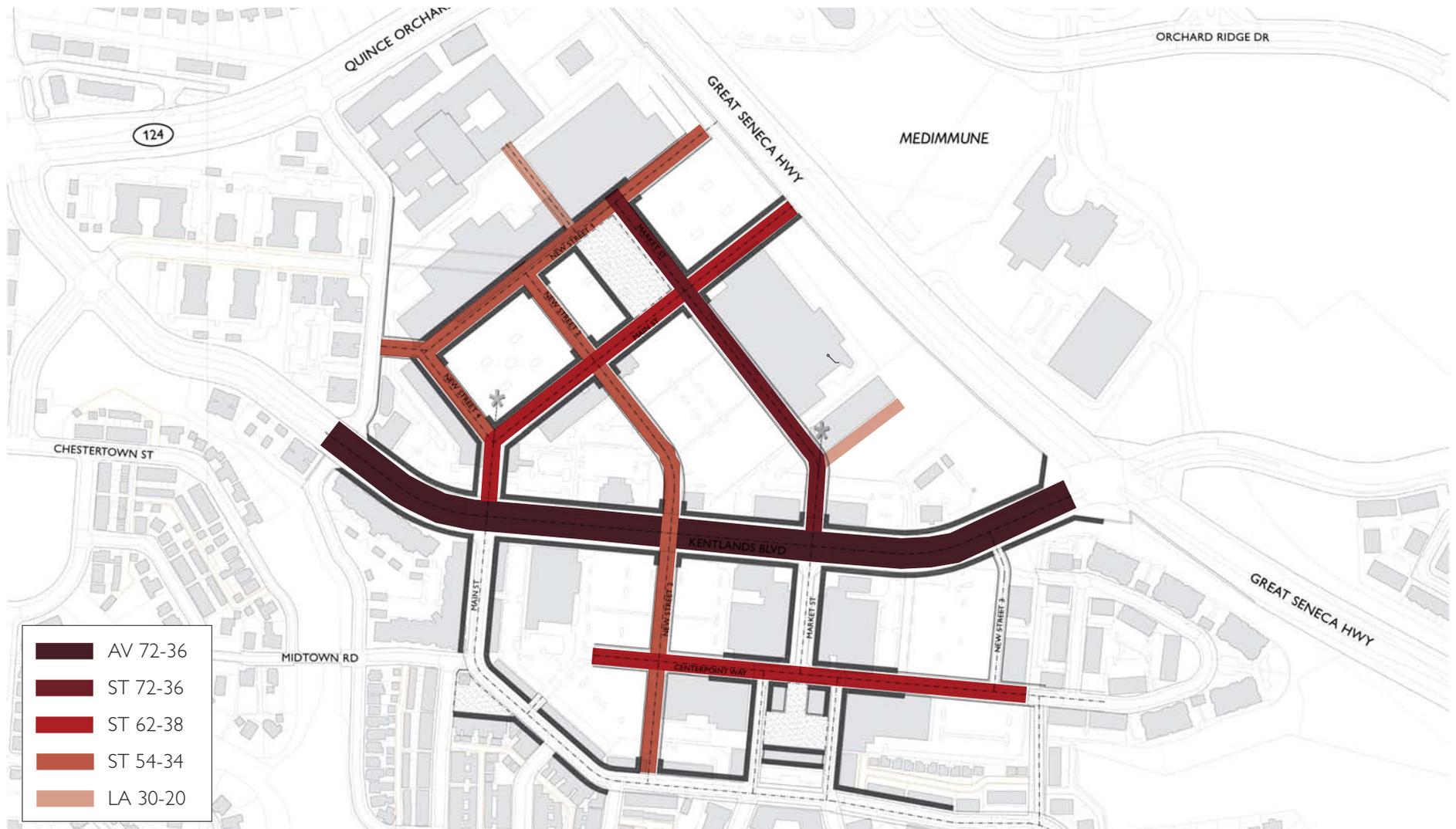
### *Main Street*

As its name implies, Main Street is intended to act as the principal shopping street for the Kentlands Boulevard Commercial District. Currently, Main Street is difficult to find and lacks visibility from Kentlands Boulevard. This plan reinforces the connection of Main Street to Great Seneca Highway by extending the current character of Main Street across Kentlands Boulevard. Future development along Main Street should seek to provide a highly pedestrian-friendly experience through form and character that supports the retail character of the street.

### *Market Street*

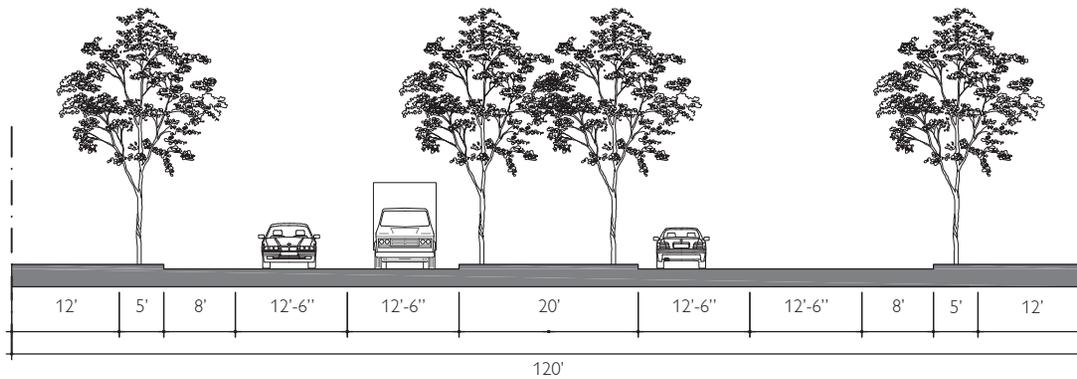
Market Street, south of Kentlands Boulevard, currently operates in a pedestrian-friendly, walkable form that people enjoy. This plan continues the character across Kentlands Boulevard to link Market Square Plaza to a new public open space on the north side of the KBCD.

Draft Street Network Diagram



## KENTLANDS BOULEVARD

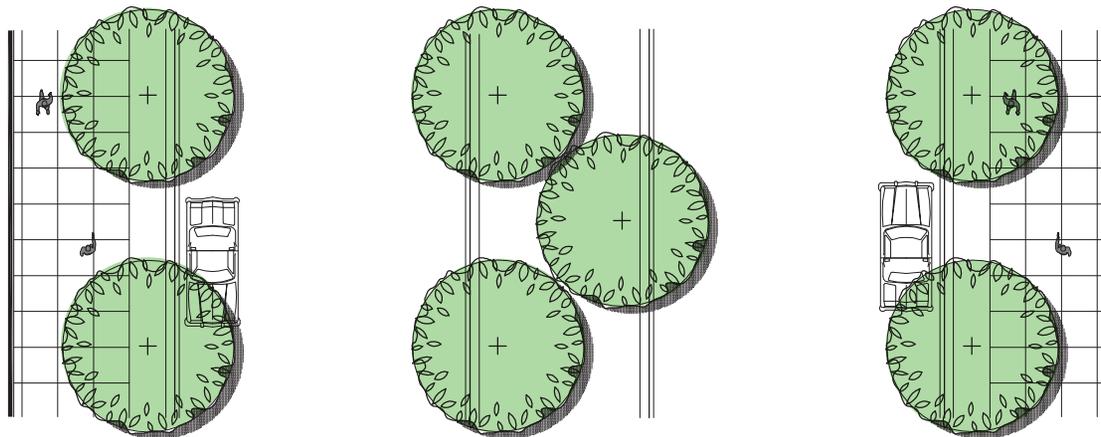
AV 120-66



### *Improvements*

Throughout the public engagement process Kentlands Boulevard was a focus of concern for many residents. Issues were raised regarding pedestrian safety, difficulty crossing the street, automobile conflicts and the character of Ket. Thus, immediate recommendations for Kentlands Boulevard include improving the aesthetic quality of the street, reducing pedestrian conflicts, and traffic calming along the length of the street.

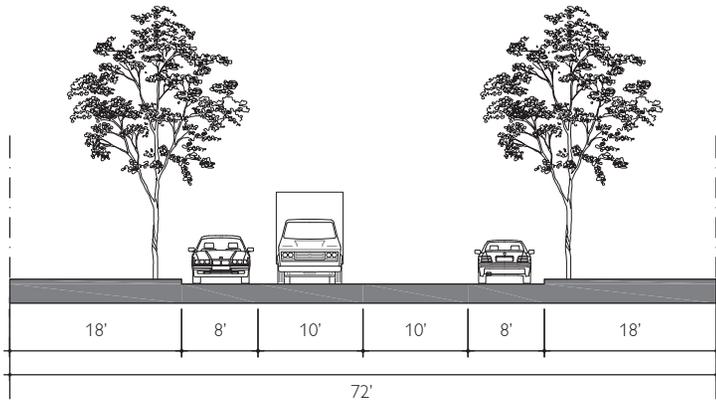
In addition, the public realm of the street can be improved by placing future development closer to the street and reallocating the right-of-way to create a wider median and uniform landscape strips and sidewalks.



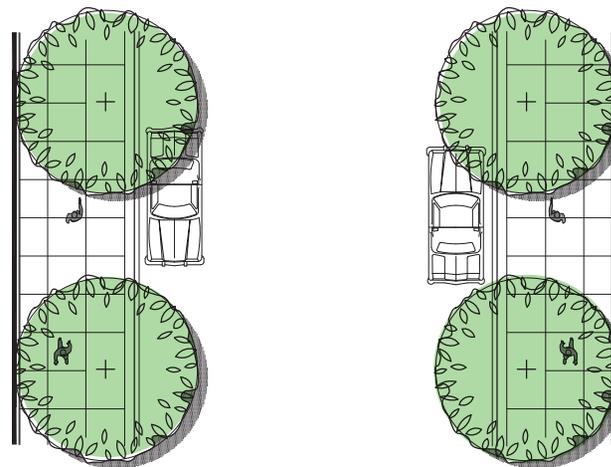
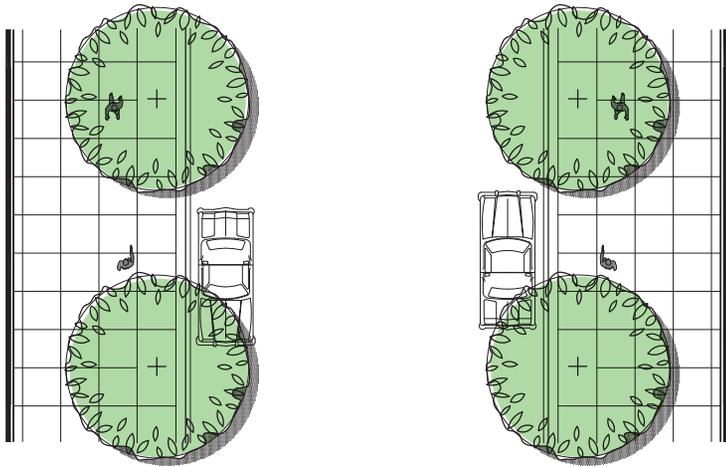
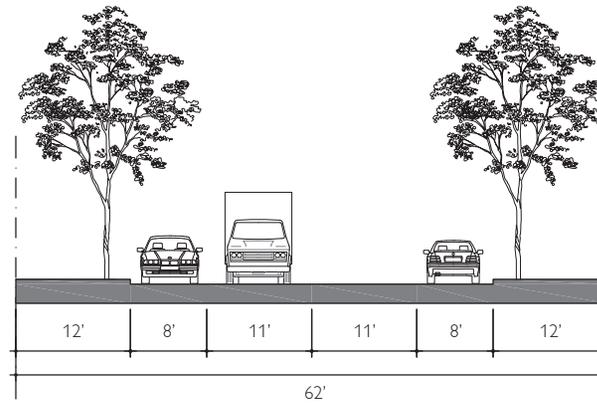


## STREET SECTIONS

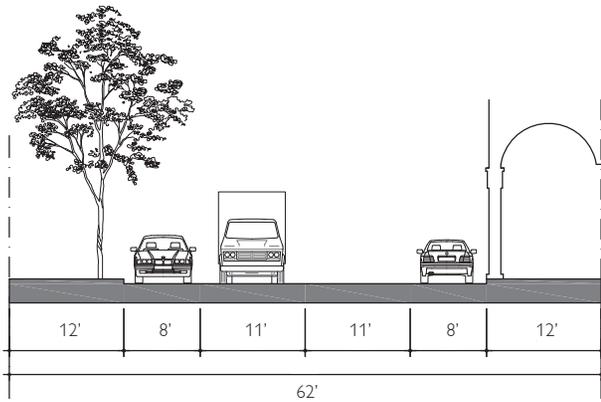
ST 72 - 36



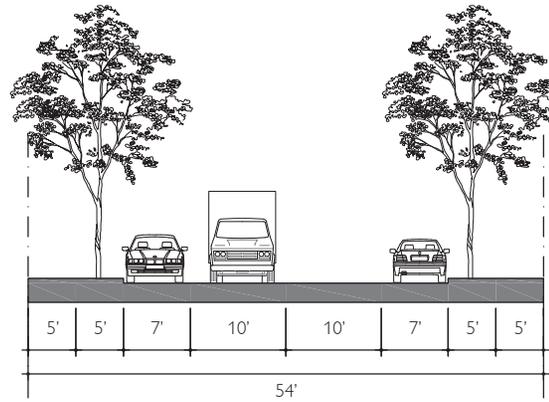
ST 62 - 38



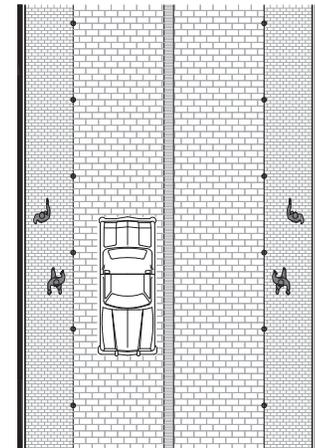
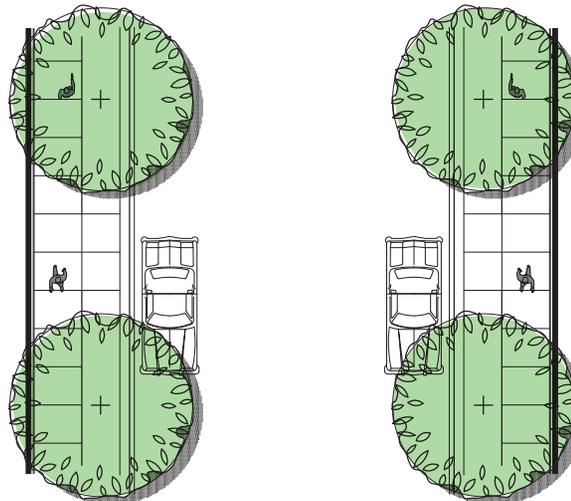
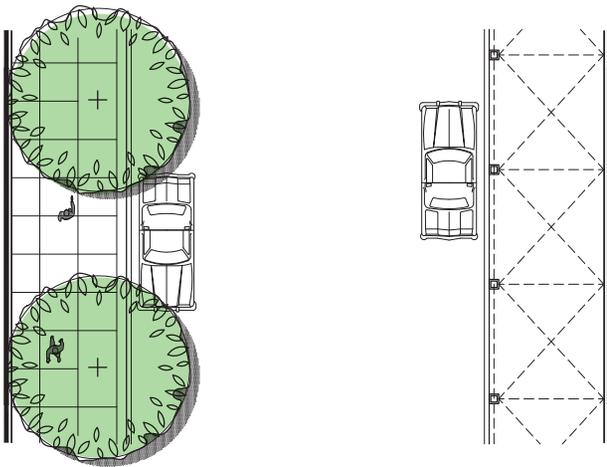
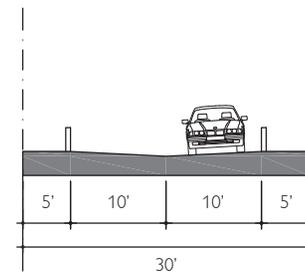
ST 62 - 38 (with arcade)



ST 54 - 34



LA 30 - 20



## FRONTAGE

### *Design Guidance*

For each street in the Kentlands Boulevard Commercial District, primary frontage guidelines address the rhythm of building entries, level of transparency, relationship of building entries to sidewalk grade, minimum clear ceiling heights and permitted projections beyond required building lines (encroachments). Together, these elements give a street its particular character.



### *Distance Between Entries*

Permitted distance between functioning entries to individual shops, offices or other tenant spaces. On more active streets, entrances are required to be closer together. On less active streets, minimum distances between entrances are further apart.

### *Façade Transparency*

Transparency is a key factor in influencing the pedestrian experience – increased visual access to and from interior spaces provide visual interest and informal social interaction in or near public spaces. Higher transparency is a hallmark of publicly-oriented retail frontage, while lower transparency is a hallmark of more privately-oriented residential frontage.

### *First Floor Elevation*

How building entrances meet the street is another factor supporting street character. For shopping streets, matching the grade of the adjacent sidewalk and providing total accessibility is of fundamental importance. In residential settings, however, first floor elevations set higher than the street provide more privacy and clear separation between the public and private realms.

### *Minimum Clear Ceiling Height*

To promote flexibility of ground floor space, the guidelines require minimum requirements for first floor ceiling heights. This guideline is intended to ensure long-term adaptability to different uses and adequate allowances for proper lights, signage, awnings and other elements.

### *Permitted Projections and Recesses*

Variations in building facades are accommodating by permitting specific and appropriate elements to project from or be recessed into the main building wall, otherwise required to be set on a building line. Typical projections include signage, balconies and awnings, while typical recesses include arcades and doorways.

*Frontage Matrix*

| Street Type                  | Maximum Distance Between Functioning Entries | Facade Transparency <sup>(1)</sup> | First Floor Elevation       | Permitted Projections <sup>(2)</sup>                                      | Minimum Clear Ceiling Height |
|------------------------------|--|------------------------------------|-----------------------------|---|------------------------------|
| AV 120 - 66 (Kentlands Blvd) | 60'  | Min. 60% between 2' & 10'          | Match sidewalk grade        | Shopfronts<br>Blade Signs<br>Awnings<br>Canopies                          | 15'                          |
| ST 72 - 36                   | 30'  | Min. 75% between 2' & 10'          | Match sidewalk grade        | Shopfronts<br>Blade Signs<br>Awnings<br>Canopies                          | 15'                          |
| ST 62 - 38                   | 30'  | Min. 75% between 2' & 10'          | Match sidewalk grade        | Shopfronts<br>Blade Signs<br>Awnings<br>Canopies<br>Arcades               | 15'                          |
| ST 54 - 34                   | 60'  | Min. 60% between 2' & 10'          | Match sidewalk grade        | Shopfronts<br>Blade Signs<br>Awnings<br>Canopies<br>Arcades<br>BayWindows | 15'                          |
| LA 30 - 20                   | 30'  | Min. 60% between 4' & 10'          | 0-30'' above sidewalk grade | Shopfronts<br>Blade Signs<br>Awnings<br>Canopies<br>BayWindows<br>Stoops  | 15'                          |

(1) Voids must be transparent glass permitting unobstructed views to interior spaces.

(2) Stoops may not infringe upon the minimum 8' clear walkway zone. Awnings, blade signs and upper story balconies are permitted to breach the clear walkway zone if they are no lower than 8' from the sidewalk level and the infringement is no more than 2' for upper story balconies and blade signs and 4' for awnings and canopies.

## REGULATING PLAN

### *Introduction*

Along with the street network plan, the regulating plan establishes the framework for future development in the study area. While development may happen in numerous configurations on a given block, the regulating plan seeks to define and control the primary elements important in shaping the public realm.

The plan reinforces Kentlands Boulevard, Main Street, and Market Street as key streets within Kentlands Boulevard Commercial District. Primary frontage on these streets and at intersections is fundamental to shaping the experience of pedestrians and drivers alike. Buildings should be built close to the street and ground floor spaces should encourage interaction between interior and exterior activities.

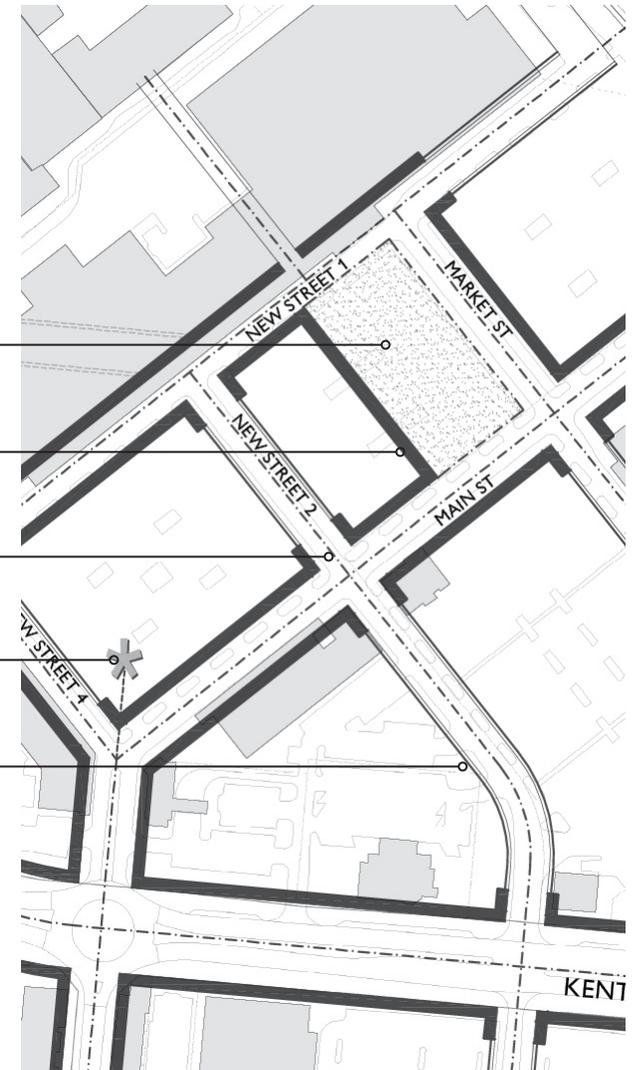
In addition, terminated vistas are unique opportunities to provide architectural emphasis to the axial conclusion to a street. The plan indicates terminated vistas and encourages special attention to these locations. Open space within the study area is also an important element. The plan encourages open space in the northern portion of the study area similar in size and scale to Market Square Plaza.

### *Key Elements*

Key elements of the regulating plan - open space, primary frontage, secondary frontage, terminated vistas and street centerlines - are indicated below.

More detailed mid-term and redevelopment recommendations are outlined in the Block-by-Block Recommendations on the following pages.

- Open Space
- Primary Frontage
- Street Centerlines
- Terminated Vista
- Secondary Frontage



Regulating Plan - Block Map



## BLOCK-BY-BLOCK RECOMMENDATIONS

### *Block A1*

#### *Mid-Term Recommendations*

- Encourage Giant to expand in place and use the in-line spaces to accommodate the need for an additional 20,000sf of space. This change may act as a catalyst to provide a connection to The Colonnade development.
- The current drive aisle that Giant & K-Mart front should be reinforced and established as a two-sided street.

#### *Long-Term Recommendations*

- Redevelopment of the entire block as a single project.
- Encourage redevelopment at corner of Booth Street where the existing Chicken Out is located.

#### *Redevelopment Guidelines*

- Height – 4 to 5 Stories
- Parking Location – Accommodated in adjacent blocks (mid-term scenario) or below grade (redevelopment scenario)
- Access – From the north side via alley
- Ground Floor Use – New Street 1 – Retail preferred
- Upper Floor Use – Residential encouraged



*View of Typical Side Street*

## Block A2

### Mid-Term Recommendations

- K-Mart, or similar big box user, occupies same building.
- The current drive aisle that Giant & K-Mart front should be reinforced and established as a two-sided street.
- Promote the building of connector from The Colonnade to the square by removing select in-line stores.

### Long-Term Recommendations

- Capitalize on the proximity to the potential CCT station through a multi-story, mixed use redevelopment opportunity.

### Redevelopment Guidelines

- Height – 8 to 12 Stories; height should taper down to residential buildings to the north
- Parking Location – North side of block. Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings.
- Access – From the east or north
- Ground Floor Use – New Street 1 – Retail preferred

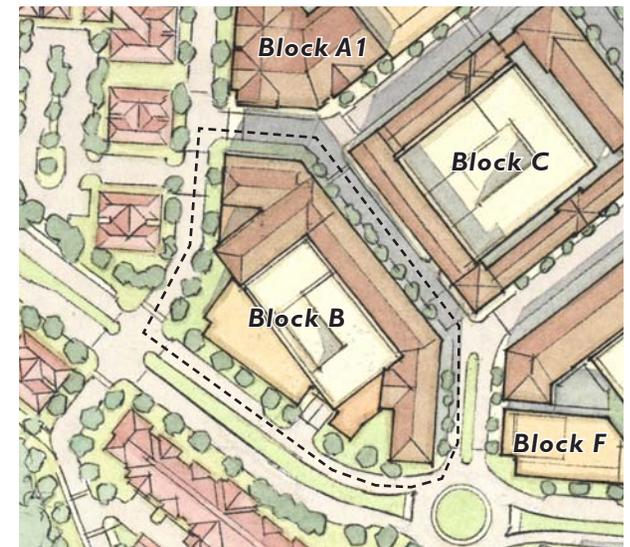
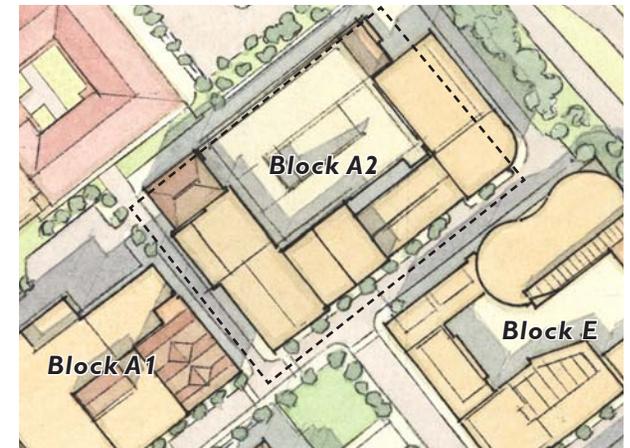
## Block B

### Long-Term Recommendations

- Owners should consider a property consolidation to increase the potential for more dense development.

### Redevelopment Guidelines

- Height – 4 to 5 Stories
- Parking Location – Interior of block or below grade; Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings.
- Access – From Kentlands Boulevard or Booth Street
- Ground Floor Use – Main Street and New Street 4 – Retail preferred; Kentlands Boulevard – Commercial office or retail preferred
- Upper Floor Use – Residential encouraged



KENTLANDS BOULEVARD  
Commercial District



## *Block C*

### *Long-Term Recommendations*

- Terminated vista opportunity at the southern corner (bend of Main Street).
- Capitalize on the close proximity to the CCT station and become a multi-story, mixed use development opportunity. Below grade structured parking is preferred and above grade parking must have appropriate building liners.
- Redevelopment should occur in conjunction with transit station development.
- Reinforce the connection from Main Street to Great Seneca Highway with the short side of the block providing access and secondary frontage.

### *Redevelopment Guidelines*

- Height – 4 to 6 Stories
- Parking Location – Interior of block or below grade; Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings.
- Access – From New Street 4 or New Street 2
- Ground Floor Use – Main Street and New Street 1 – Retail

## *Block D*

### *Long-Term Recommendations*

- Opportunity to build the principle open space in the northern half of the KBCD.
- Potential for development on the western side of the block for public or private use. At a minimum, 50% of the block should be dedicated to open space. Special attention should be made to link the residential (to the north of Blocks A1 & A2) to the new open space.
- Capitalize on the close proximity to the CCT station with redevelopment occurring in conjunction with transit station development.
- Reinforce the connection from Main Street to Great Seneca Highway with the short side of the block providing access and secondary frontage.

### *Redevelopment Guidelines*

- Height – 2 to 4 Stories
- Parking Location – On adjacent blocks or below grade
- Access – From New Street 2 only
- Ground Floor Use – Commercial office or civic use, and public space

## *Block E*

### *Long-Term Recommendations*

- Prime location for the CCT station and station parking.
- Redevelopment should occur in conjunction with transit station development.
- Potential development block as a multi-story, mixed use building. As the probable location for the CCT station, Block E has the best potential for high intensity development (mid- to high-rise).
- Reinforce the connection from Main Street to Great Seneca Highway with the north side of the block providing access and secondary frontage.

### *Redevelopment Guidelines*

- Height – 8 to 12 Stories
- Parking Location – Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings or to accommodate parking for the CCT.
- Access – From New Street 1 only
- Ground Floor Use – Main Street and Market Street – Retail

### *Block F*

#### *Mid-Term Recommendations*

- Replace the unused open space adjacent to bank use with more retail space.
- At the opposite end, create a corner café condition similar to the Chipotle – wide sidewalks, outdoor seating, and a restaurant use.
- Define the southeast corner of Block F with an infill building adjacent to the O'Donnell's restaurant operation.

#### *Long-Term Recommendations*

- Continue to reinforce Main Street and Kentlands Boulevard with continuous frontage.

#### *Redevelopment Guidelines*

- Height – 4 to 6 Stories
- Parking Location – Mid-block; Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings.
- Access – No curb cuts along Main Street; No additional curb cuts along Kentlands Boulevard; Parking/service/delivery from New Street 2
- Ground Floor Use – Main Street – Retail preferred; Kentlands Boulevard – Commercial office or retail preferred

### *Block G*

#### *Mid-Term Recommendations*

- Potential to build additional structured parking above surface lot.

#### *Long-Term Recommendations*

- Major opportunity for redevelopment while protecting Kentlands Boulevard corridor and reinforcing Main Street's shopping experience.

#### *Redevelopment Guidelines*

- Height – 4 to 6 Stories
- Parking Location – Mid-block, Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings.
- Access – No curb cuts along Main Street; Parking/service/delivery from New Street 2
- Ground Floor Use – Main Street – Retail preferred

## Block H1

### Mid-Term Recommendations

- Lowe's and Kentlands Place remain in place and continue to function in its current condition.
- Improve the streetscape on the northeastern side of big box along Main Street.

### Long-Term Recommendations

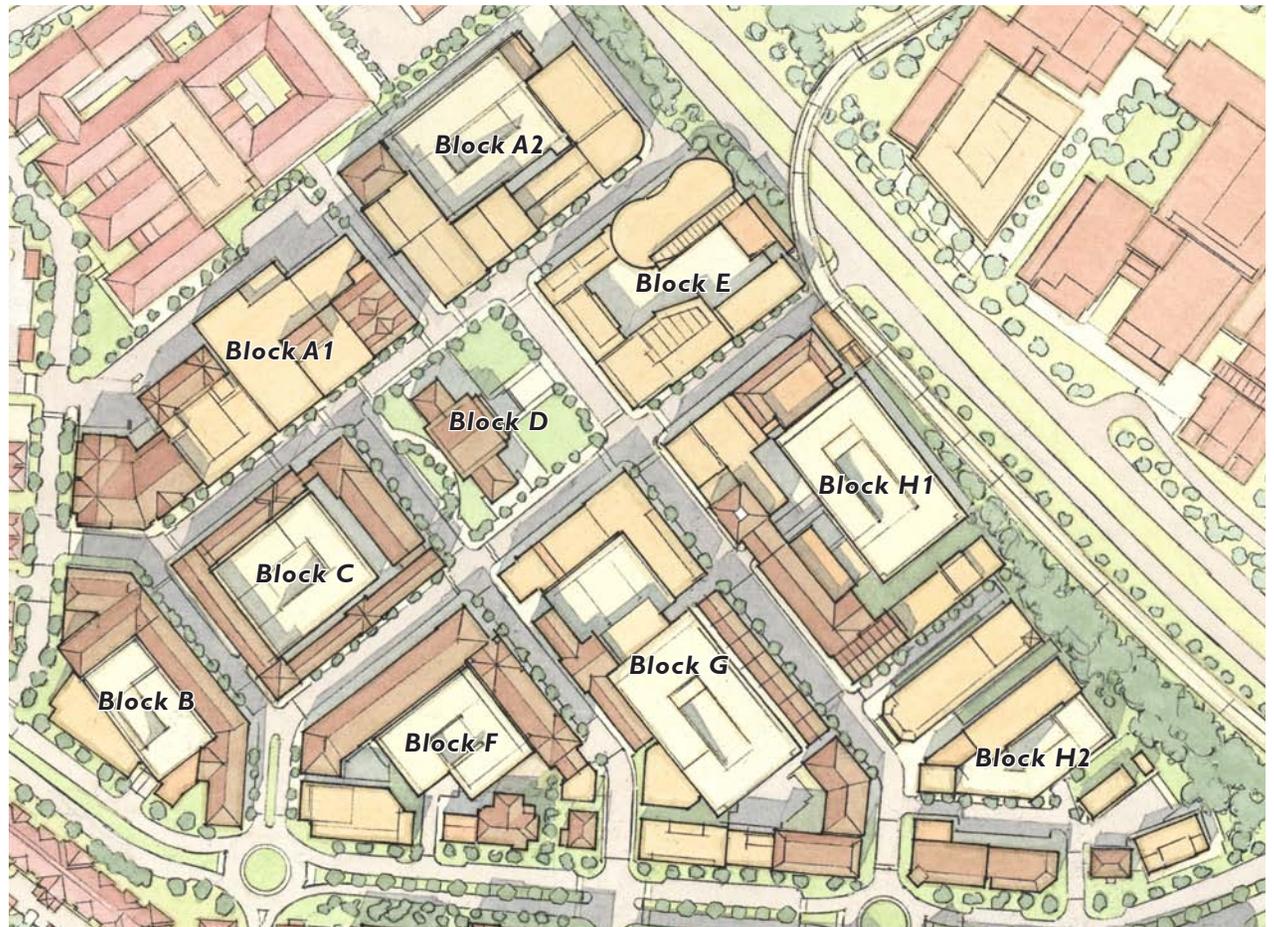
- The transit station on Block E will provide a redevelopment opportunity. The site could support high intensity development.
- Redevelopment should occur concurrent with or following the completion of the transit station on Block E.

### Redevelopment Guidelines

- Height – 6 to 12 Stories; Height shall step down from transit station (Block E) with up to 12 stories appropriate directly adjacent to transit and up to 6 stories appropriate adjacent to Block H2.
- Parking Location – Mid-block, Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings.

- Access – No curb cuts along Main Street or Kentlands Boulevard; Parking/service/delivery from Market Street

- Ground Floor Use – Main Street – Retail preferred





## *Block H2*

### *Mid-Term Recommendations*

- Additional buildings along Kentlands Boulevard are encouraged.

### *Long-Term Recommendations*

- Long term recommendations include exploring Block H2 as an alternate site for the CCT station. If Block H2 is chosen as the CCT station location, height recommendations should be modified to reflect the new station location.

### *Redevelopment Guidelines*

- Height – 2 to 6 Stories
- Parking Location – Accommodated in adjacent blocks or below grade as appropriate
- Access – Limited access along Kentlands Boulevard; Parking/service/delivery from Market Street
- Ground Floor Use – Market Street – Retail preferred; Kentlands Boulevard – Commercial office or retail

*Block I*

*Mid-Term Recommendations*

- Permit additional retail and residential space on shopping center site and require a parking structure to accommodate parking demand of new construction and provide excess parking for adjacent live-work units. Provide additional parking in excess of requirement through public funding or other public/private partnership.
- Provide directional and wayfinding signage (including business names and parking locations) for live-work units on Main Street.

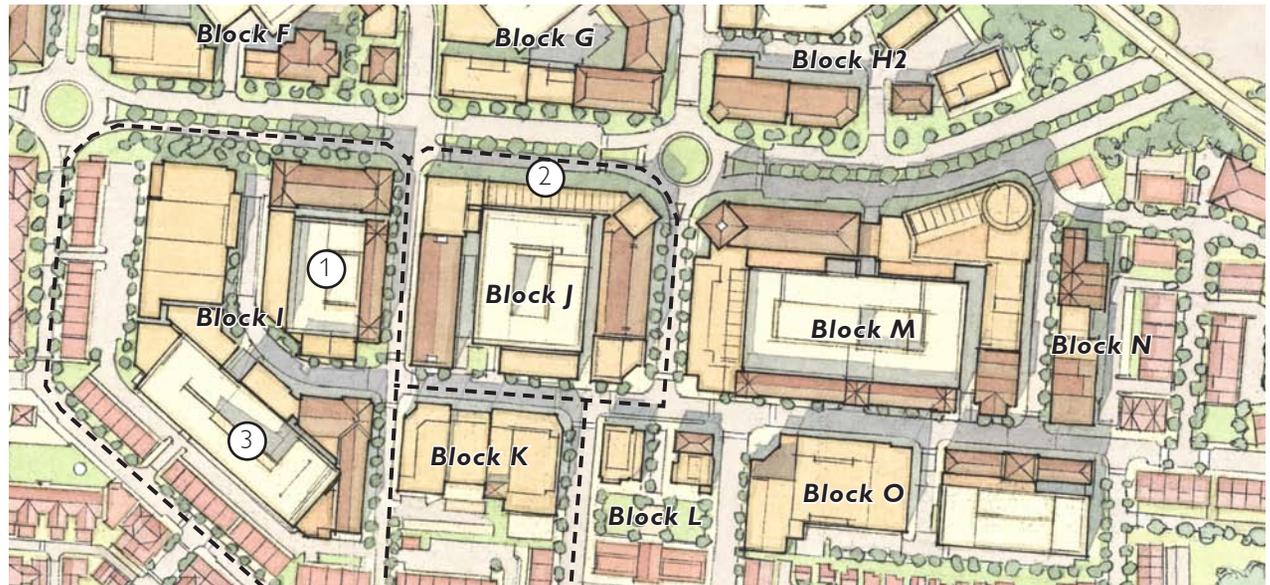
*Long-Term Recommendations*

- Encourage development to occur on existing surface parking lots. Additional new development should line Kentlands Boulevard and redevelopment scenarios should include structured parking (above grade structured parking should be lined).

*Redevelopment Guidelines*

- Height – 4 to 5 Stories
- Parking Location – Below grade parking is encouraged. Above grade parking is permitted.
- Access – Limited access from Main Street; No curb cuts along Kentlands Boulevard; Parking/service/delivery from Centerpoint Way
- Ground Floor Use – Centerpoint Way and New Street 2 – Retail preferred; Kentlands Boulevard – Commercial office or retail preferred

- ① *Parking garages provide needed parking to support future uses. Buildings lining the garages promote a walkable and pedestrian friendly environment.*
- ② *Buildings line Kentlands Boulevard to provide a sense of enclosure and activate the commercial corridor.*
- ③ *An additional parking garage provides excess parking for adjacent live-work units.*



### *Block J*

#### *Long-Term Recommendations*

- Reinforce Market Street and Centerpoint Way as primary shopping streets. Encourage development along Kentlands Boulevard for the extent of the block.

#### *Redevelopment Guidelines*

- Height – 4 to 6 Stories
- Parking Location – Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings. In select cases, landscape screening may be permitted to block the view of structured parking.
- Access – No curb cuts along Kentlands Boulevard or Market Street; Parking/service/delivery from Centerpoint Way and/or New Street.
- Ground Floor Use – Market Street and Centerpoint Way - Retail; Kentlands Boulevard – Commercial office or retail

### *Block K*

#### *Mid-Term Recommendations*

- Consider mixed-use infill building between live-work units and retail space on Market Street West provided parking could be accommodated in adjacent block.

#### *Long-Term Recommendations*

- Continue to reinforce Market Street and Centerpoint Way as primary shopping streets.
- Consider a more intense mixed use development to support the future urban character of Market Square.

#### *Redevelopment Guidelines*

- Height – 4 to 5 Stories
- Parking Location – Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings on primary shopping streets. Parking may also be accommodated on adjacent (redeveloped) blocks. Providing surplus parking for adjacent uses should be considered if Block K is redeveloped with a structured parking deck.
- Access – No curb cuts permitted on Market Street West; Parking/service/delivery from New Street.
- Ground Floor Use – Market Street West and Centerpoint Way – Retail

*Block L*

*Mid-Term & Long-Term Recommendation*

- Preserve low scale buildings and open space of Market Square.

*Block M*

*Mid-Term Recommendations*

- Permit additional retail and residential space on shopping center site and require a parking structure to accommodate parking demand of new construction.
- Provide directional and wayfinding signage (including business names and parking locations) for live-work units on Main Street.
- Long-Term Recommendations
- Encourage development to occur on existing surface parking lots. Additional new development should line Kentlands Boulevard and redevelopment scenarios should include structured parking (above grade structured parking should be lined).

*Redevelopment Guidelines*

- Height – 4 to 6 Stories
- Parking Location – Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings. In select cases, landscape screening may be permitted to block the view of structured parking. Access – No additional curb cuts along Kentlands Boulevard; No curb cuts along Market Street; Parking/service/delivery from Centerpoint Way, New Street 3 and/or New Service Lane.
- Ground Floor Use – Market Street and Centerpoint Way - Retail; Kentlands Boulevard – Commercial office or retail; New Street 3 – Commercial office, retail or residential

KENTLANDS BOULEVARD  
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## *Block N*

### *Long-Term Recommendations*

- Consider a more intense mixed use development to support the future urban character of Market Square provided parking could be accommodated in adjacent (redeveloped) blocks.

### *Redevelopment Guidelines*

- Height – 4 to 5 Stories
- Parking Location – Adjacent (redeveloped) blocks
- Access – From rear alley and/or New Street 3
- Ground Floor Use – New Street 3 – Commercial office, retail or residential

## *Block O*

### *Mid-Term Recommendations*

- Permit additional retail and residential space on shopping center site and require a parking structure to accommodate parking demand of new construction.
- Continue to reinforce Market Street East and Centerpoint Way.

### *Long-Term Recommendations*

- Consider a more intense mixed use development to support the future urban character of Market Square.

### *Redevelopment Guidelines*

- Height – 4 to 5 Stories
- Parking Location – Below grade parking is encouraged. Above grade parking is permitted when used in conjunction with liner buildings. Parking may also be accommodated on adjacent (redeveloped) blocks.
- Access – No curb cuts permitted on Market Street East; Parking/service/delivery from Centerpoint Way.
- Ground Floor Use – Market Street East and Centerpoint Way – Retail

## *Block P*

### *Mid-Term & Long-Term Recommendation*

- Preserve low live-work units and open space.

## FACTORS INFLUENCING THE PLAN

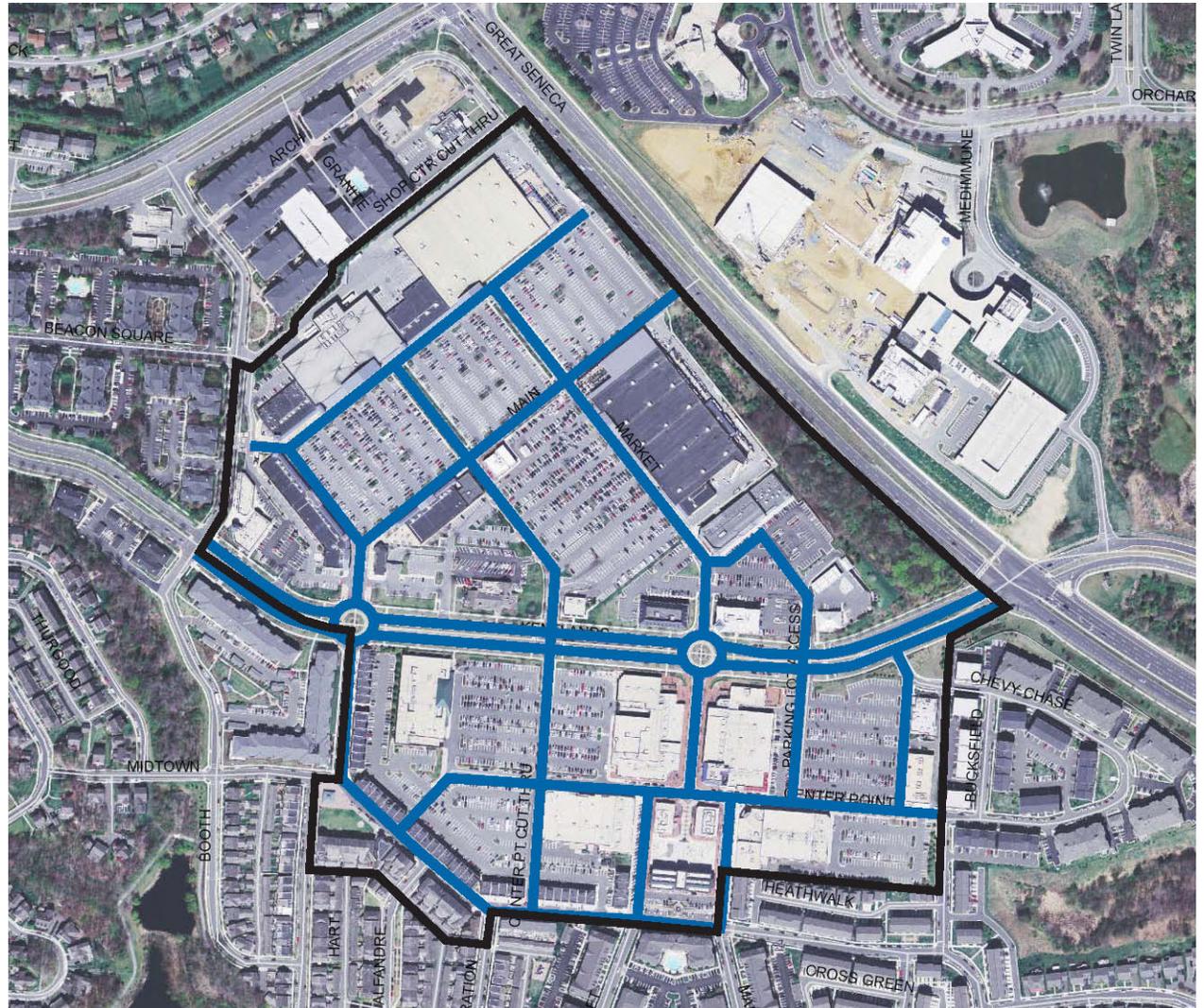
### *Introduction*

As an existing, functioning shopping center, Kentlands Boulevard Commercial District has numerous dynamic issues and factors that influenced the charrette plans and ultimately the final illustrative plan and recommendations in this document. The major factors influencing the plan included:

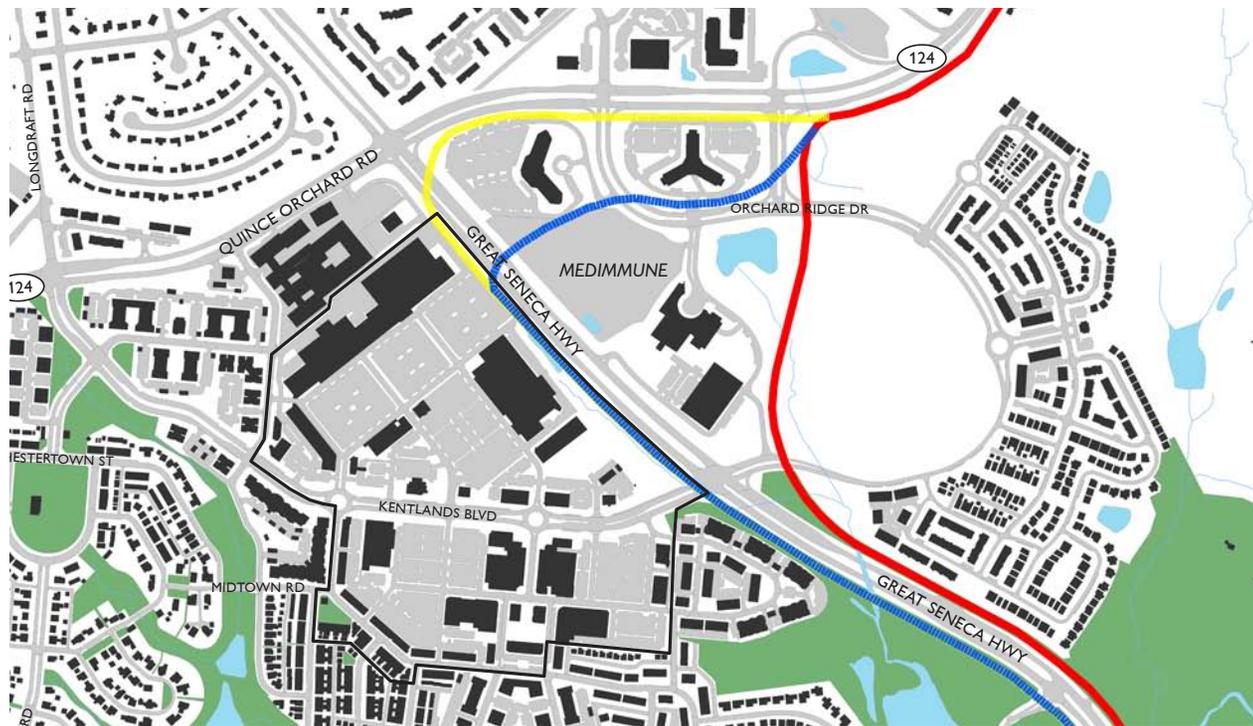
- Previous Plan
- CCT Alignment
- Market Conditions
- Visibility Issues
- Pedestrian Connectivity
- Near-Term Development Opportunities

### *Previous Plans*

Previous plans for the Kentlands Boulevard Commercial District clearly laid out a street system to promote connectivity and a pedestrian-friendly environment. The street network and block pattern permit and support infill development to occur in a logical manner with typical urban design standards. Initially, the established grid has served as the drive aisles of the parking lots until the market supports infill development.



*CCT Alignment*



The Corridor Cities Transitway (CCT) is a proposed transportation service that links Shady Grove Metro Station to Clarksburg in the form of bus rapid transit or light rail. The purpose of the service is to relieve traffic congestion along the I-270 corridor. Currently, the State of Maryland is in the master planning process for CCT and the final alignment has not

been determined. At present, the Master Plan Alignment, shown in red, is slated to travel northwest along Great Seneca Highway on the north side of the road and turn northward onto the MedImmune property just short of Kentlands Boulevard before continuing northeast along Quince Orchard Road.

Alternatives to the Master Plan option, shown in blue and yellow, will positively impact the Kentlands Boulevard Commercial District. Both alternatives, which travel on the southwest side Great Seneca Highway adjacent to the study area, provide the potential to transform the one-story retail strip center into a vibrant mixed-use village or town center. The addition of residents, workers and visitors to the area will provide a critical mass of people to support both infill development opportunities and transit ridership on the CCT.

Currently, the City of Gaithersburg owns approximately 10 acres of land reserved for a future Quince Orchard Park CCT station and 500 space parking area. Should either of the proposed alternative alignments be incorporated into the final State CCT project and the transit station be relocated to the Kentlands Boulevard Commercial District, the City should determine the disposition of the 10 acre property at that time. Discussions with adjacent property owners should be conducted to secure any required easements or right of ways through privately owned properties.

### *Market Conditions*

*Current Conditions.* The Kentlands Boulevard Commercial District currently operates 139 retail establishments with an estimated 697,000 to 770,000 square feet of retail space. Approximately 26 of those 139 retail spaces are occupied by non-retail uses, such as offices. Of the 113 retail-occupied spaces, 15% are occupied by Food & Beverage establishments, 54% are tenanted by GAFO (General Merchandise, Apparel, Furnishings and Other) retailers, and 31% are occupied by Neighborhood Goods & Services operations. Currently, less than one percent (1%) of retail space in the KBCD is vacant.

Unique conditions that impact the retail demand for the KBCD include poor configurations of retail space; the disconnect between K-Mart's image and the KBCD's customer base; and regulatory restric-

tions on parking and additional restaurant uses. In addition, over five million square feet of shopping centers pose direct retail competition and are immediately available to KBCD's customer base.

Unmet demand exists at Kentlands Boulevard Commercial District for Neighborhood Goods & Services and Food & Beverages. General Merchandise, Apparel, Furnishings & Other is a challenged retail type at KBCD in part because of the center's limited accessibility and visibility, but also because of significant portions of the existing GAFO supply do not meet customer needs or wants at this time.

*Future Demand.* In the short-term (24 months), residential development potential for the KBCD is limited. In the long-term (10 years), market capacity for condominiums and townhouse products in the

study area strengthens. Over the next five years, office development at Kentlands Boulevard Commercial District is most likely "not feasible." As existing buildings and space under construction is absorbed, this area is anticipated to experience moderate demand for office development in the long-term (10+ year) time horizon.

*Recommendations.* Recommendations for improving the KBCD's position in the regional retail market include reducing parking ratios for restaurants; creating guidelines to ensure high-quality design and construction of new retail space; establishing a formal Main Street Business Association; installing directional signage for the Main Street district; creating a design element to enhance Main Street's identity; and placing appropriate signage for the KBCD at Great Seneca Highway.

### *Visibility Issues*

Unlike other retail shopping centers in the area, the Kentlands Boulevard Commercial District lacks visibility from a major highway or major intersection. The lack of visibility means that visitors must know where it is located and have a destination in mind prior to going to the shopping center. For many major retailers, visibility and vehicle trips per day passing a center can deter or convince a retailer to locate at a center. While good visibility is a standard desire of retailers, it is not always the rule. For example, the Lowe's in the KBCD is a prime example of a major retailer locating in an area with little visibility

and succeeding. To overcome the lack of visibility at KBCD, the shopping district must provide an additional factor to draw people to the area. More residential units and offices in the area would support both the CCT and provide an additional reason for retailers to locate in the area.

While the Kentlands Boulevard Commercial Center lacks a presence at a major intersection, the Main Street Shops afford an even bigger visibility issue. Unlike its name would suggest, the Main Street Shops are buried within the community making lo-

cating them challenging. It is almost impossible that anyone would happen to drive by the stores and stop to shop. Thus, it is imperative that a coordinated marketing and signage effort take place to announce the location of the shops and draw people to Main Street. The plan seeks to provide a draw to Main Street by reinforcing the street across Kentlands Square and linking it to Great Seneca Highway.

### *Pedestrian Connectivity*



*Left: Roundabouts push pedestrian crossings back from the street intersections making it difficult for both drivers and pedestrians to navigate the intersection.*

*Below: Low buildings fronting Kentlands Boulevard provide no sense of enclosure and make crossing the street daunting for pedestrians. The street trees do little to define the public realm.*

On the north side of Kentlands Boulevard, Kentlands Square currently operates as an automobile-oriented shopping center that ignores the pedestrian and cycling population. While there are sidewalks in front of a few stores, the parking lots and drive aisles dominate the center and make it uncomfortable for anyone other than drivers.

Market Square, on the south side of Kentlands Bou-

levard, functions in two distinct ways. The stores fronting Market Street and the town square create a comfortable sense of scale and inviting pedestrian environment while the stores on the exterior of the shopping center fronting the parking lots do not support a walkable environment.

Kentlands Boulevard acts as a divide between Kentlands Square and Market Square shopping centers.

Crossing the divided boulevard is challenging and confusing for pedestrians. Subsequently, the existing condition encourages the use of automobiles to travel between the two areas.

The plan seeks to establish a comfortable public realm for pedestrians by creating a sense of scale with buildings set close to the street, encouraging continuous frontage along the street, and reinforcing the established, logical street framework.

*Near-Term Development Opportunities*

Today, several short-term development opportunities exist within the study area. The KBCD is operating well under current conditions; however, some property owners have expressed an interest in developing additional retail space in the near-term. It is critical for short-term development opportunities to directly support the mid- and long-term vision for the study area.

Specifically, three potential immediate development opportunities exist in the study area:

① The parking lot adjacent to Whole Foods and Michael's currently accommodates overflow parking for live-work businesses exceeding their parking capacity. An opportunity exists to build additional uses on the site with a parking deck tucked behind. The parking deck would provide relief for the parking conflict that exists in the area. The three or four story structure would accommodate ground floor retail with either commercial office or residential uses above.

② Another infill development can be accommodated at the eastern edge of the Market Square shopping center. A parking deck can be lined on the northern edge to fill in the current parking lot. The building could support ground floor retail and commercial office or residential on the upper floors. Heavy planting on the southern edge of the garage would provide a buffer to the neighboring residential units.

③ The final infill opportunity would be an addition to the existing gas station. The owner would like to build an additional floor above the existing convenience store with a second building of similar size next to it.

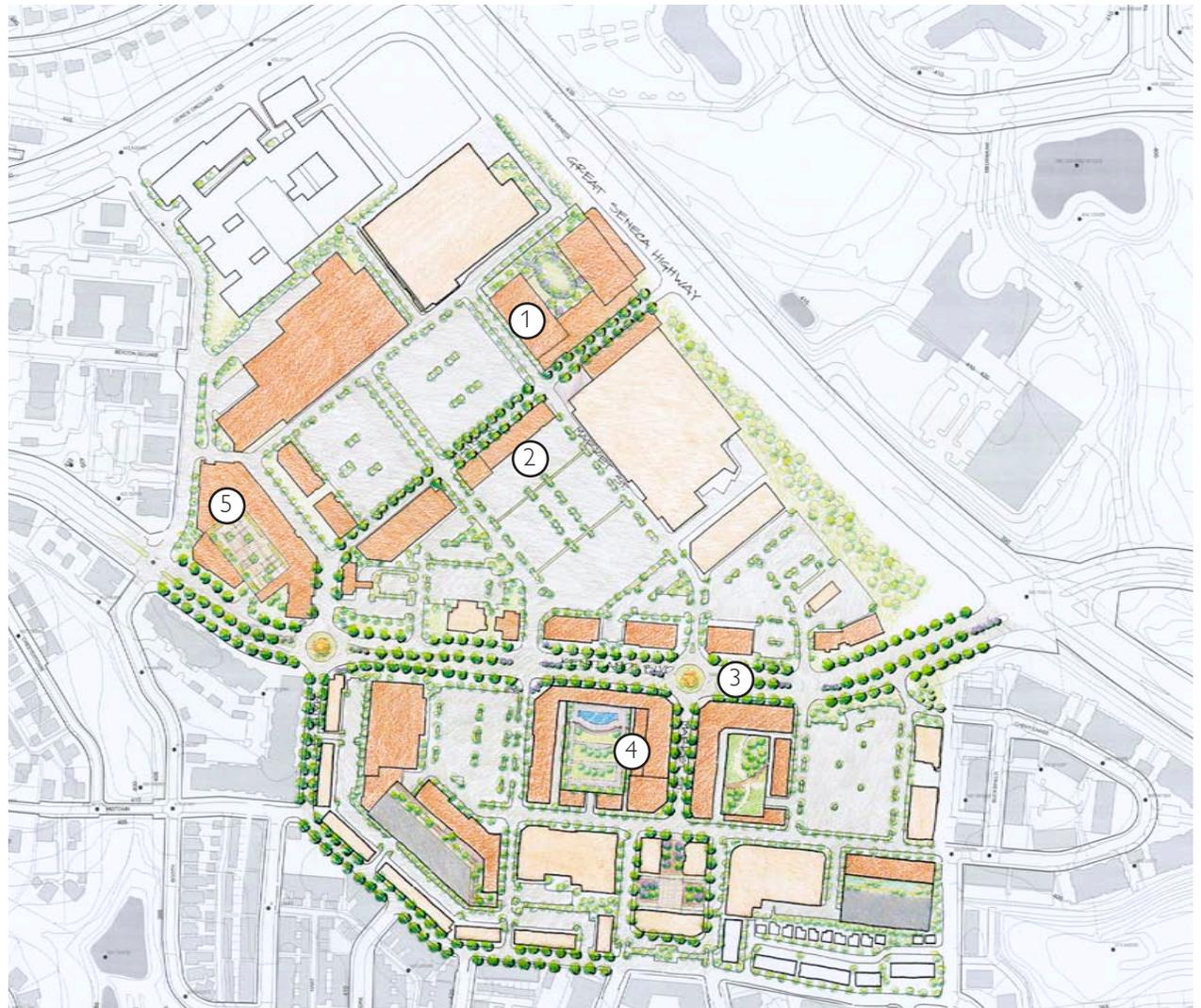


## CHARRETTE PLANS

### *Plan A*

Option A is a mid-term design that assumes that the CCT is imminent and there is a demand for additional residential, office and retail space. It is anticipated that this scenario may take ten years or longer to occur. In this option, the CCT line is located adjacent to the shopping district and the stop is situated in the current K-Mart parking lot.

- ① *The current K-Mart parking lot is used as a mixed-use development opportunity. The block could support underground parking for the CCT, the CCT stop and platform, and retail, office and/or residential development*
- ② *Infill development adjacent to the current Chipotle/ Cold Stone Creamery reinforces the connection from the Main Street Shops through the shopping district to Great Seneca Highway*
- ③ *Development along Kentlands Boulevard begins to define the street and provide a sense of scale. Buildings fronting the street are envisioned as six to ten stories tall.*
- ④ *Current buildings fronting Market Street would be re-developed to include ground floor retail and upper floor office and/or residential. The blocks would be configured as parking garages wrapped with development*



*Plan B*

Like Option A, Option B is a mid-term design that assumes that the CCT is imminent and a demand for additional residential, office and retail space. It is anticipated that this scenario may take ten years or longer to occur. In this option, the CCT line is located adjacent to the shopping district and the stop is situated near the intersection of Great Seneca Highway and Kentlands Boulevard.

- ① Option B considers the CCT station to be located near the intersection of Great Seneca Highway and Kentlands Boulevard. A pedestrian bridge would link Quince Orchard Park residents and MedImmune employees to the transit station.
- ② The potential to add an open space element to the northern side of KBCD is explored. The block could support a small building (similar to the mixed use building in Market Square Plaza) and public open space.
- ③ Connections to surrounding residential neighborhoods are reinforced through new development on the existing Giant site. This allows residents of the Collonade to have direct access to KBCD. Booth Street is also connected to the street network.
- ④ A significant opportunity exists to provide additional housing on the western edge of the study area. Proximity to retail, restaurants and transit are attractive amenities for residents.

