



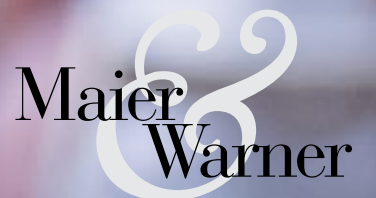
NORTH BETHESDA'S URBAN CORE

PIKE DISTRICT

# PLACEMAKING GUIDELINES

MAIER & WARNER PR

MARCH 2021







PIKE DISTRICT





# INTRODUCTION

Located just outside Washington, D.C., in North Bethesda, the Pike District, in Montgomery County, Maryland is leading the way in community development where a diversity of people, places, and new ideas collide and feed an innovative, entrepreneurial spirit.

The Pike District is an exciting, walkable community that is transforming into a vibrant mix of businesses, great living, amenities, entertainment, recreation, shopping and dining options. The Pike District is fast becoming a dynamic, mixed-use urban center within the region, aspiring to be a landscape of tree-lined boulevards, multi-modal transit options, and pedestrian-friendly paths suitable for this rapidly growing neighborhood already becoming one of the County's most popular areas.

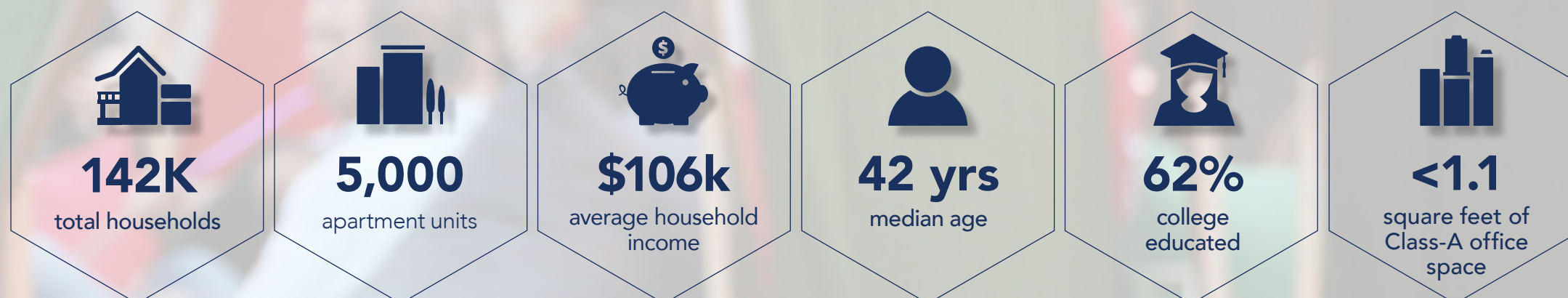
With a synergy of resources and bold thinking, the Pike District is setting the pace for groundbreaking innovations in sustainable development. Rooted in its commitment to the environment, the Pike District is a community dedicated to healthy lifestyles and personal wellness with great transit and walkability scores, making Pike District the perfect choice for socially-conscious residents.

It's easy to get anywhere from Pike District. With great access and connectivity for those living or working in the Pike District, an abundance of multi-modal transit options include the White

Flint Metro station (along with two other Metro stops within one mile), convenient access to three International airports, Bus Rapid Transit, MARC trains, and dedicated bike paths. Professionals and residents alike have excellent options for getting around. In addition to the comprehensive transportation network, the Pike District is perfectly situated right next door to Washington, D.C. and just a short drive from Northern Virginia and Baltimore.

With millions of square feet of commercial real estate readily available, billions of dollars in private real estate development, and hundreds of millions of invested in public infrastructure upgrades, the Pike District promotes productivity and inspires creativity for a growing, next-generation workforce.

The award-winning Pike & Rose mixed-use development is the signature centerpiece of the community attracting world-class retailers and restaurants, luxury residential living, and acclaimed entertainment venues, encouraging rapid development in every direction. The Bethesda North Marriott Hotel & Conference Center offers state-of-the-art facilities for conferences alongside class-leading hotel accommodations. A collection of approximately 18 government agencies, including the Nuclear Regulatory Commission, Food & Drug Administration, National Institutes of Health, National Institute of Standards & Technology, and hundreds of life sciences, biotech and pharmaceutical firms have made their home within (or nearby) the Pike District.



Data provided by Montgomery County Economic Development Corporation



# WHAT IS THE PIKE DISTRICT?

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## NORTH BETHESDA'S URBAN CORE

The area has long been an auto-oriented, commercial corridor. With the opening of the prestigious White Flint Mall and the White Flint Metro station in the late 1970s, the area became recognized by the U.S. Post Office as North Bethesda, creating a new submarket between Bethesda and the City of Rockville.

In the last 30 years the submarket has emerged as a prime location for advanced technology and biotechnology industries with new residential, shopping and cultural destinations.

Recognizing its evolution, the White Flint I and White Flint II sector plans were approved to transform the disjointed developments in the 430-acre area into a diverse, pedestrian-friendly urban center where people can work and live and enjoy shops, restaurants, entertainment and transit options.

The evolution of this area took another major leap forward about four years ago with the development of the highly successful Pike & Rose mixed-use neighborhood. Today, there are several proposed developments in various stages of approval while significant infrastructure improvements are also underway.





# WHERE IS THE PIKE DISTRICT?

Today, the Pike District became a focus and priority of economic development due to its interior potential for connectivity, major transportation access and urban/suburban amenities. It is loosely described as bounded to the north by Montrose Parkway; to the south by the former White Flint Mall; to the east by Randolph Hills and to the west by the new Western Workaround/ Executive Blvd.





# PIKE DISTRICT CORE VALUES

At the core of all marketing and branding for the Pike District are values that drive inspiration and development, all while attracting the economic development engines that fuel the success of the community. Placemaking, development and programming of the public realm should promote, enhance or draw inspiration from one or more of the core values for the Pike District.

## ENCOURAGE INNOVATION, EDUCATION AND TECHNOLOGY

The Pike District creates the synergy needed for bold thinking and groundbreaking innovation. Supported by a workforce primed for creative problem-solving and positioned among the nation's major federal agencies, the Pike District sets the stage for personal growth and provides the fuel for the thought-leaders of tomorrow.

The Pike District shares an important role in Montgomery County's position as fast-growing national technology hub with accelerators and incubators to support growth and innovation. Here, the Pike District is home to an opportunity zone with tax incentives aimed to increase investment in biotech, life sciences, information technology and cybersecurity.



## CELEBRATE DIVERSITY

A reflection of one of the most diverse counties in the country, the Pike District encourages cultural exchange through arts and entertainment, residential offerings and support of small businesses.





# FOSTER ARTS & ENTERTAINMENT

Public art enlightens and entertains while discoverable art dots the district and awakens the senses. World-class performances by major international artists and curated programming bring new energy beyond the Beltway.



# SUPPORT A THRIVING BUSINESS COMMUNITY

Corporate headquarters, groundbreaking start-ups and small independent retailers and restaurants are all important components of a thriving business community in the Pike District. Flexible workspaces, a business-friendly climate and advanced technology infrastructure combine to encourage businesses to locate and expand here.

# BUILD A COLLABORATIVE AND SUPPORTIVE COMMUNITY

Community gathering spaces, recreational amenities and social events provide a social sense of place while physical markers of place, beautification initiatives and art provide a unified identity for the Pike District.



# ACCESS TO TRANSPORTATION OPTIONS

Safety and convenience are at the core of the multi-modal options in the Pike District. Protected pedestrian walkways and bikeways along with easy access to reliable local and regional public transportation are key components to this urban community.



# RATIONALE FOR THE PUBLIC REALM GUIDELINES

“

*....unlike the development of private property, the street and the public realm are under the full control of the public sector. In other words, this is a territory where government is in a position to lead.*

”

In his white paper report commissioned by Federal Realty Investment Trust and Partners in June 2019 titled “Tomorrow’s White Flint: A Magnet for Investment and Innovation,” economic and urban development, city strategy, and management, and placemaking expert Steven W. Pedigo outlined his observations on the White Flint Sector Plan Area (collectively known today as The Pike District) and offered recommendations for the next steps of investment for the area.

For a potential innovation cluster like the White Flint area, Pedigo asks:

“How can it capture a piece of this new growth? How can White Flint boosters convince businesses and developers to invest here in Montgomery County rather than in downtown D.C. or in Northern Virginia’s National Landing, where Amazon is setting up shop?”

Pedigo’s solution is:

“To provide the urban form and urban experience where the highly talented, highly mobile, Creative Class workers—those who fill the ranks of today’s leading-edge tech and innovation companies—want to spend their time. In order to compete regionally, nationally, and globally, Montgomery County will need to transform the suburban landscape of major hubs like the White Flint (Pike District) area into dynamic urban destinations.”

Pedigo proposes that the key for the White Flint area to live up to its potential will ultimately be dependent upon “creating an appealing walkable urban form, identifying

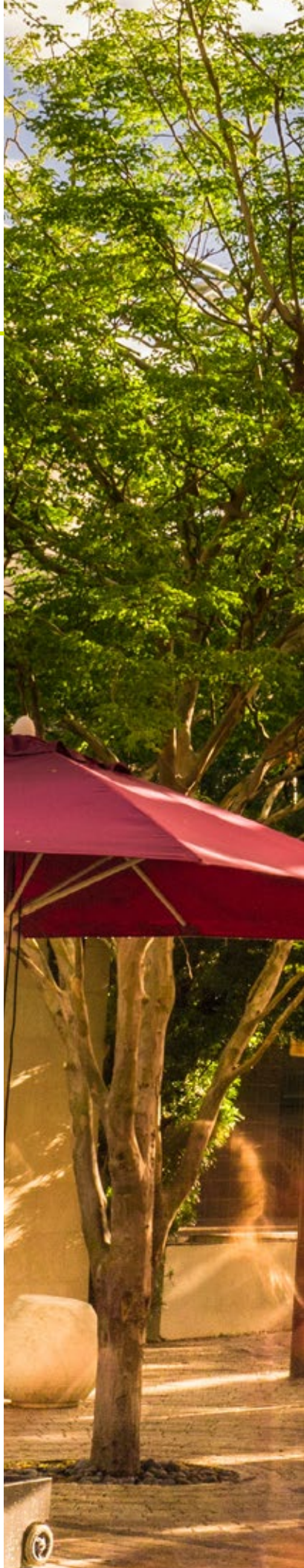
new infrastructure funding streams, attracting a life sciences business cluster, and developing a coherent brand identity.”

Since the White Flint Sector Plan was crystallized in 2010, the Pike District’s name evolved, bringing with it the opportunity to define, brand and market the area as its own destination. Pedigo states that, “one impediment to becoming a high-tech business cluster is the lack of cohesive branding for the White Flint Corridor (Pike District). As place-branding experts have written, talented workers and successful businesses want to feel a part of a thriving, well-defined community. This subconscious cue has a major impact on people’s perception of a place and, by extension, its economic viability of the area.”

For this reason, as Pedigo puts it, “commitment to the brand from the city’s top official boosts investor confidence in an innovation district, demonstrating that this is a place the city and its leaders are excited about.”

Beyond the community’s naming and marketing, which have seen great strides since The Pike District name took root and Montgomery County began a concerted effort to invest in the brand, the public realm still remains an area in need of greater focus. Fortunately, all the pieces are already in place for that investment to take place. Pedigo points out that in other words, this is a territory where government is in a position to lead.”

Pedigo insists that a renewed focus on the public realm is critical. “The White Flint area (Pike District) needs more money and attention—from the state, the county, or a business improvement district—to adequately improve its public realm.”







“

*In order to compete regionally, nationally, and globally, Montgomery County will need to transform the suburban landscape of major hubs like the White Flint (Pike District) area into dynamic urban destinations.*

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# CONNECTING THE PUBLIC REALM THROUGH PLACEMAKING

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**PLACEMAKING PRINCIPLES**





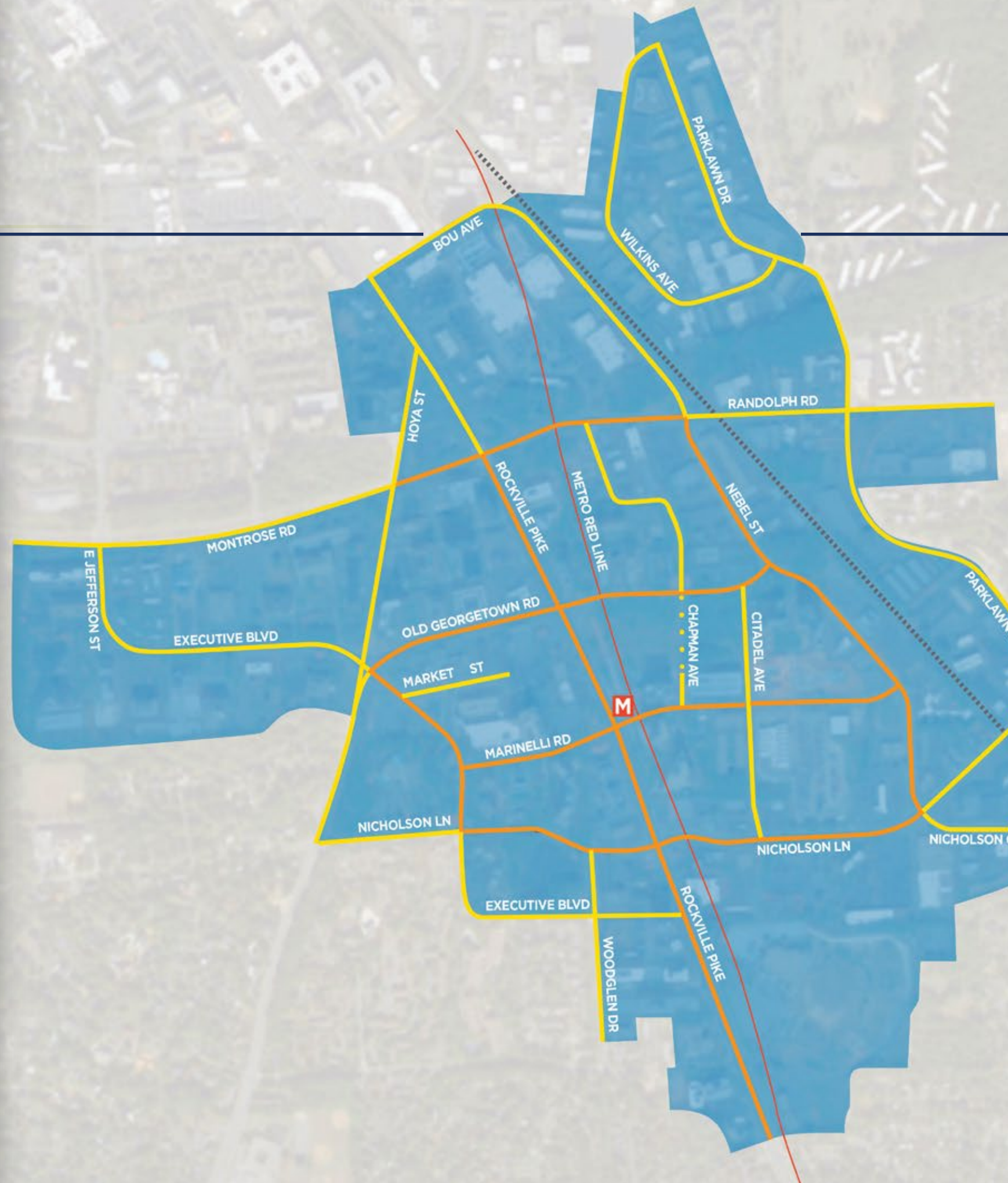


# THE PIKE DISTRICT

North  
Bethesda's  
Urban Core

## PRIMARY AND SECONDARY ROAD NETWORK

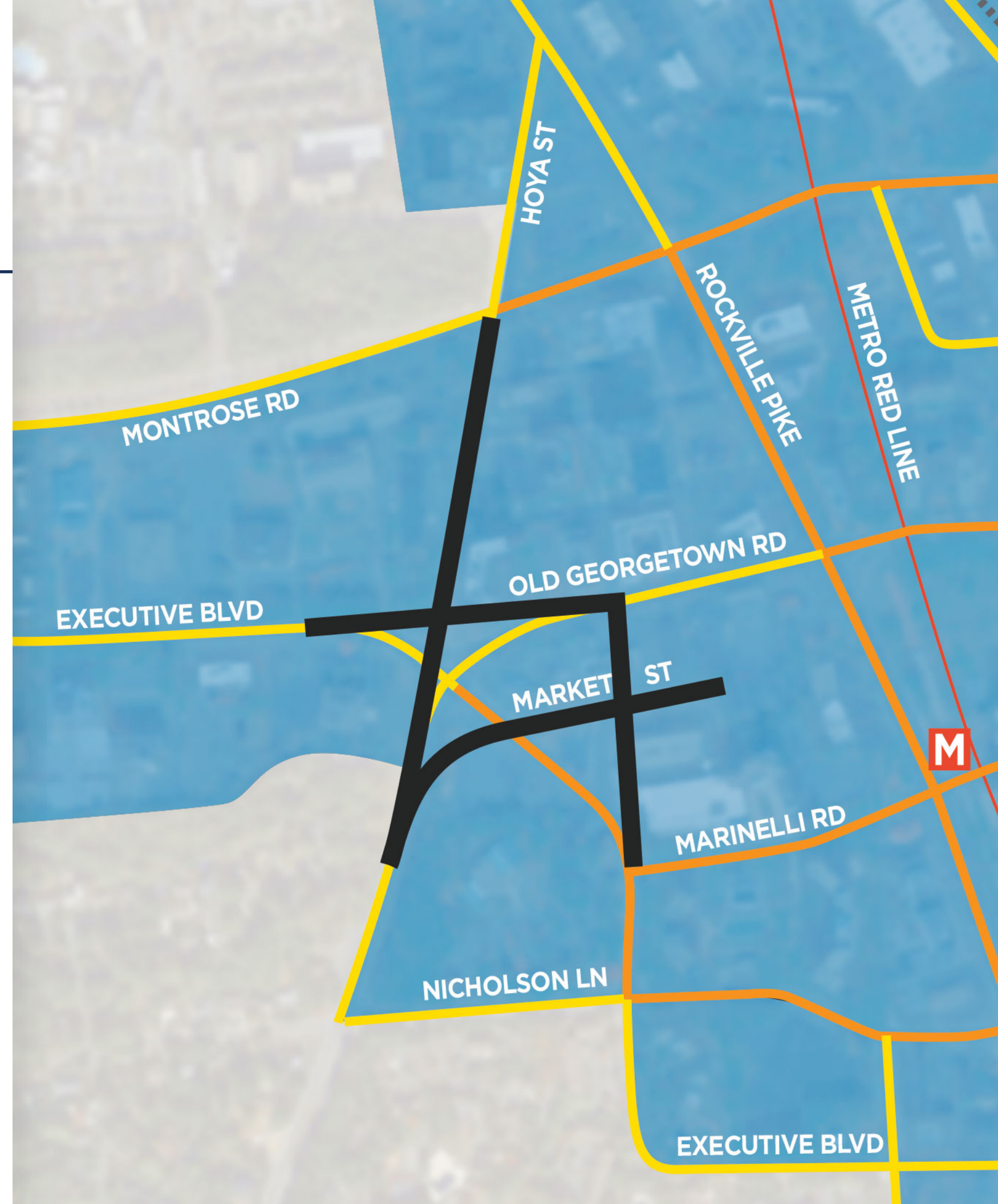
- Rockville Pike slices through the Pike District creating opportunity for branding and placemaking along major intersections.
- Smaller interior streets provide connectivity within the District that can be amplified via discoverable art and pedestrian and bicycle-friendly amenities.
- While the primary arteries provide the ingress and egress through the District, the peripheral and interior roadway system can provide the sense of continuity and sense of place by their design and attributes.





## STREET HIERARCHY WITH REALIGNMENT

- ◆ The White Flint Western Workaround project presents a major opportunity to extend the walkability while inviting streetscape that exists at Pike and Rose into the adjoining properties, thereby helping to grow the sense of community and place in the Pike District.
- ◆ Wider sidewalks, shared-use paths and underground utilities change the mindset from a pass-through environment to a stay-and-play destination.
- ◆ When the realignment is complete, Old Georgetown Road between Rockville Pike and Executive Blvd will transform from a primary road to a secondary road, allowing for a more pedestrian-friendly environment and the possibility of programming.





# THE PIKE DISTRICT

North  
Bethesda's  
Urban Core

## SUB-DISTRICTS

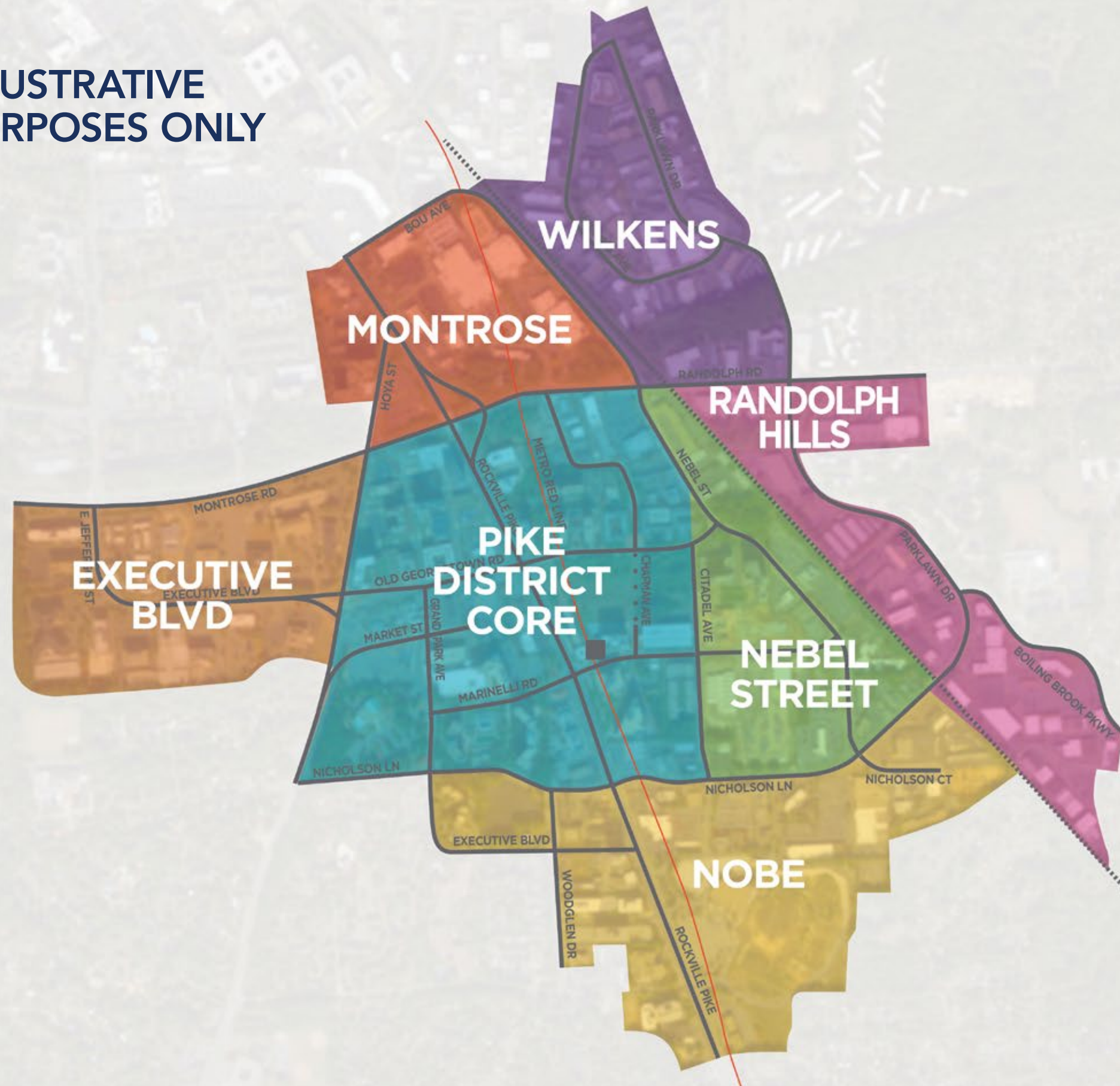
While Federal Realty's Pike and Rose project arguably defines the core area of the Pike District, important personalities also exist in the surrounding properties that help to feed the overall allure of the Pike District. These "subdistricts" are often referred to internally for planning purposes, but should be incorporated seamlessly into the branding and marketing efforts.

The most visible and traveled area of the Pike District is both the Pike District Core and the NoBe area via the MD 355 corridor. Similarly those two areas provide the most substantial opportunity for future redevelopment. For those reasons, both the NoBe and Pike District Core areas will be the primary focus for branding and marketing activation. Combined with supportive branding, marketing and placemaking in the other subdistricts, the Pike District will create a sense of place, identity and engagement within the entire district.





ILLUSTRATIVE  
PURPOSES ONLY





# CREATING AREAS OF EXPRESSION

Signage defining a space isn't always the best way to communicate a location. Connecting people to a community has more staying power if executed subtly, thoughtfully and purposefully, making it appear as organic and not forced.

## IDENTIFYING AREAS OF EXPRESSION

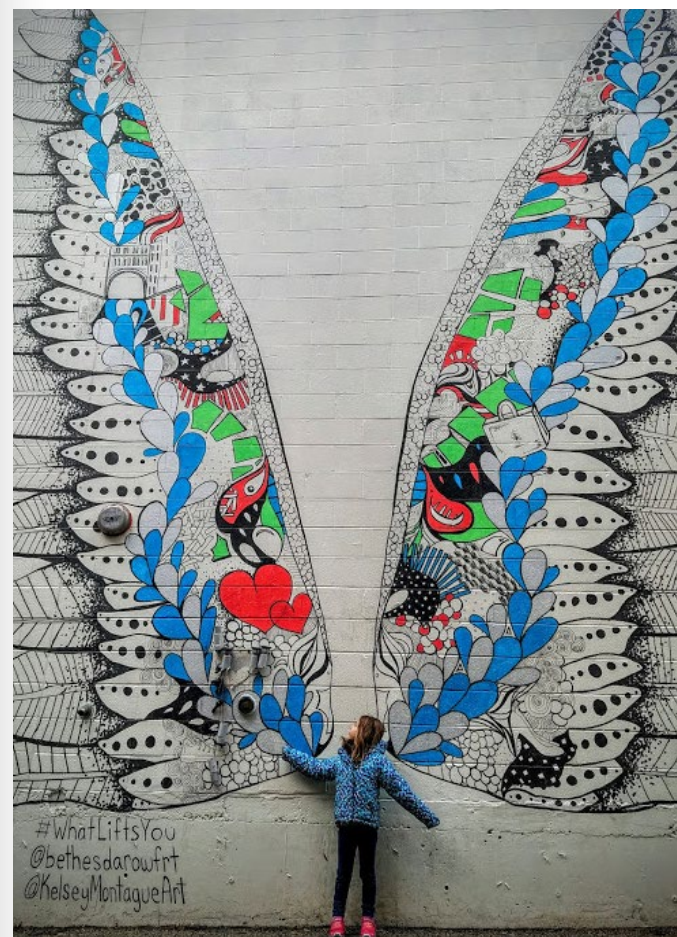
- Entry into Pike District
- Major Intersections
- Secondary Streets
  - Chapman Avenue
  - Citadel Avenue
  - Market Street
  - Woodglen/Executive Boulevard South
- Open Spaces/Parks
- Recreational Loop/Connector
- Existing infrastructure
  - Crosswalks
  - Bus Shelters
  - Parking Garages





# ELEMENTS OF EXPRESSION

- ◆ Secondary Streets
  - Events
  - Pop-ups
  - Temporary interactive installations
- ◆ Public Art
  - Murals
  - Sculpture
  - Interactive
  - Temporary
- ◆ Beautification
  - Sidewalk planters
  - Hanging planters
  - Street banners
- ◆ Landscaping/Streetscapes
  - Mowing and maintenance
  - New plantings
  - Trashcans
  - Bike racks



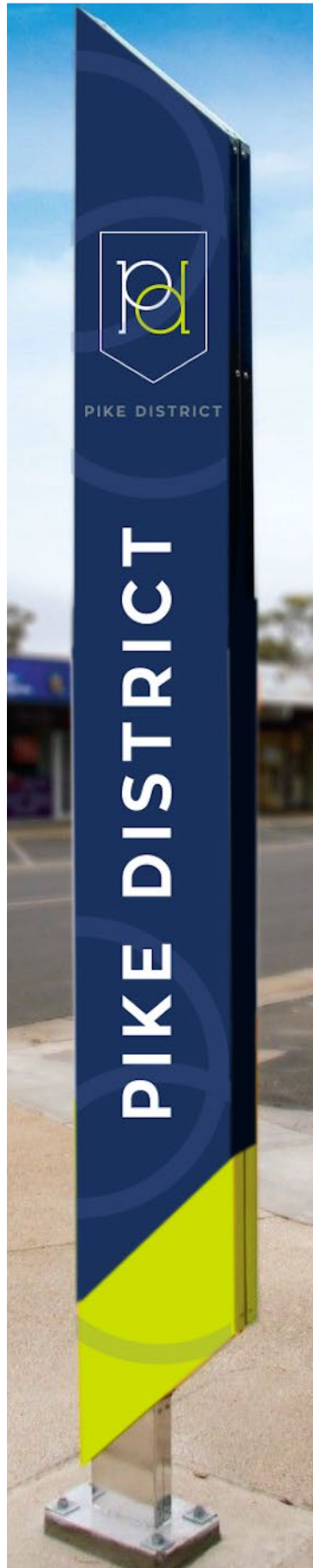


# ENTRY INTO THE PIKE DISTRICT

While many will experience the Pike District on foot, a great number will be introduced to this dynamic area traveling north and south on Rockville Pike.

## SHORT-TERM IMMEDIATE IMPACT

- Grass cutting, maintenance and landscaping around the east side of the Rockville Pike/Montrose Parkway interchange. The west side is currently landscaped around the commuter lot and the Porsche dealership.
- Design, fabricate and install Pike District entry signs in the landscaped median after the Montrose Parkway overpass to be seen by drivers traveling south.
- Design, fabricate and install Pike District entry signs in the landscaped median adjacent to Hank Dietels to be seen by drivers traveling north.





# ROCKVILLE PIKE/ MONTROSE PARKWAY BRIDGE

The bridge crossing over Montrose Parkway provides an excellent opportunity for innovative expression and a distinctive entry feature that sets the tone for what lies ahead in the Pike District.

## LONG-TERM IMPACT

- Install colored lighting under the Rockville Pike overpass on Montrose Parkway
- Commission an artist to create a decorative fence along Rockville Pike on the Montrose Road overpass



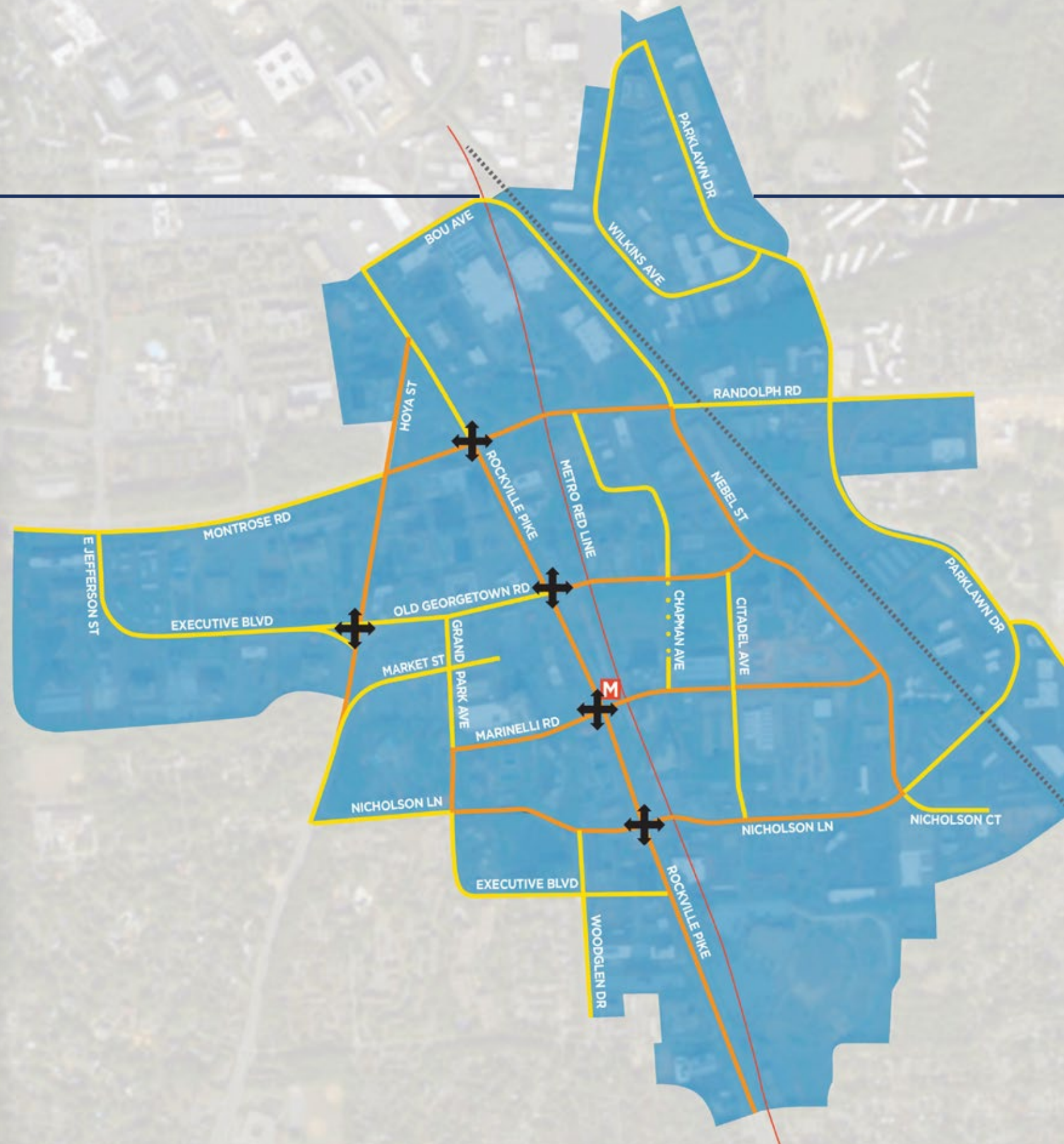
Montrose Parkway Over/Underpass



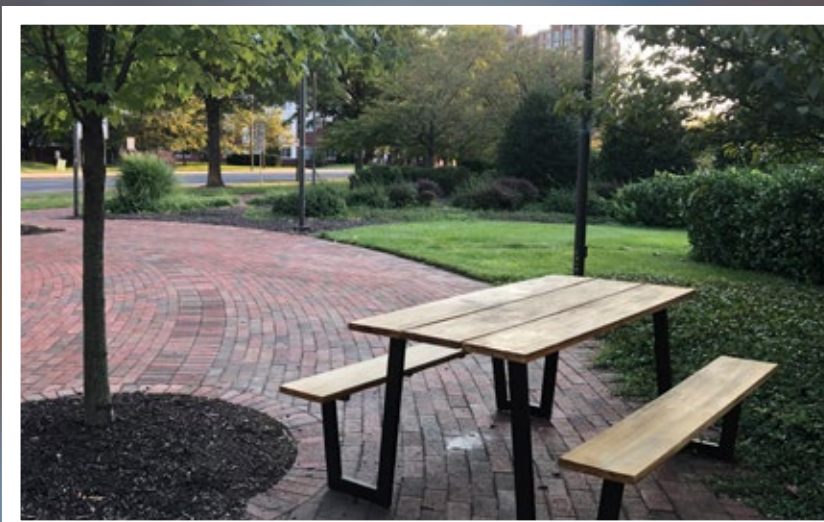


# MAJOR INTERSECTIONS

- Significant intersections along the major artery of Rockville Pike in the Pike District present the opportunity for areas of expression and identifiers that mark the area.
- These markers should be bold enough to attract the attention of the commuting public traversing through the thoroughfare. And they should provide a positive first impression at all entries, arrival points and gateways.
- Careful consideration should be made in choosing markers that truly are unique in nature and expression reflecting the core values of the high caliber of arts and entertainment that are at the core of the Pike District.





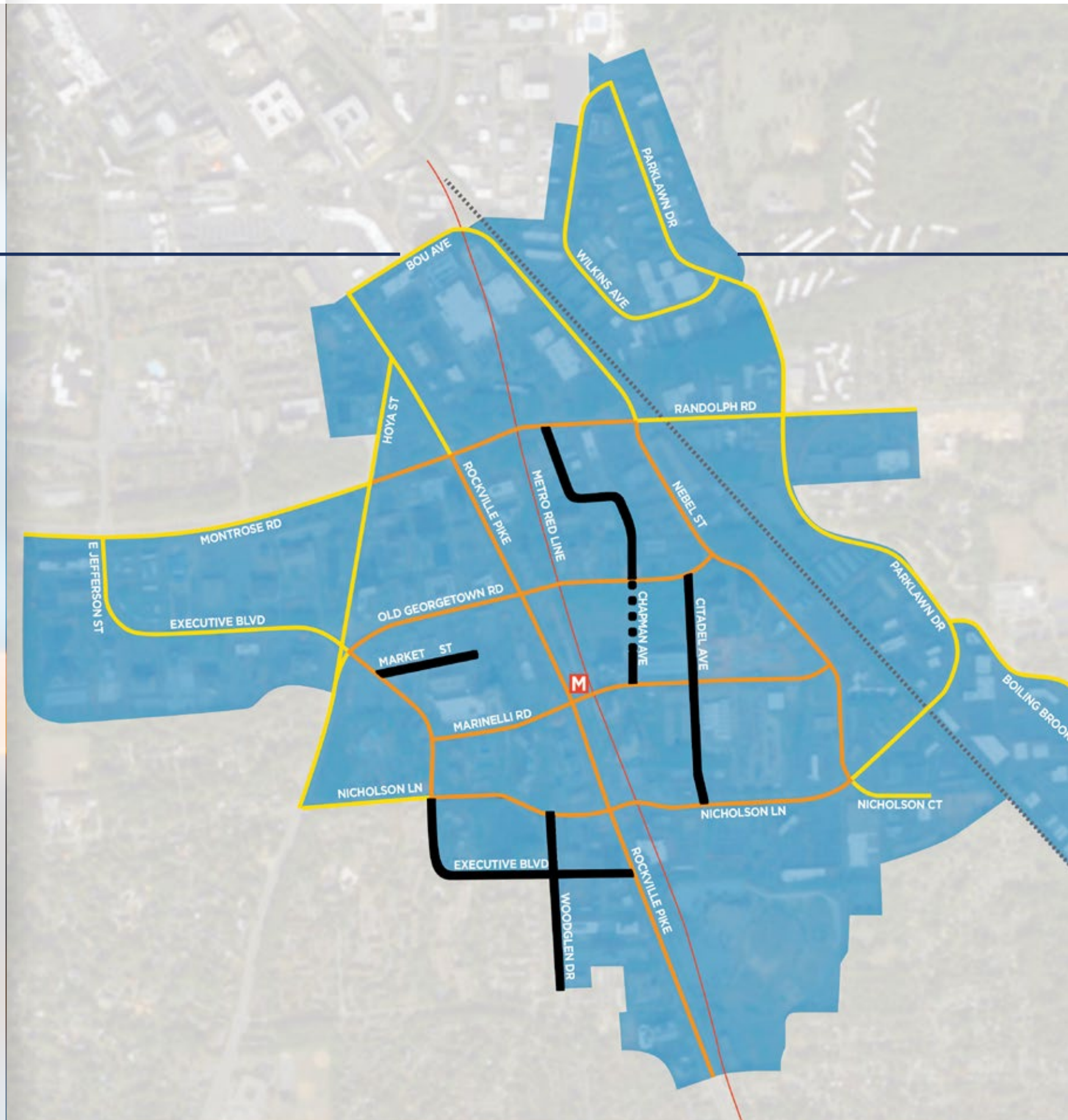




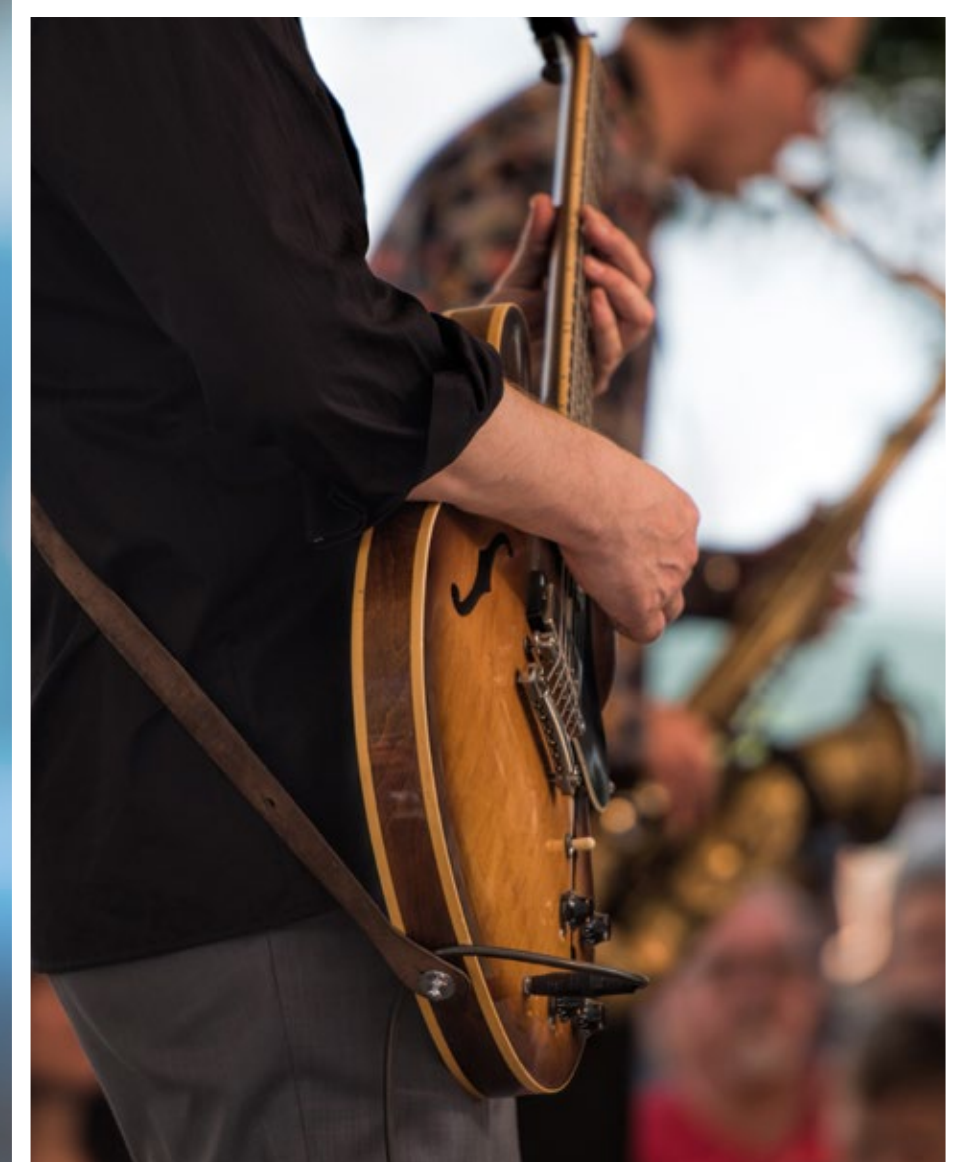
# SECONDARY STREET ACTIVATIONS

- ◆ CHAPMAN AVENUE
- ◆ CITADEL AVENUE
- ◆ MARKET STREET
- ◆ WOODGLEN/  
EXEC. BLVD. SOUTH

Secondary streets provide opportunities for community gatherings, programming, festivals and other activations that give personality and interest to the internal street network within the Pike District. Activation of secondary streets serve to introduce the community to new areas within the Pike District expanding upon the core value of celebration of diversity and the building of a collaborative community. Activation of the internal street network can also serve as an economic driver to further market all areas of the Pike District.





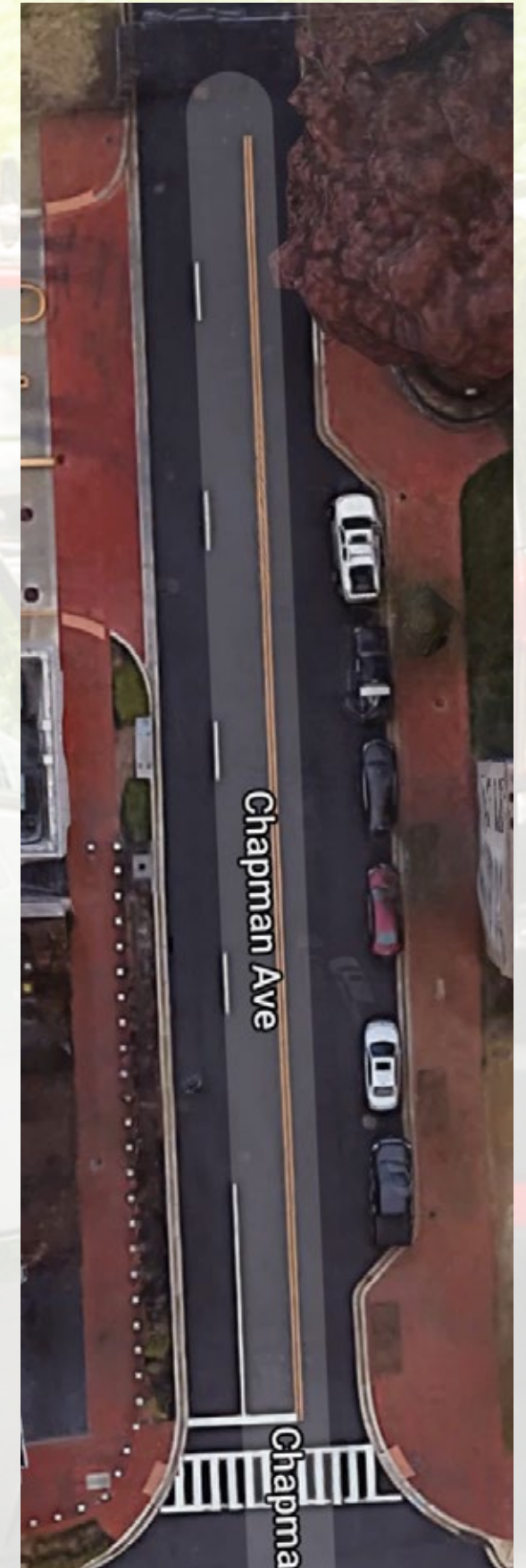




# CHAPMAN AVENUE

Chapman Avenue runs north and south between Randolph Road to Old Georgetown Road, eventually crossing the WMATA site to the extended Chapman Avenue to Marinelli.

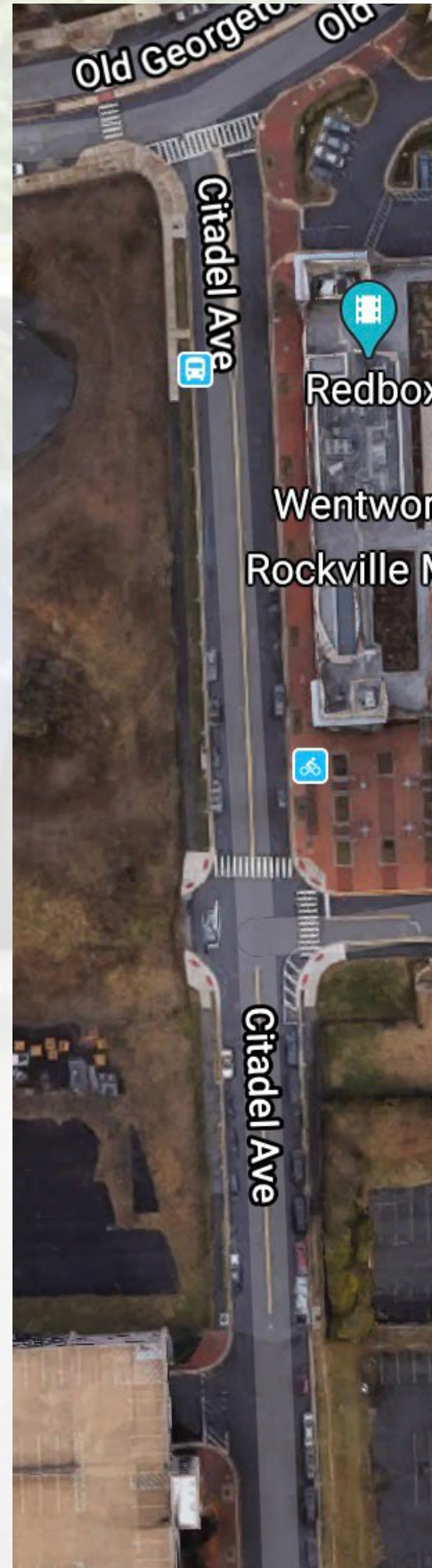
Chapman Avenue, specifically the portion between Randolph and Old Georgetown roads, provides the opportunity for unique expression. This internal street is short enough in length to provide a canvas for interesting roadway and crosswalk treatment between White Flint Station buildings. The tree lined section with dual sidewalks may also be served with up-lighting or tree lights.





## CITADEL AVENUE

Citadel Avenue runs between Nicholson Lane to Old Georgetown Road. This area of Citadel Avenue is active with pedestrian crossings coming from high-density residential buildings surrounding the area, the White Flint Metro garage and nearby Metro station entrance. Citadel Avenue has ample opportunities for inviting expression where it intersects with Marinelli road and where pedestrian crossings are marked across from McGrath Boulevard. Expressive streets can add to the core value of walkability by creating an inviting pedestrian experience.





## MARKET STREET

Located next to the Montgomery County Conference Center garage, this open space provides the opportunity for a temporary picnic spot using more than a dozen picnic tables and umbrellas. Positioned adjacent to Pike and Rose, the property lends itself to passive uses or programmed entertainment. Flanking two sides are future construction sites that can be wrapped in branded art to disguise unsightly equipment.





# WOODGLEN DRIVE/ EXECUTIVE BLVD. SOUTH

Planned community events that allow businesses and the community to interact gives residents the opportunity to connect with one another and drives business loyalty. This portion of the Pike District lends itself to street closures for programmed events an amenity to the NoBe section.

## VEGFEST





# OPEN SPACE/ PARKS

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Especially in a dense district, parks that serve as programmed active spaces or temporary pop-up locations are both important in attaining the Pike District value of collaborative community. Open space and parks are excellent opportunities to integrate resident lifestyle with business components of the District. Parks also offer a way to extend the personality and core values of the Pike District in the landscaping, hardscaping and recreational components found within them.









# EXISTING SPACES

The Pike District currently provides park space; Wall Park, Randolph Hills Local Park and the WMATA patio at the entrance to the White Flint Metro. These parks provide the active recreation activities of the traditional community space.

## IMMEDIATE OPPORTUNITIES FOR ACTIVATION:

- Activate the corner of Wall Park at Nicholson Lane and Executive Boulevard with additional picnic tables and signage to support the “Grab and Go” concept of nearby restaurants
- Work with Montgomery County Parks and Recreation to establish a disc golf event, incorporating a beer truck at Wall Park
- Add functional shade sails to the White Flint Metro station patio
- Expand the White Flint Metro station patio into the green space behind the patio by removing shrubbery that current acts as a barrier to activation; the site could host pop-up events and a possible future art installation
- Commission a mural alongside the WMATA White Fleet station
- Develop a robust plan for activating empty storefronts with art





# TEMPORARY SPACES

Temporary spaces within the Pike District help to create a sense of place using underutilized properties. Spaces for temporary activation in the Pike District include:

- Commuter Lot—between Rockville Pike and Montrose Road  
This small encapsulated space is vacant most weekends and an ideal location for cars and coffee event or similar small-scaled dated event. It could also work in partnership with the Montgomery County Recreation's pump track
- WMATA Hill at the corner of Rockville Pike and Old Georgetown Road—small venue pop-up event Sunday Bark and Brunch (see addendum)
- Market Street to the rear of the Montgomery County Conference Center Garage—green space/small venue live performances/festivals/arts classes
- WMATA parcel located along Old Georgetown Road—self-contained and parked large-scale events such as a wine festival/beer festival
- Montrose School House—built in 1909 this white stucco building is on the National Register of Historic Places and locally historically designated. It is currently operating as a pre-school.

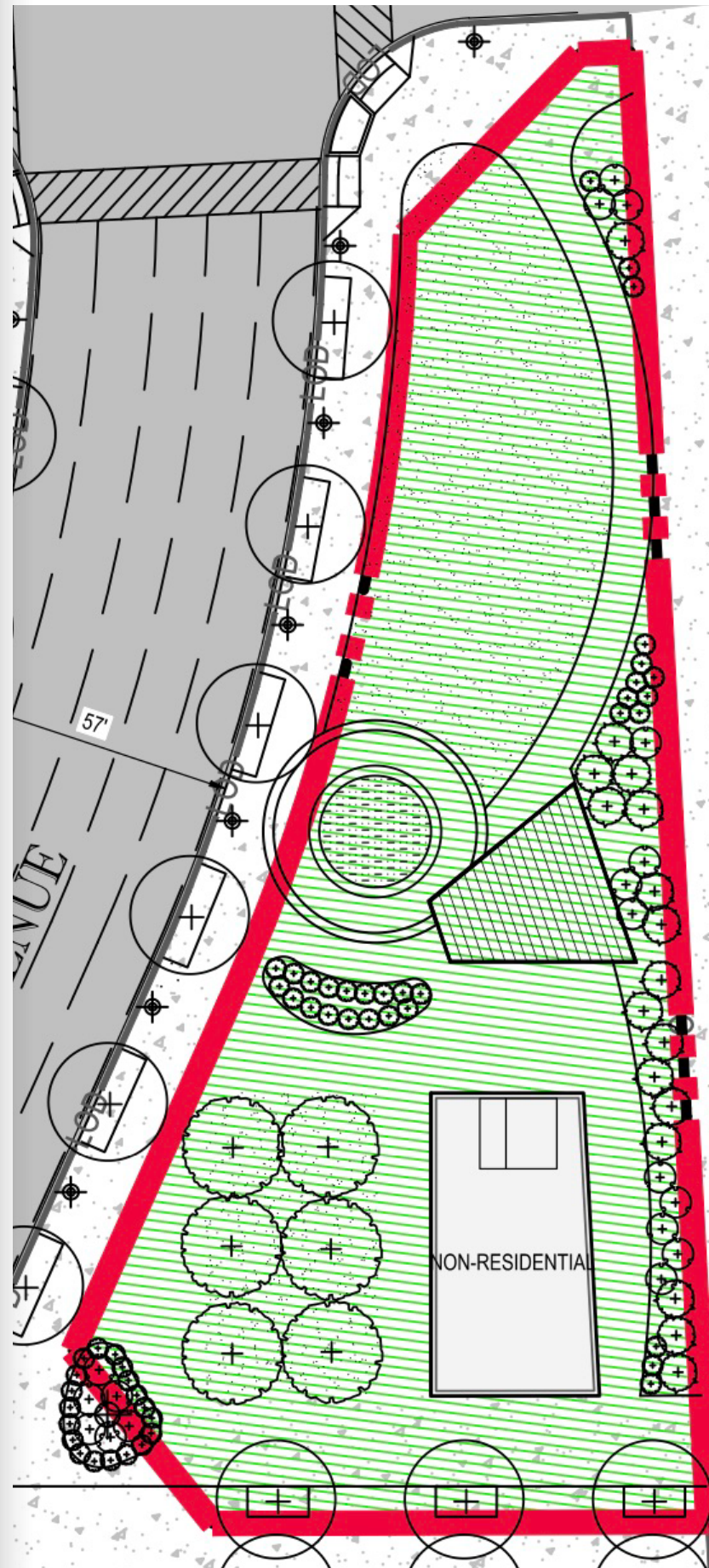




# FUTURE SPACES

Every element within the public realm should be thoughtfully selected to support and advocate the theme and core values of the Pike District. Open space and parks should reflect the drive for innovation and the contemporary nature of this economic initiative. While subdistricts each provide their own personality, open spaces and parkland within each should serve as active and passive places. Unique; sustainable materials and design should be incorporated in the selection of architectural and natural elements used within the Pike District parks. Discoverable as well as functional park features should be included as an extension of those that have already been established by the Pike and Rose section of the District.

*In developing the plan for future parks, especially the Civic Green, attention should be taken to incorporate a diversity of functionality of the space. Art and furniture should be reflective of this range of uses. Pike and Rose set the stage for this complementary yet distinct use of space and placemaking and that concept should carry through to the adjoining Civic Green.*

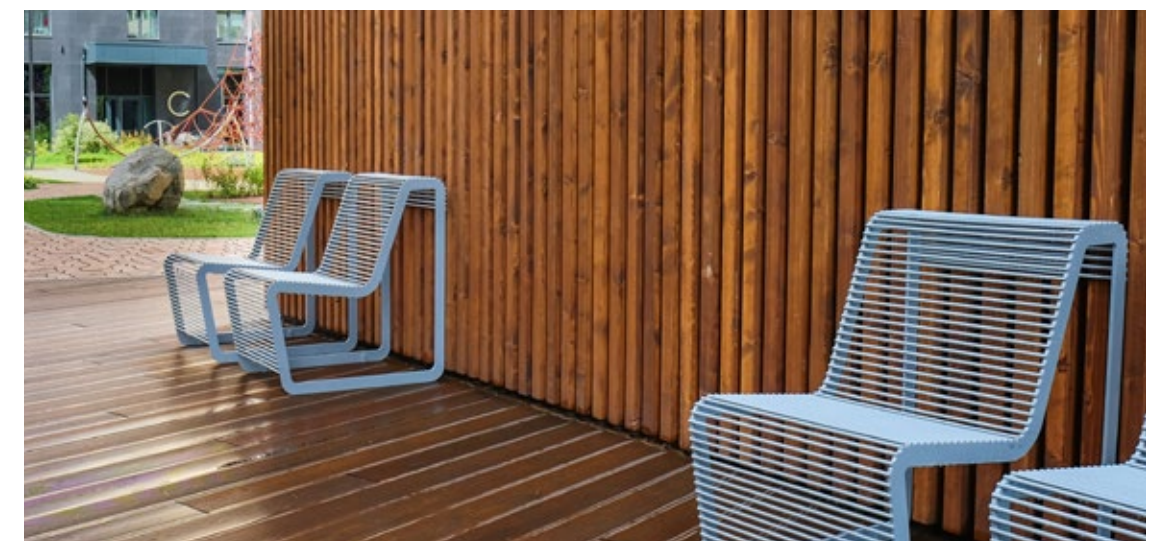






A future park asset includes a Central Green, this park will be owned and managed by Montgomery County Parks and will be built beside the future Grand Park Development project. This park has the potential to be a unifier for Pike District programming. Due to its placement within the dense Pike and Rose and The Grand project, the Grand Park should retain a passive open space footprint with the ability to encourage small group gathering or larger community events, building the collaborative community as outlined in the core values. It is recommended that Park amenities highlight sustainable influences.

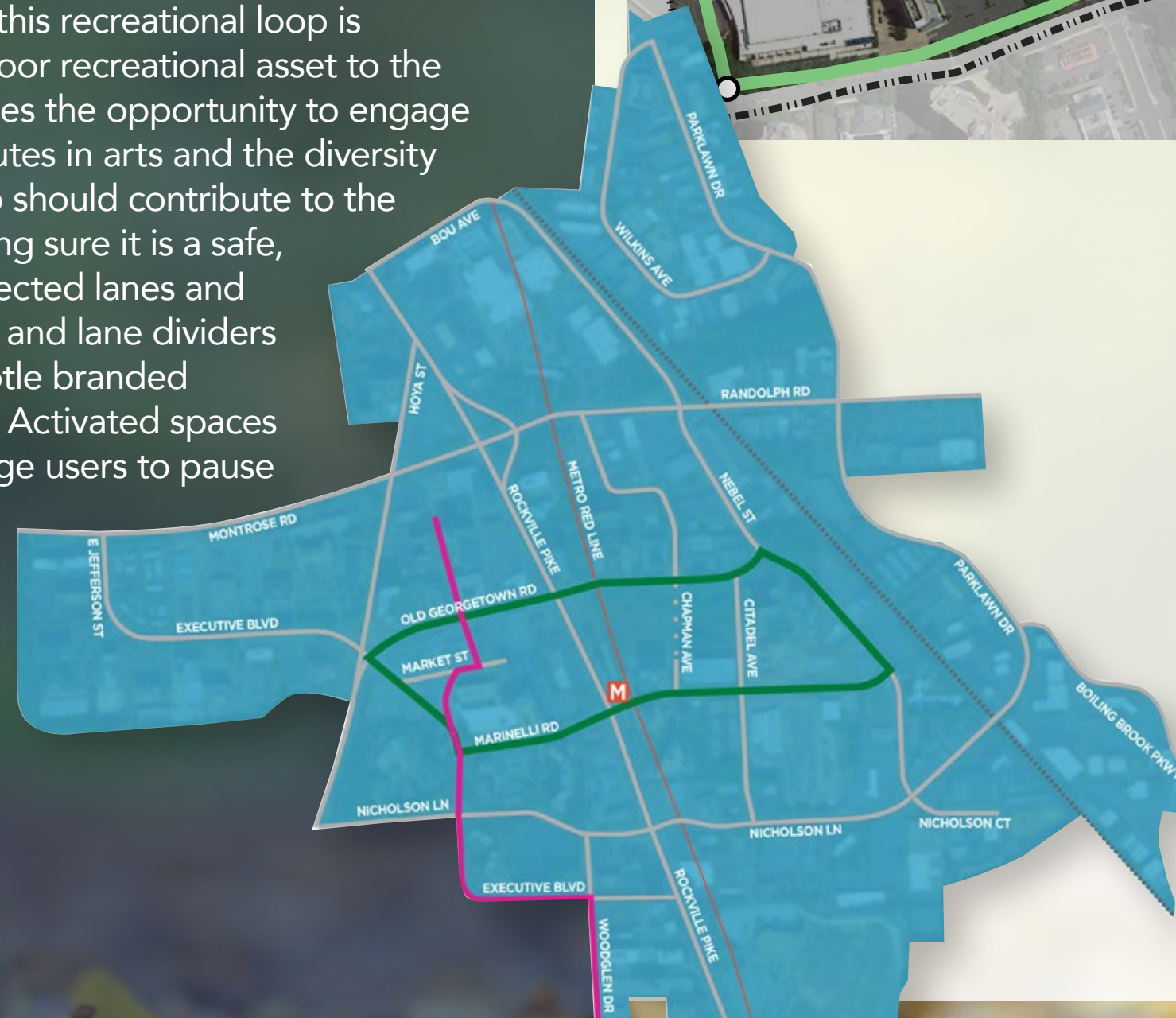
*Street furniture should be a variety of styles throughout the Pike District, incorporating color, interesting design and pieces that are artistic but functional.*





# RECREATIONAL LOOP/CONNECTOR

Montgomery Parks' planned North Bethesda recreation loop aims to provide a pedestrian looping trail within the Pike District. Branding this recreational loop is important as a unique outdoor recreational asset to the community. This trail provides the opportunity to engage the community along its routes in arts and the diversity within the District. The loop should contribute to the core value of safety in making sure it is a safe, accessible route via its protected lanes and crosswalks. Route markings and lane dividers provide wayfinding and subtle branded placemaking opportunities. Activated spaces along the loop will encourage users to pause and enjoy each section contributing to the core value of a collaborative community. Wayfinding and activation assets within the loop should be unique to the Pike District and contemporary by design.





# RECREATIONAL LOOP/CONNECTOR

## IMMEDIATE ACTIVATION:

- Widen the temporary pathway from Pike and Rose through to Market Street. Remove the signage flanking one side and create a more inviting landscape using art
- Unique wayfinding highlighting hidden gems
- Install low-level pathway lighting so the trail is safe for use. Lighting should be in concert with the lighting scheme for the Pike District
- Discoverable art along the trail for interest and consistency with the core values of the District
- Street graphics can also help in wayfinding and reinforce the safety of the pedestrian trail
- Divided lane- with bollards and other physical forms of dividing the trail from the vehicular roadway should be unique in nature to the Pike District branding and demonstrate art in action

## LONG TERM ACTIVATION:

- Partnering with local health educational institute or provider for a fitness activation component along the route
- Partner with local fitness resources within the Pike District to create special areas of activation including parkour, which incorporates urban landscape elements and fitness





# EXISTING INFRASTRUCTURE

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## BUS SHELTERS

Core to the Pike District is multi-modal transportation and reliable public services. Bus shelters should be a featured component of the system and inviting in nature. Their structure is a canvas for creative expression and an opportunity to engage the local arts community. In addition, unique sustainable features such as living roofs provide an element of interest and environmentalism to the structure.

### SHORT TERM:

- Using the bus shelter housing to create a community art project

### LONG TERM:

- Utilize living roofs to reinforce the environmental priority of the district
- Real-time updates on route information via screens

## RECEPTACLES AND RECYCLING

In keeping with the core value insisting upon environmentalism and sustainability, trash cans and recycle bins should reflect this initiative. These receptacles provide the opportunity to share the latest innovation in trash collection, recycling and disposal.

### SHORT TERM:

- Branded current receptacles

### LONG TERM:

- Install innovative, environmentally—conscious receptacles
- Increase number of receptacles and use for branding
- Hire dedicated Pike District maintenance and trash collection services

## CROSSWALKS

Crosswalks provide the opportunity for unique expression. Expressive crosswalks in the Pike District should be reflective of the core value of safety, providing a greater marking for pedestrian crossings while also reflecting the contemporary nature of the artistic portfolio.

### SHORT TERM:

- Using contemporary art in keeping with the personality of the District, highlight crosswalks over major intersections of the Recreation Loop/Connector including the part of the trail that crosses Rockville Pike

### LONG TERM:

- Explore additional opportunities for crosswalk expressions through the Recreation trail and Chapman Avenue





Recepticals  
and  
Recycling



Bus  
Shelters



Cross  
Walks





# EXISTING INFRASTRUCTURE

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## PARKING GARAGES

Parking garages provide a branding opportunity given their sight-line and visibility. The WMATA and County-owned garages in the Pike District are available palettes for expression and brand extension. Whether engaging the art community to build on the core value of fostering arts and diversity or using innovative sustainable living wall applications to further the core value of environmentalism and sustainability, the parking garages here are excellent large-scale branding vehicles to support the sense of originality and innovation that is expected with the public realm within the Pike District.

### SHORT TERM:

- Interior branding within the Pike District garages
- Create destination-worthy interior art within the WMATA parking garage by working in concert with the arts community
- Branded banners on the exterior of the garage

### LONG TERM:

- Advancing the core value of environmentalism and sustainability in a bold and forward-facing manner, create a living wall on the façade of the Market Street garage. The exterior living wall will become a focal point of the Pike District's commitment to sustainability and a driver of visitor attraction.



Market Street Garage (Mockup)





# THE PIKE DISTRICT ACTIVATION PLAN

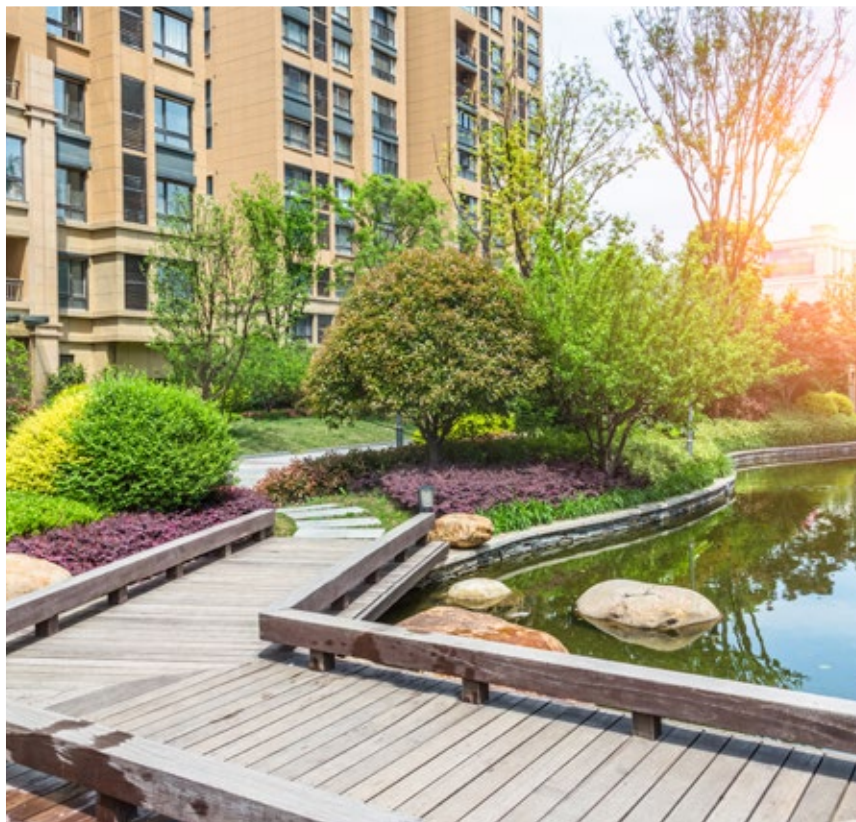
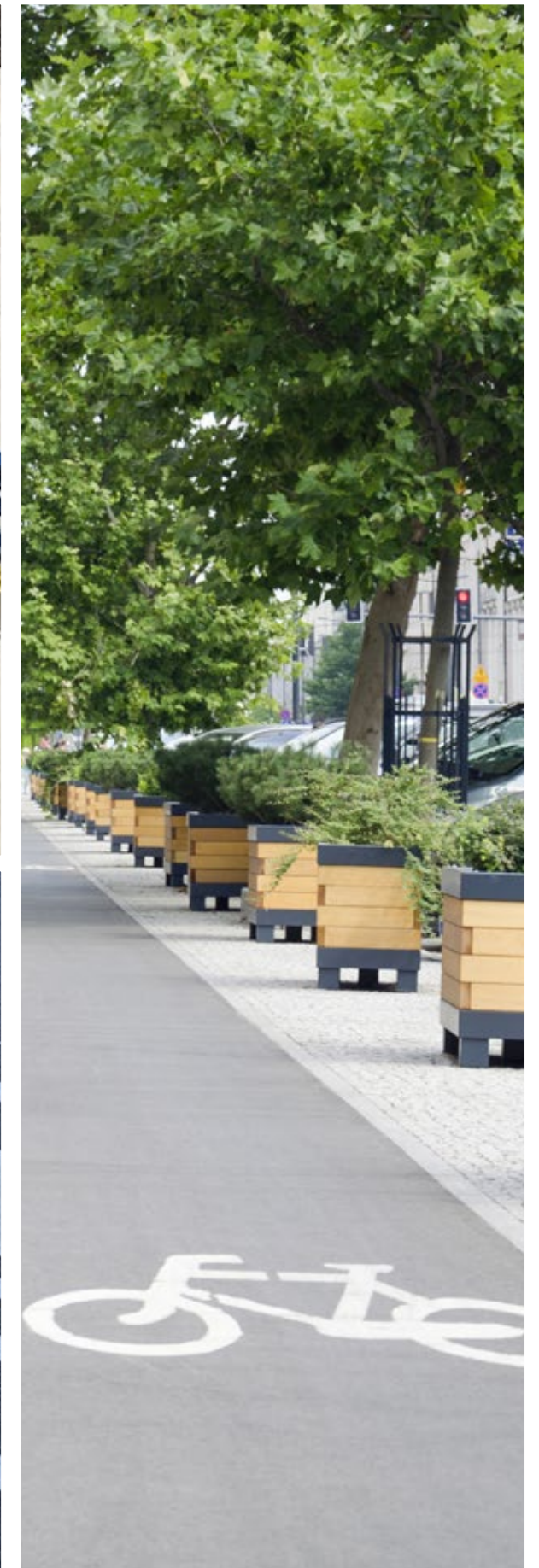
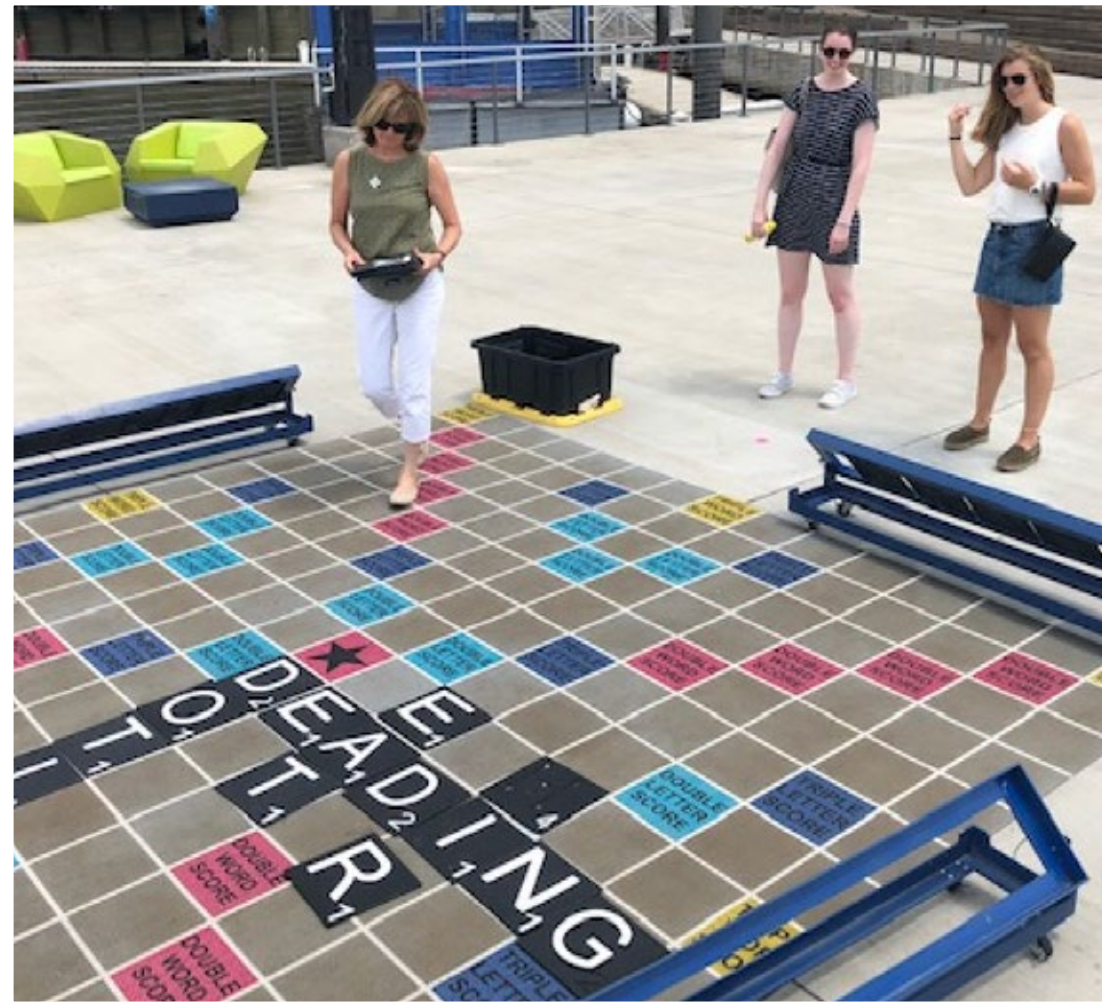
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Interactive activation can come in the form of discoverable, pop-up and planned. Discoverable interactive activation includes elements of placemaking that are woven into the District that can be engaged with at will, such as an interactive mural, sculpture or other art installation. Pop-Up activation is a seemingly unplanned interactive event such as an ice cream giveaway or busters or other special event that is unadvertised and short-termed. Planned activations are more elaborate

events with pre-planning, advertising and social promotion. These events make use of existing public realm spaces that are either temporary, underdeveloped or permanent parks. Some of the interactive activations to be scheduled in the future include: a Chili Cookoff, Wine Festival, Urban Market, Dog Playspace Event, as well as expanding upon successful events such as the Pike and Rose PIKEtoberfest, Pike Central Farmer's Market, Smore's Night, and participation in the Pike's Peek 10K Race.









# PIKE DISTRICT PUBLIC ART PROGRAM

Main intersections, public assets, public properties and secondary streets are opportunities for public art and landscaping applications that serve to brand the District.

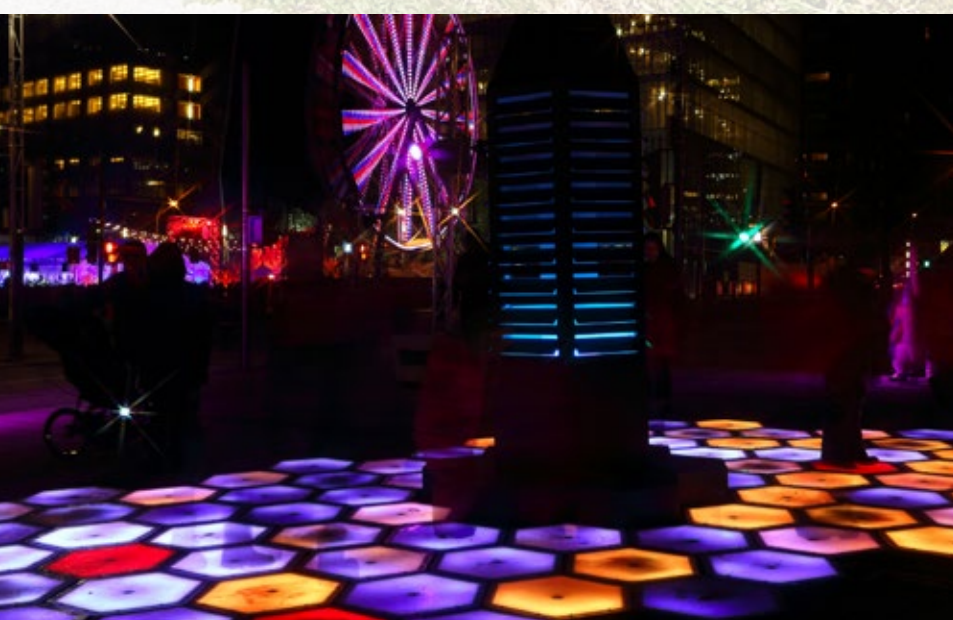
The Pike District is home to several genres of art including performing, architectural, sculpture, painting, literature, film and music. Some are expressed via Amp and Strathmore, while others are mastered via local classes and schools. Physical markers of public art in the Pike District are already emerging, including murals in Pike and Rose and Boiling Brook Parkway, or sculpture on Executive Blvd. Smaller discoverable art delights in Pike and Rose and beckons visitors to ride the escalator inside the North Bethesda Marriott.



MONUMENTAL









# PIKE DISTRICT PUBLIC ART PROGRAM

“

*Public art is  
key to unifying,  
directing and  
encouraging  
creative  
expression.*

”

The **Pike District Public Art Program** will bring together art that is placed in the public realm and art that is included in private commercial property. This plan will solely focus on a plan for public art in the public realm.

Public art is key to unifying, directing and encouraging creative expression within the Pike District in support of the stated core values of this urbanizing district. In particular, the core value that states the fostering arts and entertainment as a key tool to creating a strong sense of place. Establishment and adoption of a solid Public Art Program has proven to support placemaking goals by creating connections for the community and the built environment. The Pike District Public Art program will provide a uniqueness to the Pike District by invigorating public space through thoughtfully programmed art reflective of the diverse community in a manner that is interactive, discoverable and authentic.

## PROGRAM GOALS

- Create a program that is solely focused on art in the public realm that together with public art on private properties becomes a key highlight in the Pike District
- Connect the brand values of the Pike District (accessibility, technology, diversity, etc.)
- Ensure artwork is durable, safe, easy to maintain and realized through appropriate budgets
- Enrich and enliven public spaces
- Curate a mix of art that is discoverable, interactive, imaginative, educational, inspirational and integrated
- Engage local nonprofit art organizations when possible

- Encourage an inclusive, welcoming, and diverse arts community

## POTENTIAL SITES

There are many opportunities to utilize art to stimulate public spaces. Areas could include but are not limited to:

- Walls
- Ceilings
- Floors
- Windows
- Staircases
- Escalators
- Entrances and Exits
- Rooftops
- Parks
- Bus Shelters
- Utility Boxes
- Wayfinding
- Plazas
- Roadways, traffic islands, medians
- Bridges
- Construction fencing
- Public Garages

## TYPES OF ART

Art throughout the Pike District should be reflective and complementary to its surroundings. There are basic categories or art, each providing a varying level of reaction

- 1. Functional**—These pieces serve to enhance the experience within the Pike District where interaction is purposeful.
  - Monumental entrance pieces
  - Seating
  - Lighting





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SEAN'S

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## PIKE DISTRICT PUBLIC ART PROGRAM

**2. Interactive/participatory**—This category refers to art that invites social interaction and creates a relationship between the artwork and the public.

- RFID
- Labyrinth/maze
- Musical
- Generative- art created in whole or party by an autonomous system other than the artist to make decision. Often referred to algorithmic computer-generated art

**3. Discoverable**—Subtle yet effective, discoverable art dots the Pike District enhancing the experience of being in the area without calling attention to its existence.

- Murals
- Pavers

### OVERSIGHT

The Pike District Arts Program will be guided initially by a sub-committee of the White Flint Downtown Advisory Committee (WFDAC) and executed by an agency acting as the Public Art Coordinator. The Coordinator will make recommendations, provide budgets, and coordinate with appropriate entities (DOT, State Highway, WMATA, etc.) to implement an art project

### FUNDING RESOURCES AND REQUEST OF FUNDS

The funding for art in the Pike District could potentially come from several sources including budgeted public funds, grants, gifts or fundraisers or a combination thereof. If funds are available through a placemaking budget line item, the Coordinator will make a recommendation to the Public Art Sub-committee of WFDAC on how to best implement art within said budget. The Coordinator could also bring a proposal and budget for a piece of art to an entity and request funds for a particular project.

### PLACEMENT OF ART

The Placemaking Guidelines makes a number of recommendations to place public art in the public realm. For each art project, the Coordinator will work with the appropriate entity to get approval to place art in selected location. The Coordinator will ensure that the entity is included in the process and decisions about the artist and final art.

### CALL FOR ARTISTS

The Call for Artists can be curated via any of the following manners:

- Open competition
- Limited competition
- Invitational
- Direct Selection
- Mixed Process
- Direct Purchase

The Coordinator will prepare a Call for Artist for each project. The Call will include:

- Project description
- Theme
- Location
- Artist commission rate
- Submission timeline
- Installation information
- An accompanying prospectus detailing specifications for the project, eligibility and application instructions



# PIKE DISTRICT PUBLIC ART PROGRAM

It is recommended that calls be coordinated through a local or regional arts organization. It is recommended that the call reaches artists locally, regionally, nationally and/or internationally. Some local organizations include:

- No Kings Directory-DC artists
- VisArts
- Wheaton Arts Parade
- Montgomery County independent artists groups
- American for the Arts
- Montgomery County Arts Council

## PROPOSALS FROM ARTISTS

Artists answering the call will provide:

- An understanding of the Pike District and its relevance to Montgomery County
- The Core Value that will be represented or reiteration of stated theme
- Dimensions of the proposed art
- Scaled drawing
- Rendering or photos of the proposed artwork showing size and placement
- Detailed materials description and installation plan
- Artist statement with final submission
- Proposed maintenance instructions

## SELECTION CRITERIA

Selection criteria for public art is necessary to ensure the permanent artwork installed for the Pike District is reflective of the core values (innovation, technology, education, diversity, transportation, economic development and community).

1. Relevance–Does the piece reflect the community?
2. Representative–Does the artwork support one or more of the Pike District core values?
3. Impact–Does the artwork have an emotion, inspirational or intellectual impact?
4. Budget–Can the artwork be constructed for the budget provided?
5. Materials–Are the materials suitable for its location?
6. Maintenance–Does the proposal include a feasible maintenance plan and budget for the piece?
7. Safety–Is the design safe for the public?
8. Quality–Will the piece last at least ten years with minimal maintenance in its original condition?
9. Feasible–Is it technically feasible to build or install?
10. Timelessness–Does the artwork have a timeless design, vision or message?



# MAINTENANCE AND MARKETING PROCESS

## ART MAINTENANCE

Proper maintenance and upkeep of the artwork is a key component of a successful art program to ensure the integrity and safety of permanent pieces. Artwork should be maintained in accordance with the artist's instructions upon commission. A maintenance funding mechanism should be established.

## RECORD KEEPING

Finished art should be cataloged with artist statements and promotional imagery that is easily searchable and accessible. An interactive digital map providing user-friendly resources to experience art throughout the Pike District is recommended.

## MARKETING

- Photography
- Media outreach
- Digital walking tour/brochure of art in the Pike District
- Dedication ceremony for new art
- Educational lecture series on art programming or with the artist
- On-site plaques with artist statements/titles and/or smart technology summary
- Submitted to public art directories

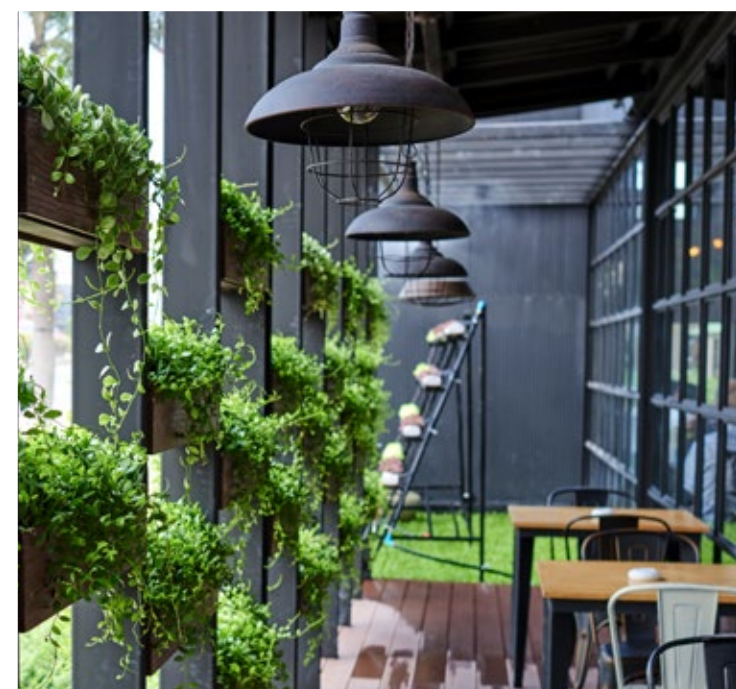




# PIKE DISTRICT BEAUTIFICATION & MAINTENANCE

Many urban districts adopt a beautification plan to support a clean and attractive environment for its residents, workers and visitors. A thoughtful plan will:

- Visibly improve public spaces
- Maintain a clean and attractive community
- Offer a beautiful balance of shrubs, perennials, annuals, and bulbs
- Celebrate the seasons



B I K E  I N  T H E  P I K E





## BEAUTIFICATION & MAINTENANCE PLAN

### SHORT TERM:

Currently, the Pike District utilizes existing vendors and/or contracts that are held with the Bethesda Regional Services Center. On occasion the Pike District has engaged with the Bethesda Urban Partnership for assistance.

Basic upkeep services include:

- trashcan maintenance
- weed control/mowing
- snow removal
- street and sidewalk washing

Current contracts expanded to the Pike District can also include:

- seasonal planting
- holiday décor
- planter installation

### LONG TERM:

As the Pike District beautification and landscaping efforts evolve and expand, the area should engage in its own independent landscaping and maintenance contracts. And beyond that, the Pike District could one day directly hire a maintenance and beautification team whose job it is to focus solely and full-time on the Pike District community assets, much like Bethesda Urban Partnership.

“

*Maintain  
a clean and  
attractive  
community.*

”



# WAYFINDING & EXPERIENTIAL GRAPHICS PROGRAM

Traditional wayfinding are directional in nature to move visitors unfamiliar with an area from Point A to Point B. In the Pike District, wayfinding is particularly important as a guide to reinforce the area's continuity and promote lesser-known hidden gems within the district.





# WAYFINDING & EXPERIENTIAL GRAPHICS PROPOSAL

While wayfinding can include street signs and directional signage, it can also be served on building facades, artwork, banners, and through gateway monument signs. As the Pike District core value is to embrace technology, it is also important to utilize digital wayfinding as a way to bolster its image as a tech hub. Wayfinding in the Pike District should be original, unique and distinctive, as well as informative and interactive.

## SHORT TERM:

- Install a wayfinding directional sign outside of the White Flint Metro station backlit with a directory of the Pike District. The reverse side should be reserved for an event schedule or other promotional materials

## LONG TERM:

This four-part process provides sufficient content for a signage fabricator to price, produce, and install a Wayfinding and Experiential Graphics Program.

1. **Wayfinding Strategy Document**—Including: key plans of signage elements, description of typologies (examples of each signage type) and narrative as to the where and why of how they are suggested to be deployed. (No actual signage design at this stage.) However, preliminary quantities for each major wayfinding element would be proposed at this stage.

2. **Conceptual Signage Package**—Based on an approved Brand Package by others, including Brand-mark, variations, and style guides for the District - a representative family of signs will be designed at the conceptual level for the District. This often includes more than one option (over 4 to 5 sign types) to determine the specific physical strategy that will be implemented for a more complete set. Additionally, other District Identity Graphics Ideas (beyond Wayfinding installations) would be proposed at this point.

3. **Refined Signage Package**—Upon approved direction for the previous stage, all proposed signage and graphics elements would be further delineated into dimensional drawings with general material and conceptual lighting - usually enough information to be bid by the Client's selected signage fabricator.

4. **Message Schedules and Coordination**—Further informational needs occur during the Signage Fabrication process (by others) including specific text content for each sign (Message Schedule), and other coordination items related to the other disciplines. The Signage Designer therefore remains involved as needed with the Client to provide clarification as needed.



