



THE RUDY BRUNER AWARD FOR URBAN EXCELLENCE 2015



# Retrofitting the Suburbs: Pike & Rose

Submitted by:  
The Montgomery County Planning Department of  
The Maryland-National Capital Park and Planning Commission  
and Federal Realty Investment Trust

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# 2015 RUDY BRUNER AWARD PROJECT DATA



# PROJECT DATA

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Project Name \_\_\_\_\_ Location \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Owner \_\_\_\_\_

Project Use(s) \_\_\_\_\_

Project Size \_\_\_\_\_ Total Development Cost \_\_\_\_\_

Annual Operating Budget (if appropriate) \_\_\_\_\_

Date Initiated \_\_\_\_\_ Percent Completed by December 1, 2014 \_\_\_\_\_

Project Completion Date (if appropriate) \_\_\_\_\_ Project Website (if appropriate) \_\_\_\_\_

Attach, if you wish, a list of relevant project dates \_\_\_\_\_

## Application submitted by:

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail \_\_\_\_\_ Website (if appropriate) \_\_\_\_\_

## Perspective Sheets:

Organization \_\_\_\_\_ Name \_\_\_\_\_ E-mail \_\_\_\_\_

Public Agencies \_\_\_\_\_

Architect/Designer \_\_\_\_\_

Developer \_\_\_\_\_

Professional Consultant \_\_\_\_\_

Community Group \_\_\_\_\_

Other \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please indicate how you learned of the *Rudy Bruner Award for Urban Excellence*. (Check all that apply).

- |                |                      |                                     |                        |
|----------------|----------------------|-------------------------------------|------------------------|
| Direct Mailing | Direct Email         | Previous Selection Committee member | Other (please specify) |
| Online Notice  | Previous RBA entrant | Professional Organization           | _____                  |
|                | Social Media         | Bruner/Loeb Forum                   |                        |

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Signature \_\_\_\_\_ Date \_\_\_\_\_

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**2015**  
**RUDY BRUNER AWARD**  
**PROJECT**  
**AT-A-GLANCE**



# PROJECT AT-A-GLANCE

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This sheet, the Project Data sheet, and the representative photo will be sent to the Committee in advance as the *Project Overview*.

Project Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

1. Give a brief overview of the project. Approximately 500 words.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.) Approximately 500 words.

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# 2015 RUDY BRUNER AWARD PROJECT DESCRIPTION



# PROJECT DESCRIPTION

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project? Approximately 500 words.

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project? Approximately 500 words.

## PROJECT DESCRIPTION (CONT'D)

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3. Describe the key elements of the development process, including community participation where appropriate. Approximately 400 words.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable. Approximately 400 words.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings? Approximately 400 words.

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**2015**  
**RUDY BRUNER AWARD**  
**COMMUNITY**  
**REPRESENTATIVE**  
**PERSPECTIVE**



# COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (    ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (    ) \_\_\_\_\_ E-mail \_\_\_\_\_

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**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

1. How did you, or the organization you represent, become involved in this project? What role did you play? Approximately 400 words.

2. From the community's point of view, what were the major issues concerning this project? Approximately 400 words.

# COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

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3. Has this project made the community a better place to live or work? If so, how? Approximately 400 words.

4. Would you change anything about this project or the development process you went through? Approximately 400 words.

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**2015**  
**RUDY BRUNER AWARD**  
**PUBLIC AGENCY**  
**PERSPECTIVE**



# PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approvals that affected this project.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (    ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (    ) \_\_\_\_\_ E-mail \_\_\_\_\_

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**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements). Approximately 400 words.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them? Approximately 400 words.

## PUBLIC AGENCY PERSPECTIVE (CONT'D)

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3. Describe the project's impact on your city. Please be as specific as possible. Approximately 400 words.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities? Approximately 400 words.

5. What do you consider to be the most and least successful aspects of this project? Approximately 400 words.

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**2015**  
**RUDY BRUNER AWARD**  
**DEVELOPER**  
**PERSPECTIVE**



# DEVELOPER PERSPECTIVE

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This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (     ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (     ) \_\_\_\_\_ E-mail \_\_\_\_\_

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Signature \_\_\_\_\_ Date \_\_\_\_\_

1. What role did you or your company play in the development of this project? Describe the scope of involvement. Approximately 400 words.

2. What trade-offs or compromises were required during the development of the project? Approximately 400 words.

3. How was the project financed? What, if any, innovative means of financing were used? Approximately 400 words.

4. What do you consider to be the most and least successful aspects of the project? Approximately 400 words.

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**2015**  
**RUDY BRUNER AWARD**  
**PROFESSIONAL**  
**CONSULTANT**  
**PERSPECTIVE**



# PROFESSIONAL CONSULTANT PERSPECTIVE

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This sheet is to be filled out by a professional who worked as a consultant on the project, providing design, planning, legal, or other services. Copies may be given to other professionals if desired.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (    ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (    ) \_\_\_\_\_ E-mail \_\_\_\_\_

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Signature \_\_\_\_\_ Date \_\_\_\_\_

1. What role did you or your organization play in the development of this project? Approximately 400 words.

2. Describe the project's impact on its community. Please be as specific as possible. Approximately 400 words.

## PROFESSIONAL CONSULTANT PERSPECTIVE (CONT'D)

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3. How might this project be instructive to others in your profession? Approximately 400 words.

4. What do you consider to be the most and least successful aspects of this project? Approximately 400 words.

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**2015**  
**RUDY BRUNER AWARD**  
**ARCHITECT**  
**OR DESIGNER**  
**PERSPECTIVE**



# ARCHITECT OR DESIGNER PERSPECTIVE

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This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services. Copies may be given to other design professionals if desired.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (    ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (    ) \_\_\_\_\_ E-mail \_\_\_\_\_

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Signature \_\_\_\_\_ Date \_\_\_\_\_

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc. Approximately 400 words.

2. Describe the most important social and programmatic functions of the design. Approximately 400 words.

## ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

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3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project. Approximately 400 words.

4. Describe the ways in which the design relates to its urban context. Approximately 400 words.

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**2015**  
**RUDY BRUNER AWARD**  
**OTHER**  
**PERSPECTIVE**



# OTHER PERSPECTIVE

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Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (    ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (    ) \_\_\_\_\_ E-mail \_\_\_\_\_

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**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

1. What role did you play in the development of this project? Approximately 400 words.

2. Describe the impact that this project has had on the your community. Please be as specific as possible. Approximately 400 words.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them? Approximately 400 words.

4. What do you consider to be the the most and least successful aspects of this project? Approximately 400 words.