

Friends of  
White Oak

# GROWING WITH WHITE OAK

ANNUAL  
REPORT  
2023

*“The District 20 Team is proud to secure record investments in the White Oak area,” said Delegate Wilkins. “This \$500,000 investment reflects our commitment to this vital area of our district and the partnerships necessary to bring additional growth to White Oak.”*

—Delegate Jheanelle Wilkins  
District 20 Representative  
Maryland State Assembly

## Our Supporters



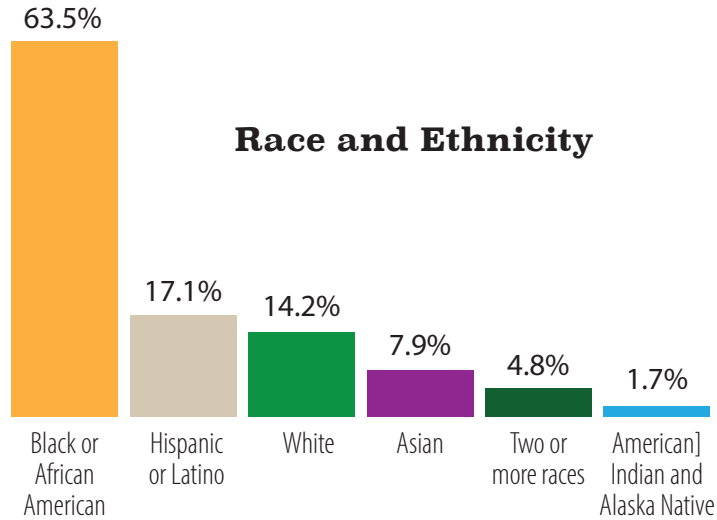
**MONTGOMERY COUNTY**  
ECONOMIC DEVELOPMENT  
CORPORATION **MARYLAND**



**Friends of White Oak is a 501c3 nonprofit that is dedicated to community advocacy and economic development to support a vibrant community where everyone can access jobs, education, and increase businesses and services. We work with local and state partners to increase development and bring the resources needed the most by our residents. By strengthening our existing infrastructure and planning for future development, White Oak will become a destination for East Montgomery County and a prime hub for economic development and expansion.**

# White Oak by the Numbers

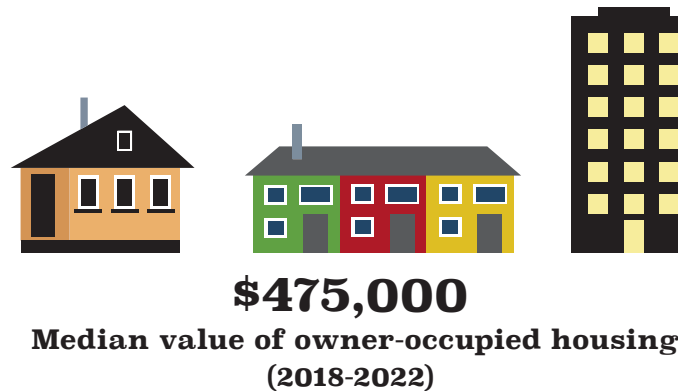
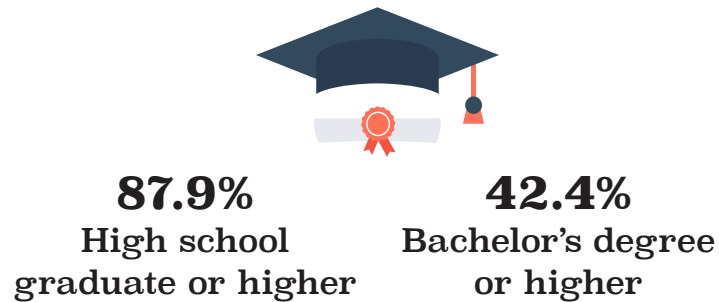
White Oak area population is 16,347 as of April 2020.



**48.8%**  
Foreign born

**58.5%**  
Speak a language other than English at home

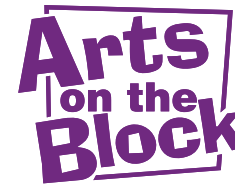
## Education Level (percent of persons age 25 years+, 2018-2022)



2023 Data: <https://www.census.gov/quickfacts/fact/table/whiteoakcdpmaryland/SBO020217>

Friends of White Oak promotes and advocates for residential development, retail centers, mixed-use development, bio/life science, healthcare, arts, culture, education, public safety, transit center improvements and transit equity. In alignment with the White Oak Gateway Master Plan, we seek to leverage assets so the area may evolve into a community that offers more opportunities to live, work, shop and play.

Friends of White Oak promotes life sciences with its proximity to the Adventist HealthCare Medical Center White Oak, Viva, and the Food and Drug Administration.



**WHAT ARE YOU DOING THIS SPRING BREAK?**  
How would you like to:

- Strengthen your Design skills.**
- Collaborate with cool, creative people.**
- Contribute to a public art project in your community.**
- Make meaningful connections.**
- Earn a stipend or SSL hours.**

Then join us for a Spring Break Design Challenge @ Arts on the Block

Be part of a creative studio during an intensive 5-day Spring Break program (April 11-15, 2023), where two creative will be challenged to explore a public art project for the White Oak community.

If you are interested to learn more, consider yourself a student, in grades 9-12, and a resident of the White Oak area, please contact Christine Davis, Deputy Director at [ceavis@artsontheblock.com](mailto:ceavis@artsontheblock.com).

An email stating your interest must be made by **Fri, Mar 25, 5pm.**

The program is sponsored by the ADVOC (Adventist Volunteer Organization of the City) - Silver Spring. **STIPENDS ARE LIMITED.**

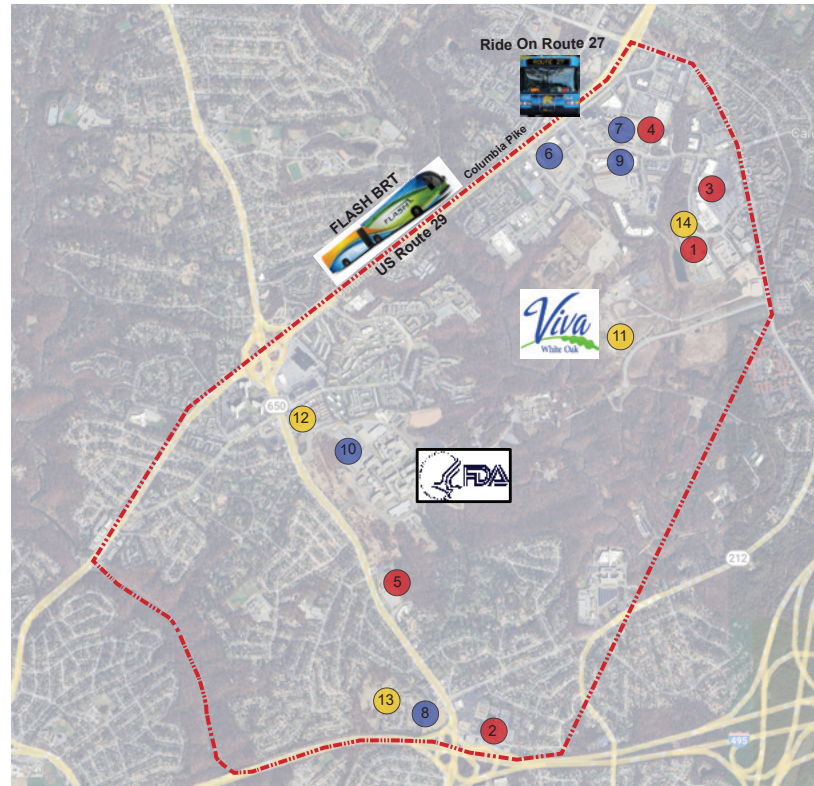
The stipend has been provided by The Friends of White Oak. To learn more, please visit the website at <http://www.fwo.org>.  
For more about Arts on the Block, visit our website at <http://www.artsontheblock.com>.

# Development Projects Underway in White Oak 2022-2024

## White Oak Science Gateway Master Plan Vision

The purpose of the plan is to leverage the consolidated headquarters of the Food and Drug Administration (FDA) at the White Oak Federal Research Center (FRC) to establish life-sciences focused communities that offer more opportunities to live-learn-work-play.

Also the plan works to transform White Oak's major centers from conventional auto-dependent suburban shopping centers, business parks and light industrial areas into vibrant, mixed-use, transit-served nodes.



### Implemented Projects:

1. Adventist Health Care Medical Center
2. Hilton Homes 2 Suites Hotel
3. Giant Orchard Center Store
4. Tesla Service Center
5. Hillandale Park Renovation

### Permitting & Construction:

6. White Oak Town Center
7. White Oak Apartments
8. Hillandale Gateway
9. Montgomery College East County Education Center
10. FDA Truck Screening

### Planning & Engineering:

11. VIVA White Oak
12. White Oak Self Storage
13. Amalgamated Transit Union
14. Adventist White Oak Medical Center MOB3



# White Oak Development Projects in Progress



**Hillandale Gateway** will be a high performance, mixed-use development along with a new rapid transit station. With a mix of market-rate, affordable, and some age restricted residential units, this project is designed with a focus on energy efficiency and will include amenities for local residents.

**White Oak Town Center** project featuring retail, restaurants, and a new grocery store anchor will provide increased options for the local and broader community, with improvements to the existing infrastructure.



**Viva White Oak**, a 300 acre, mixed use development project focused around a life-sciences center near Adventist Hospital.

White Oak Apartments change to the **Logic Apartments** is the first new multi-family residential project in the White Oak area in over 30 years and will feature both townhomes as well as apartment units.



**White Oak Storage** has been approved for expansion and improvements to the front facade to modernize and upgrade the facility's aesthetics.

# Community Improvements



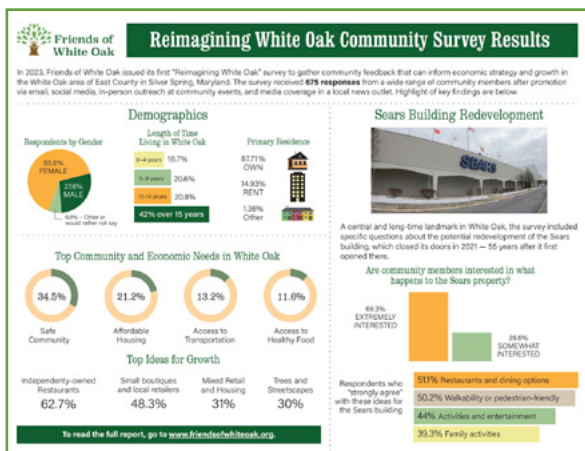
The **East County Education Center (ECEC)**, located at 2221 Broadburch Drive, will be a 55,000 square foot, single-story building and will bring Montgomery College’s unique services and academic programs to the residents of the East County, expanding access in this region and serving as an anchor institution in the community.



The **White Oak Façade Improvement Initiative** is a public-private partnership that will combine an estimated \$3.7 million to enhance and modernize an aging commercial area along a stretch of Lockwood Drive at New Hampshire Avenue. In August, Friends of White Oak joined County Executive Marc Elrich at the presentation from the Maryland District 20 delegation of the state-allocated funds for this project.



**Hillandale Center**, located just south of Powder Mill Road on New Hampshire Avenue in the Hillandale community, was the first project to be completed under the Countywide Façade Improvement Program (CFIP), officially launched July 1, 2022. The project included a new facade design with a custom mural, tenant signage, LED lighting, pylon Center signage and rear parking lot illumination benefiting seven local businesses.



Reimagining **White Oak Community Survey** In 2023, Friends of White Oak issued our first “Reimagining White Oak” survey to gather community input on how to improve economic development in the White Oak area of East County in Silver Spring, Maryland. The survey received 675 responses from a wide range of community members after promotion across various communication channels including email, social media, in-person outreach at community events, and media coverage in a local news outlet. In the survey, **63% of respondents** wanted more independently owned restaurants in the area and nearly 43% wanted to see more small boutiques and local retailers – similar to what you may see in Bethesda and Olney. Click [here](#) to see the full infographic.

# 2023 Community Events

## Concert on the Lake

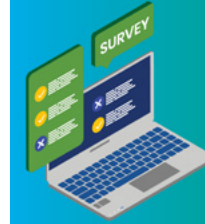
On June 23, Friends of White Oak partnered with Adventist Health Care Concert on the Lake that was held at the White Oak Medical Center. There was a White Oak Day sponsored ice cream truck, giveaways, and a raffle to support area businesses. During the event, FOWO promoted a survey on Reimagining White Oak.



## Let's Reimagine White Oak

Friends of White Oak is working to increase commercial and residential development, existing infrastructure and opportunities can make the community a prime hub for business development and economic expansion.

This survey aims to engage the community and gather input about what can be done with the Sears building in the White Oak Shopping Center. Please share among the community as feedback will help assist in the future of the remaining property.



Click here for the survey:  
<https://www.surveymonkey.com/r/ReImagineWhiteOak>



## Power in the Park

Del Lorig Charkoudian (District 20) invited FOWO to support the annual climate justice community expo "Power in the Park" held on October 1. Residents were able to learn more about energy efficiency services in Montgomery County.



## Building Relationships

In 2023, our Board met with leaders County Council Member for District 5 Kristin Mink, President & CEO of the Montgomery County Economic Development Corporation Bill Tompkins, and Maryland Delegate for District 20 Jheanelle Wilkins.



## Our Springbrook HS Summer Interns

During the summer of 2023, FOWO welcomed two 11th grade students from Springbrook High School as paid interns.



# 2023 Community Events



Friends of White Oak participated in the Hillandale Park Ribbon-cutting ceremony for the reopening of its local park on New Hampshire Avenue.

Friends of White Oak worked to continue the beautification of White Oak Transit Center on Lockwood Drive that entails clean up and landscaping.



In 2023, our Board met with leaders Kristin Mink, Bill Tompkins, and Jheanelle Wilkins.

In December 2023, Friends of White Oak hosted an invite-only event with leading developers in the White Oak area to connect and introduce ourselves and share our mission, and to better understand the status of these projects and how they will serve our community. Developers in attendance included: new and old developers in White Oak including Viva White Oak, Hillandale Gateway, the NRP Group, Logic Apartments, Hillandale and White Oak Shopping Centers, as well as the Montgomery County Economic Development Corporation. The information shared during this meeting will be a primary focus of FOWO's 2024 work program.

In April 2024, FOWO is planning to host a “Reimagining White Oak Community Open House” event where the developers can speak directly to the community and hear community feedback. This free community event will help Friends of White Oak engage community members directly on the growth that is occurring in our region of East County.

**Reimagining White Oak  
A Community Open House**

Friends of White Oak

**Wednesday  
April 17, 2024**

**6:30-8:30 PM**

**White Oak Recreation  
Community Center  
1700 April Lane  
Silver Spring, MD**

**Light refreshments  
and raffle prizes  
will be available!**

Councilwoman Kristin Mink (Dist. 5) will provide opening remarks! Additional community leaders have been invited.

Hear directly from developers that are building new projects here in the White Oak area. Learn more about what these projects mean for our community, talk directly with the builders who are overseeing these projects, and share your interests and ideas.

Scan QR code or click [here](#) to register!

This event is supported by:

Logos for sponsors: MCB, Viva, the NRP Group, MC, and others.

Founded in 2013, Friends of White Oak is a nonprofit committed to community engagement, economic development, and advocacy that supports the ongoing development of a safe, diverse, vibrant, and sustainably grown White Oak community situated in the eastern region of Montgomery County, Maryland.  
www.HillandaleRebuild.org

# State of Maryland and Local Government Representatives



## FEDERAL REPRESENTATIVES

Chris Van Hollen (D), U.S. Senator

Ben Cardin (D), U.S. Senator

Jaime Raskin (D), 8th Congressional District

## STATE REPRESENTATIVES

Wes Moore, Governor

Aruna Miller, Lt. Governor

### District 20

William C. Smith Jr., State Senator

Lorig Charkoudian, State Delegate

David Moon, State Delegate

Jheanelle K. Wilkins, State Delegate

## MONTGOMERY COUNTY COUNCIL MEMBERS

Marc Elrich, County Executive

Kristin Mink, Montgomery County District 5

### *At-Large Members*

Gabe Albornoz (D)

Evan Glass (D)

Will Jawando (D)

Laurie-Anne Sayles (D)



# Friends of White Oak

 [info@friendsofwhiteoak.org](mailto:info@friendsofwhiteoak.org)

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 [@WhiteOakFriends](https://twitter.com/WhiteOakFriends)

 [whiteoakfriends](https://www.instagram.com/whiteoakfriends)

[www.friendsofwhiteoak.org](http://www.friendsofwhiteoak.org)

## Board of Directors

Rachael Evans, Board Chair, Whitehall Resident

June Henderson, Member-at-Large, White Oak

Shana Davis-Cook, Secretary, Hillandale Resident

Fatmata Barrie, Attorney and Education Advocate

Bill Bentley, Burnt Mills Resident

Margie Goergen-Rood, Hillandale Resident

Daria Hall, East Springbrook Resident

Ken Jones, Burnt Mills Resident

Daniel Koroma, Business Development Specialist,  
Montgomery County

Shane Pollin, PS Ventures, LLC

Nichole Reilly, Adventist HealthCare White Oak  
Medical Center

Rob Richardson, Labquest

Joshua Wooldridge, NRP Group

### *Chairs Emeritus*

David Feehan

Elisse Wright Barnes

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our newsletter**

**<https://friendsofwhiteoak.org/subscribe-to-our-e-newsletter/>**