

Presentation to White Flint Advisory Group

August 28, 2008



Issues

Schools

Transportation

Overall Development

Density, FAR and Zoning

Parks and Open Space

Design Guidelines-
Conference Center

Staging



Program

Vision: North Bethesda's Urban Center

Pedestrian Scale Street Grid

Mobility Options

Urban Form

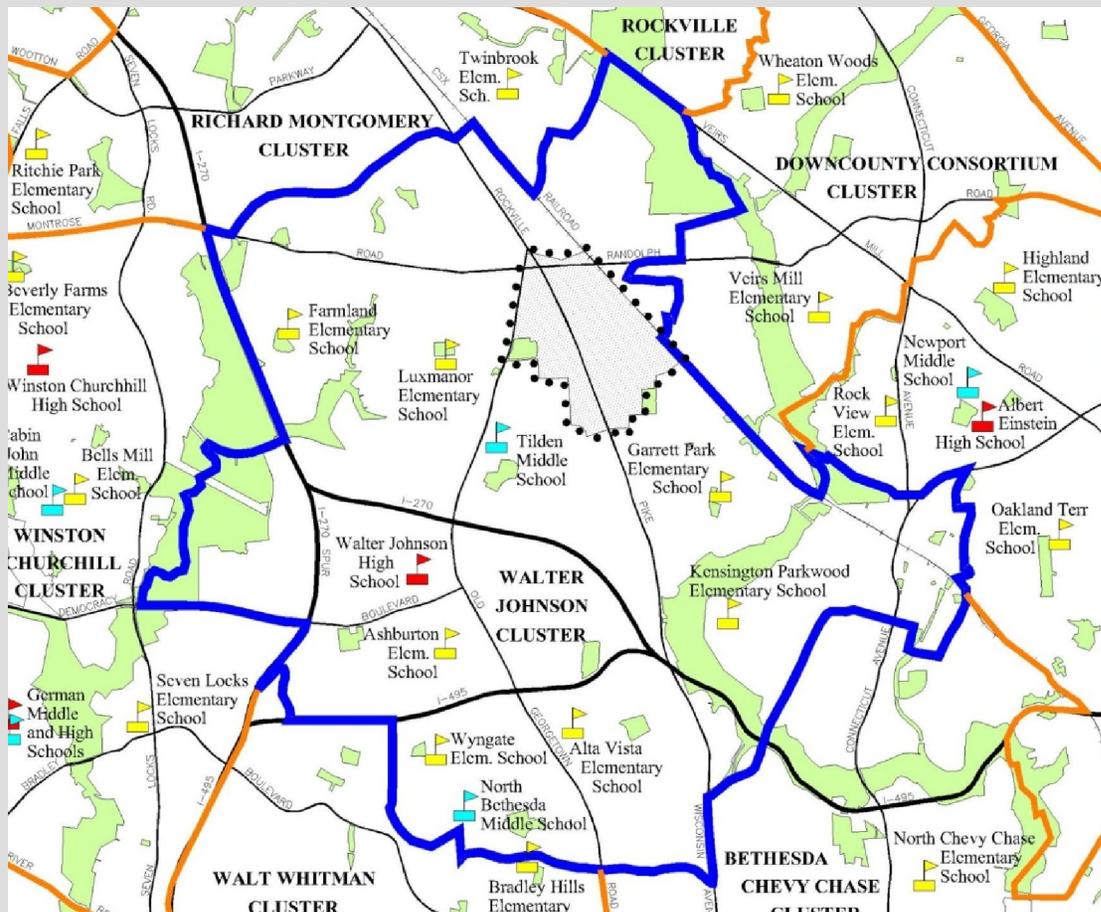
Green

Public Amenities

Infrastructure Staging



Schools



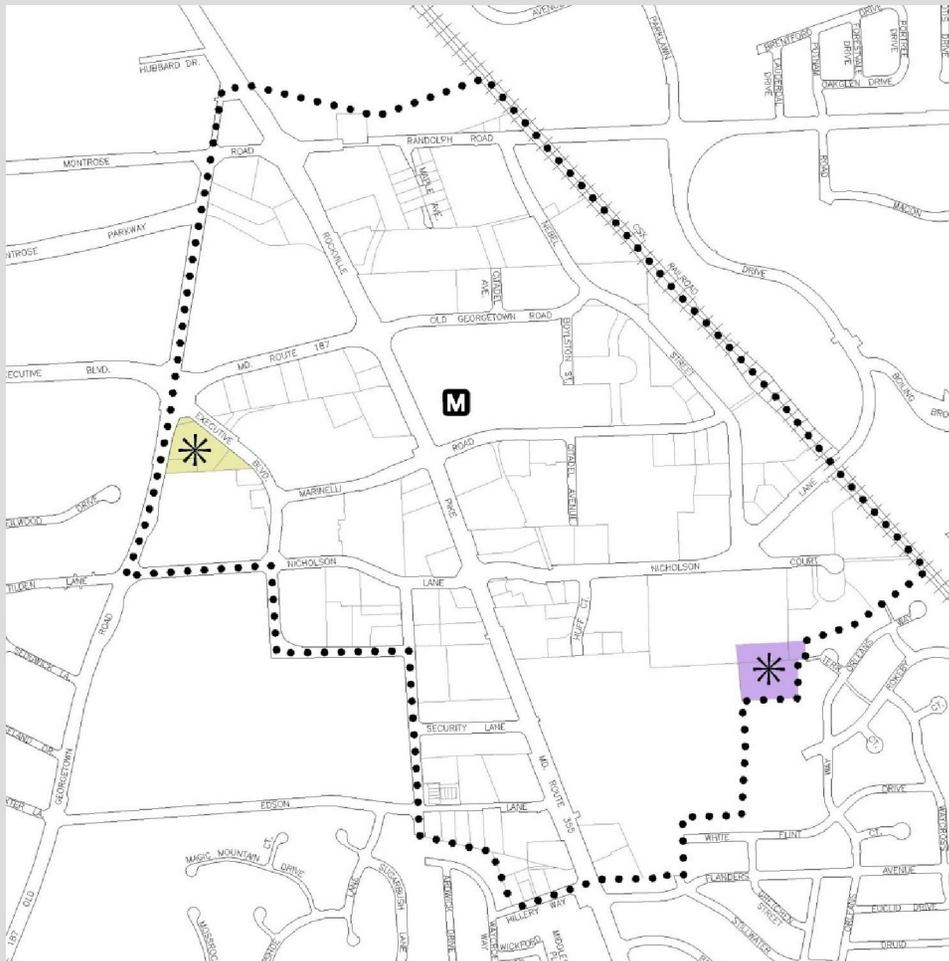
High School-
Walter Johnson High School

Middle Schools-
North Bethesda Middle
Tilden Middle

Elementary Schools-
Ashburton
Farmland
Garrett Park
Kensington-Parkwood
Luxmanor
Wygate

Walter Johnson School Cluster

Schools



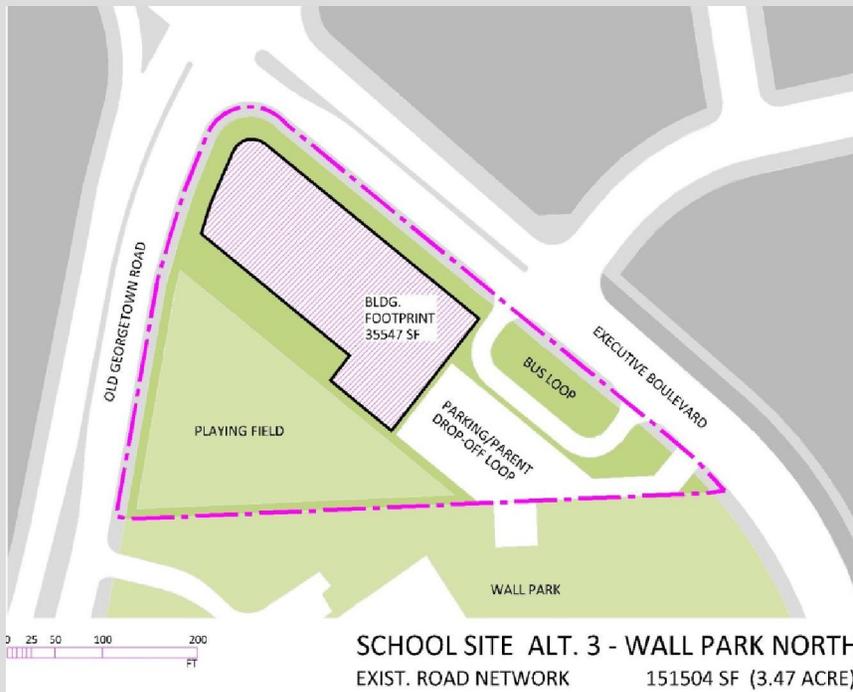
Potential locations:

The Gables

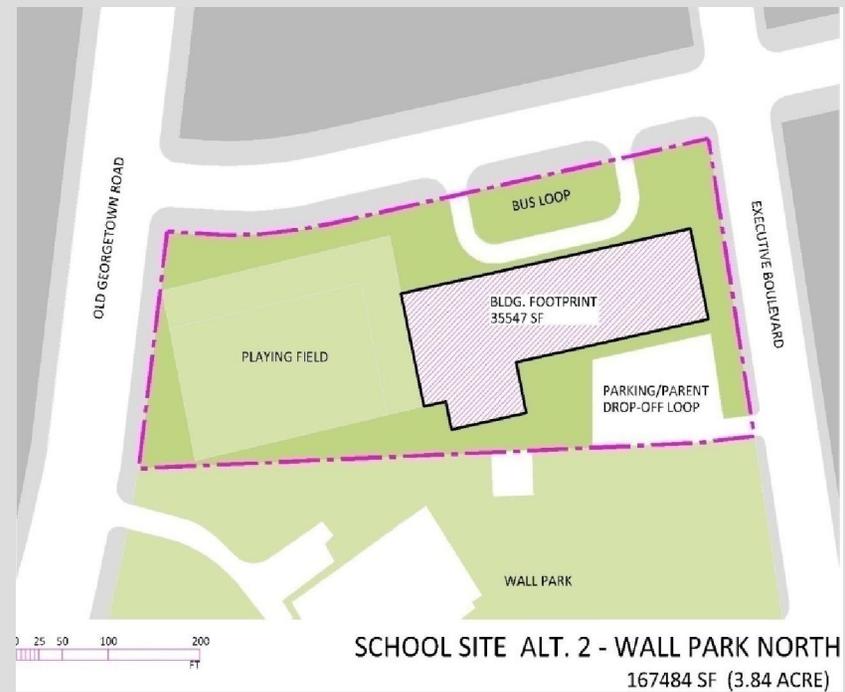
White Flint Mall and Plaza

Sites under consideration

Schools



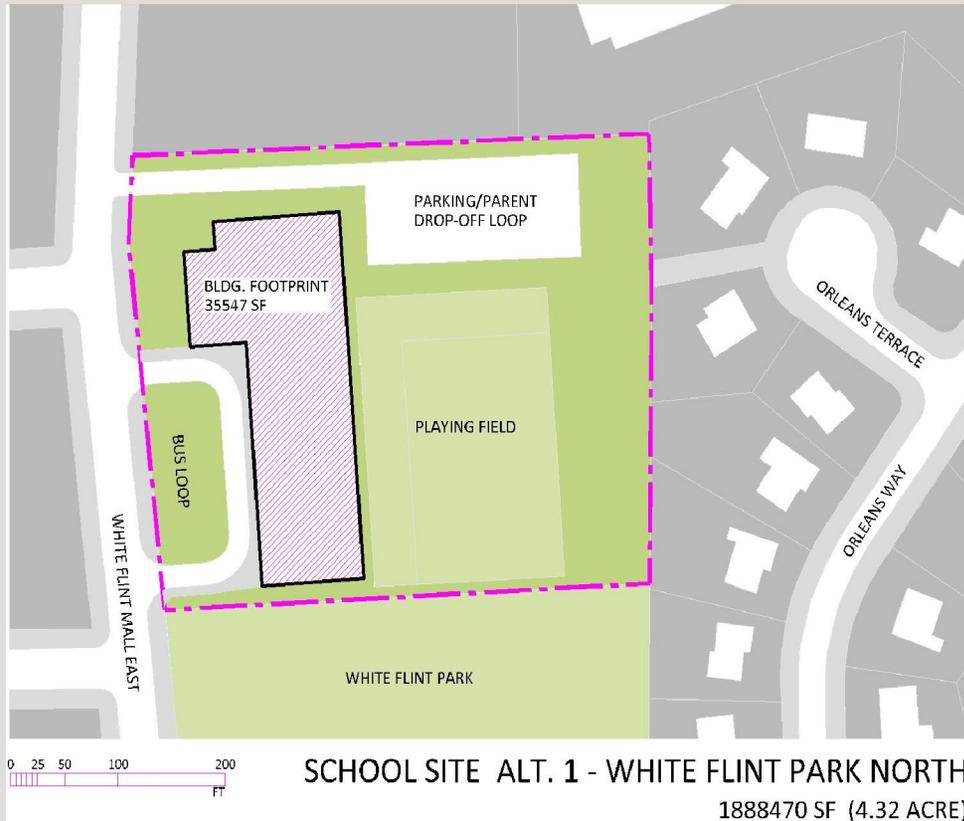
Gables/Executive Blvd-existing roadway



Gables/Executive Blvd-alternative alignment

Site Options

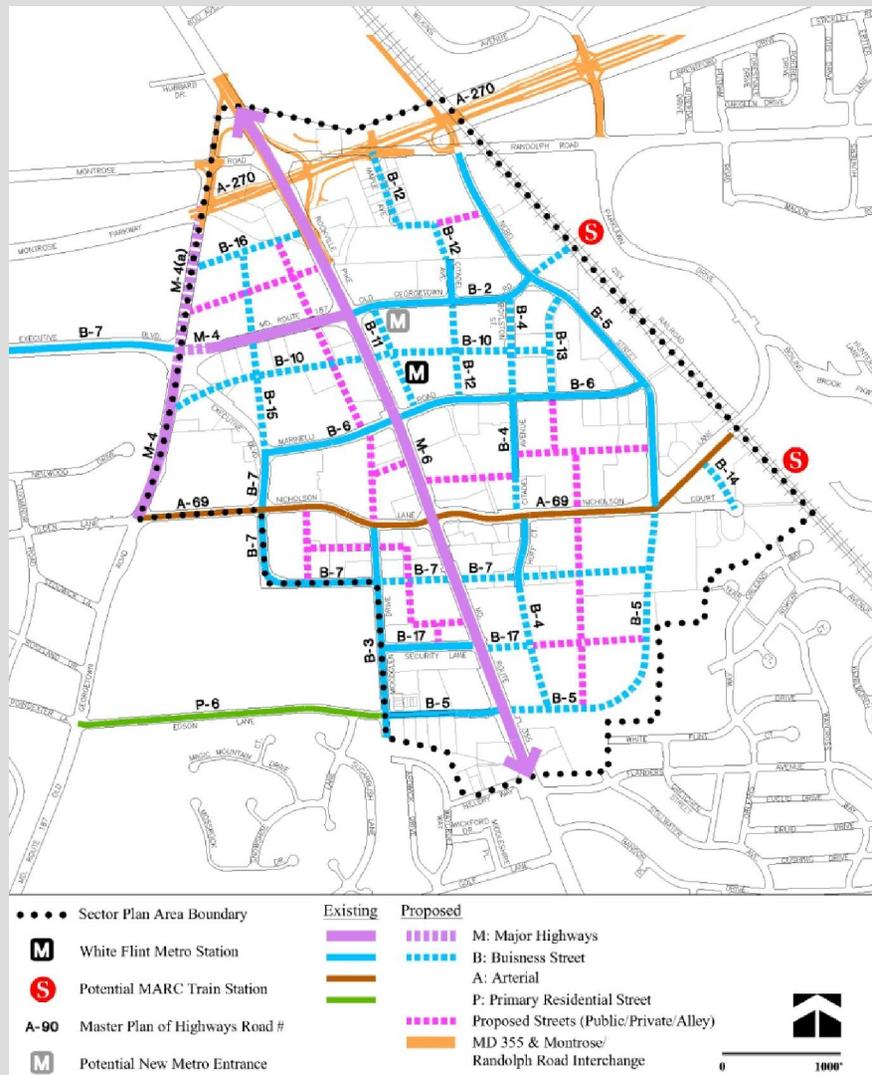
Schools



White Flint Mall/Plaza

Site Options

Mobility



Walkable blocks

New business streets

Hierarchy of forms

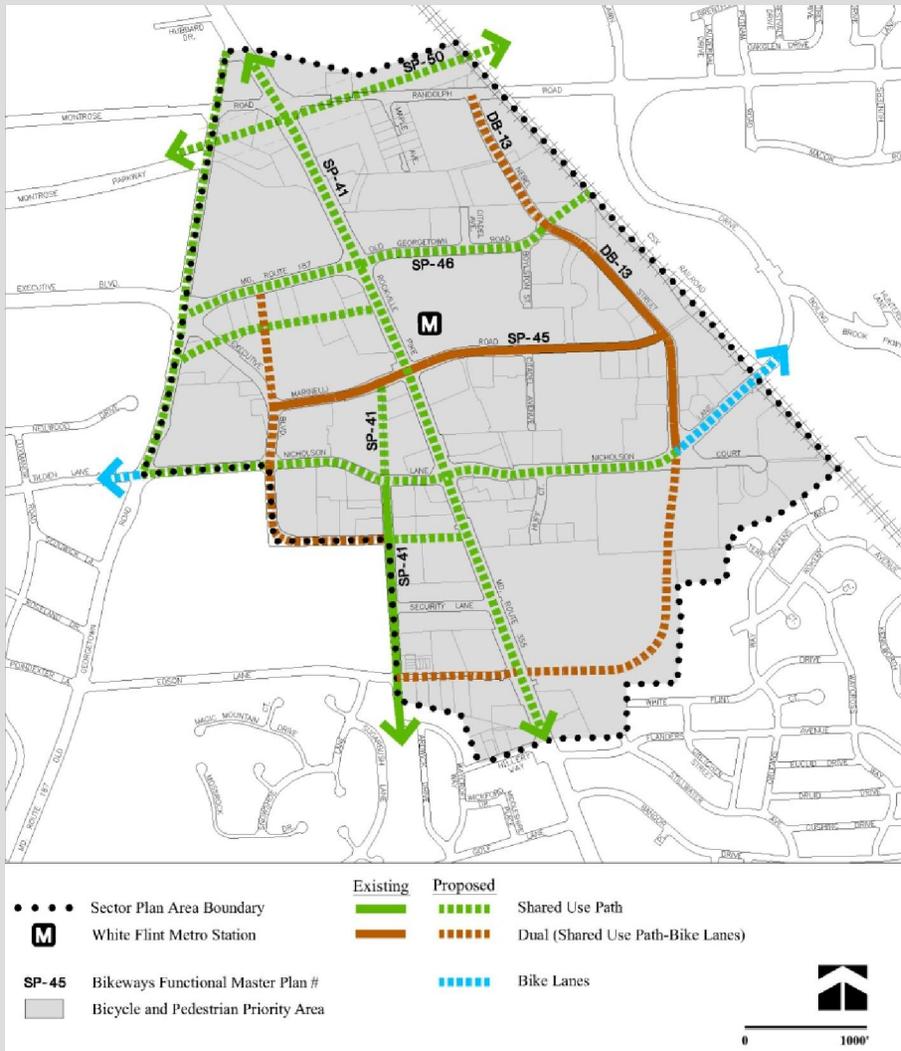
"Rungs" are keys

Second Metro entrance

Remove Nicholson interchange

Roadway Network

Mobility



Bicycle and pedestrian priority area

Regional trail connections

Integrated with street network

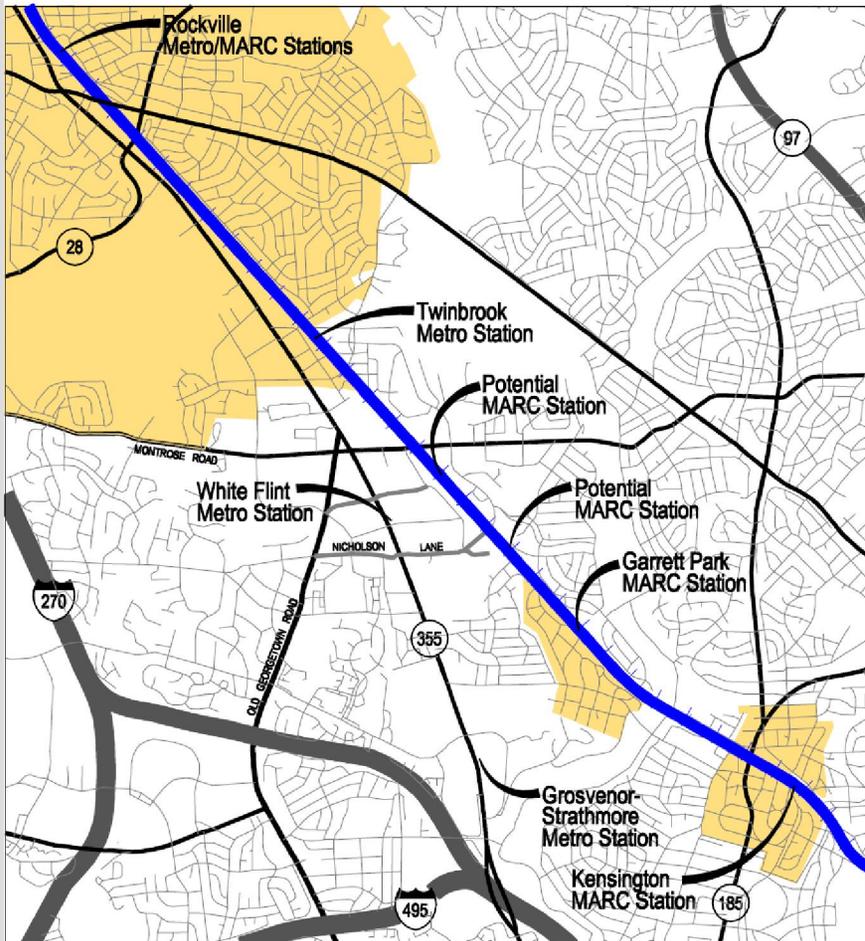
Supported by on-site facilities

Bike rental kiosks

Bikeway Network

Mobility

MARC and METRO in WHITE FLINT AREA



Two potential locations

Coordination with MTA

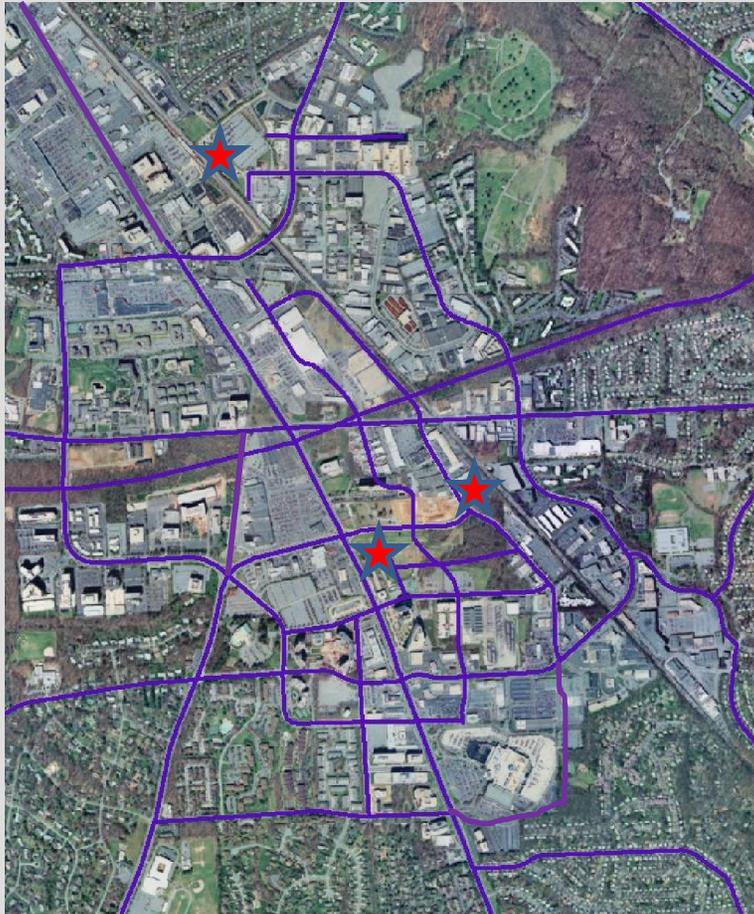
Central to White Flint “downtown”

Feasibility

Costs

MARC Locations

Mobility



Not just a White Flint concern

Services to Metrorail and MARC

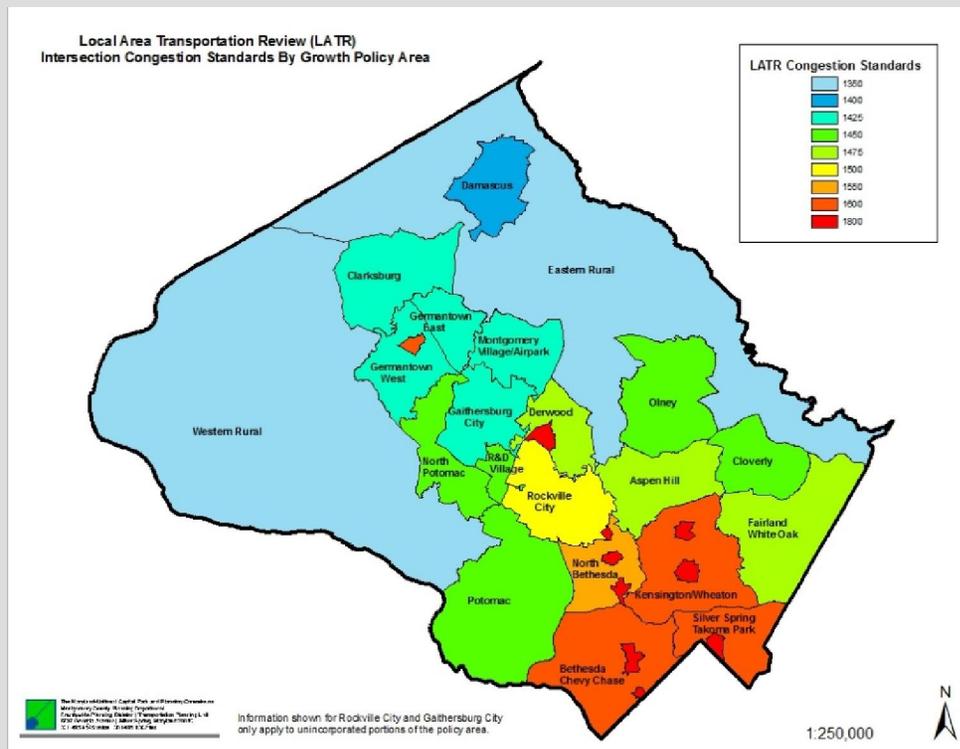
Feeders and circulators

Flexibility for:

- Public / private coordination
- Implementation and staging

Transit Services

Mobility



Land use /transportation balance

County Council practice

Management of expectations

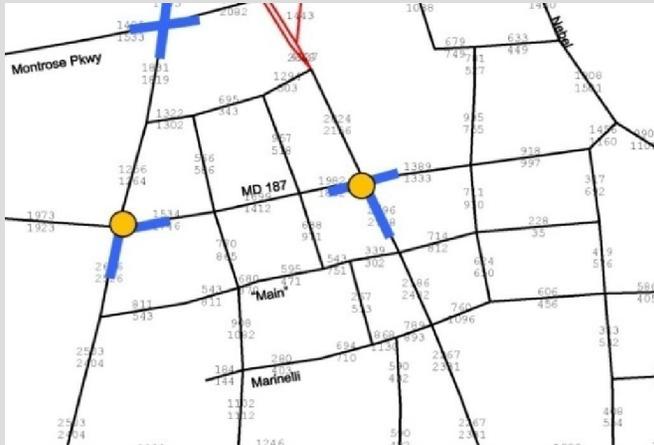
Opportunity to guide policy

Staff recommendations are:

- Aggressive
- Achievable
- Affordable

Land Use / Transportation Balance

Mobility

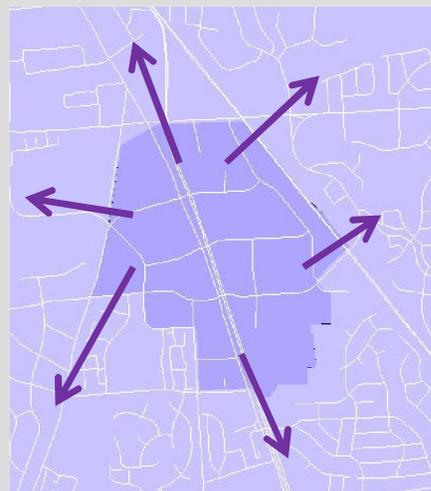
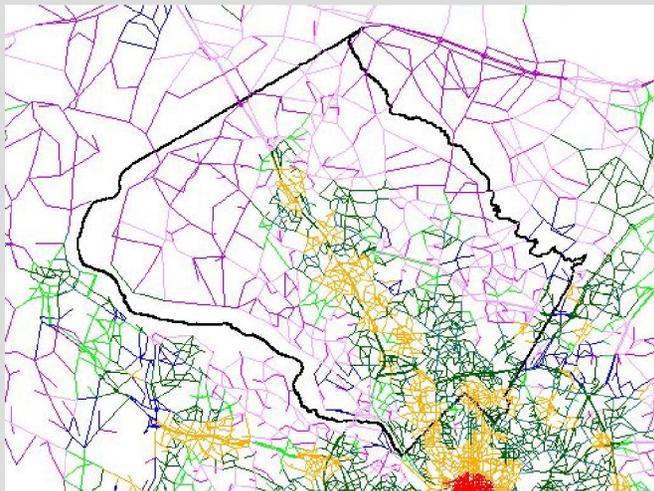


Considerations

Local Area Transportation Review

Policy Area Mobility Review

Cordon line volumes – a leading indicator



Land Use / Transportation Balance

Mobility

Strategies

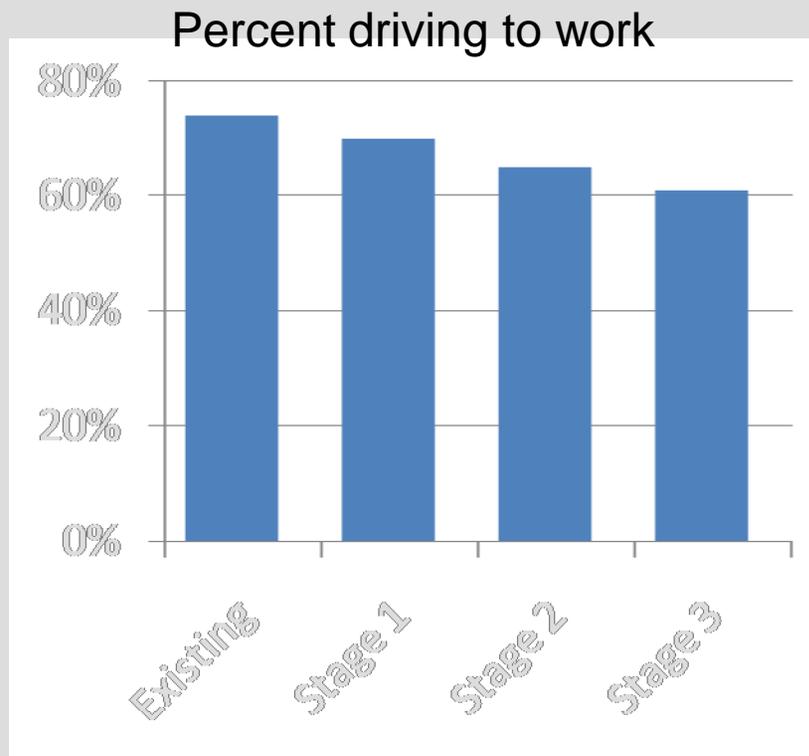
Travel demand management

Acceptance of more congestion

Local network options

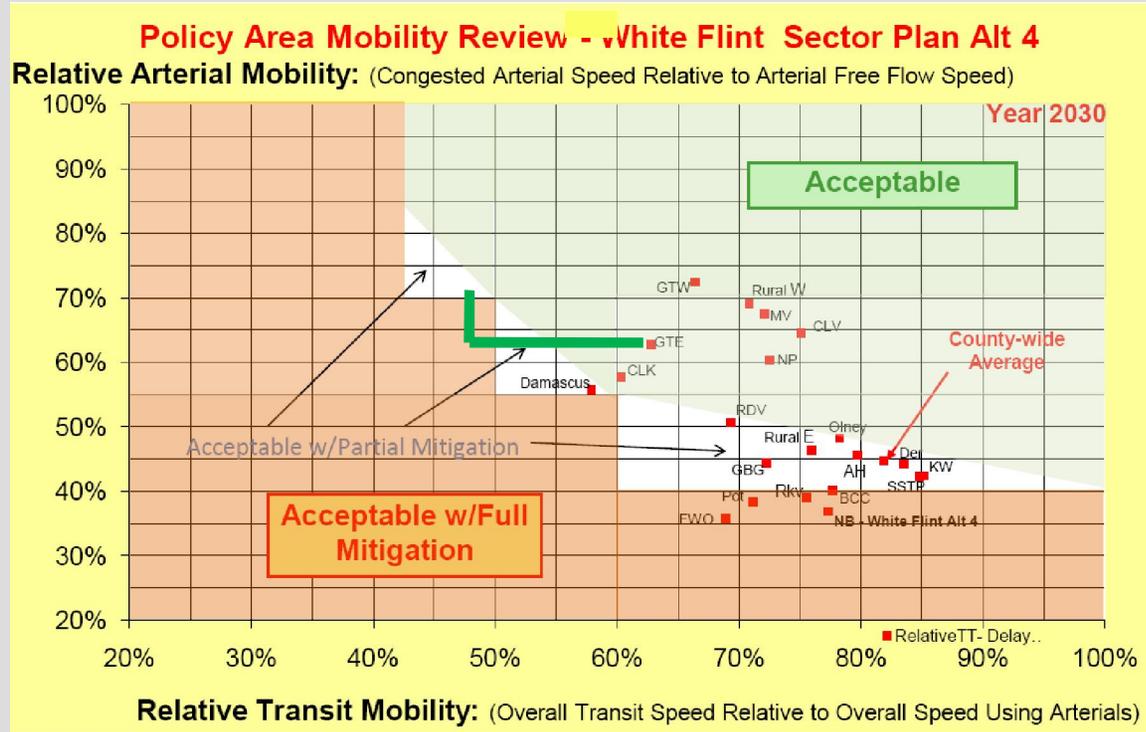
Regional connections

Land use alternatives



Land Use / Transportation Balance

Mobility

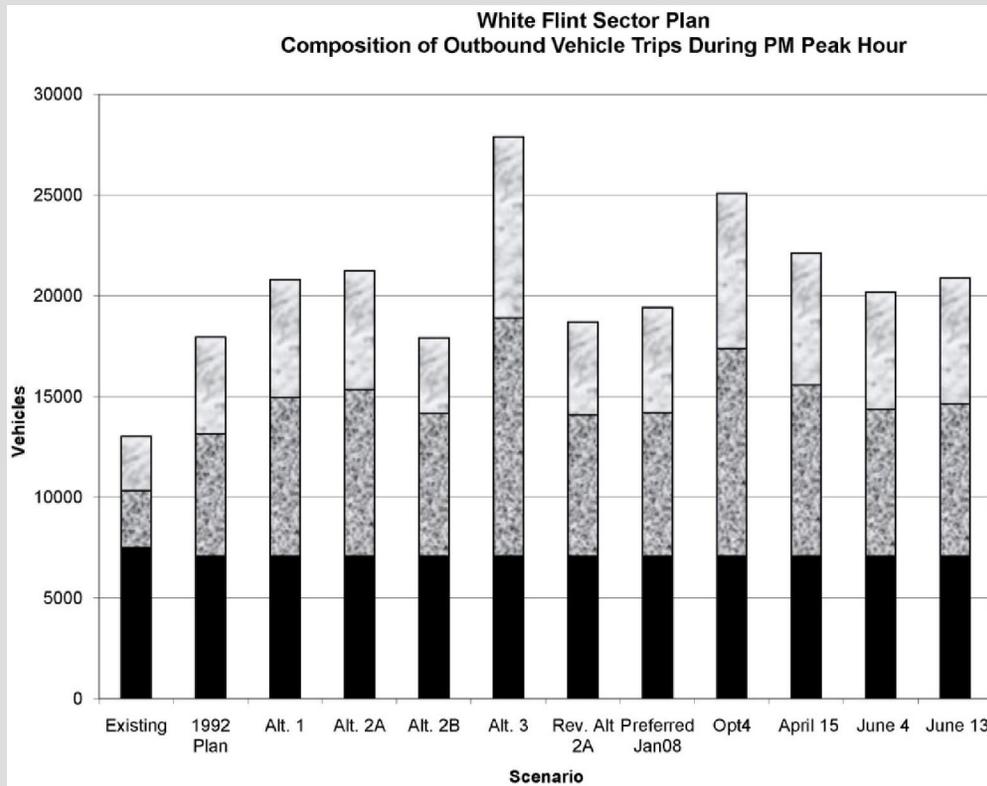


Strategies

- Travel demand management
- Acceptance of more congestion
- Local network options
- Regional connections
- Land use alternatives

Land Use / Transportation Balance

Mobility



Strategies

Travel demand management

Acceptance of more congestion

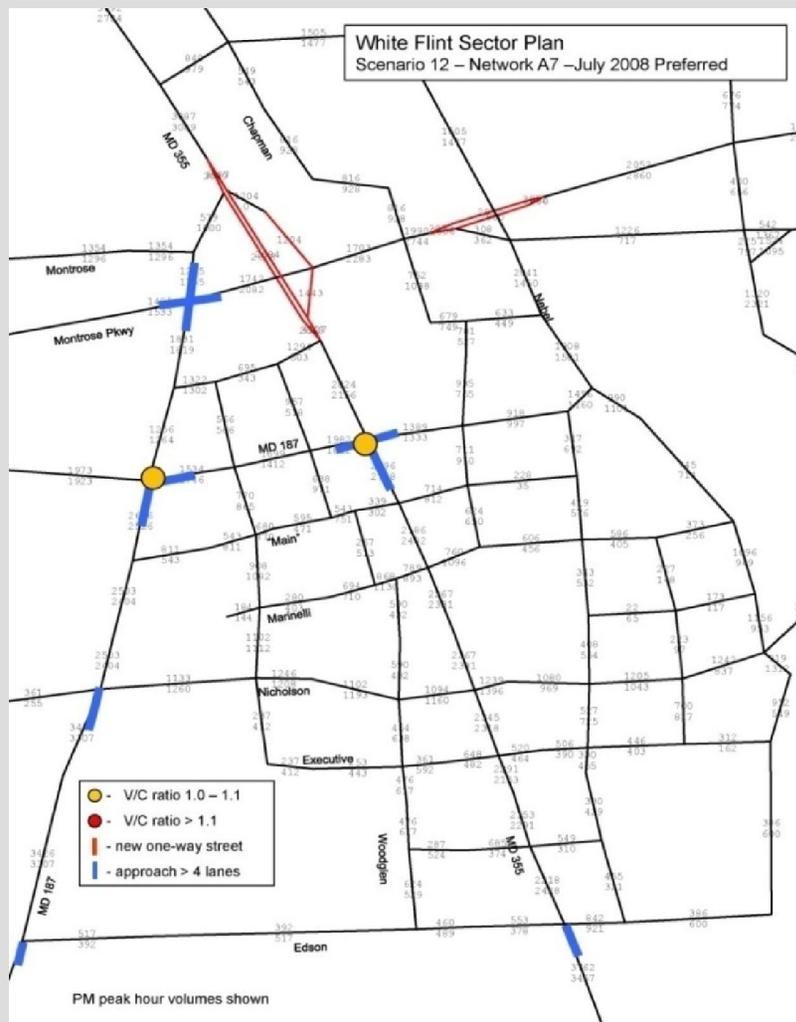
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Strategies

Travel demand management

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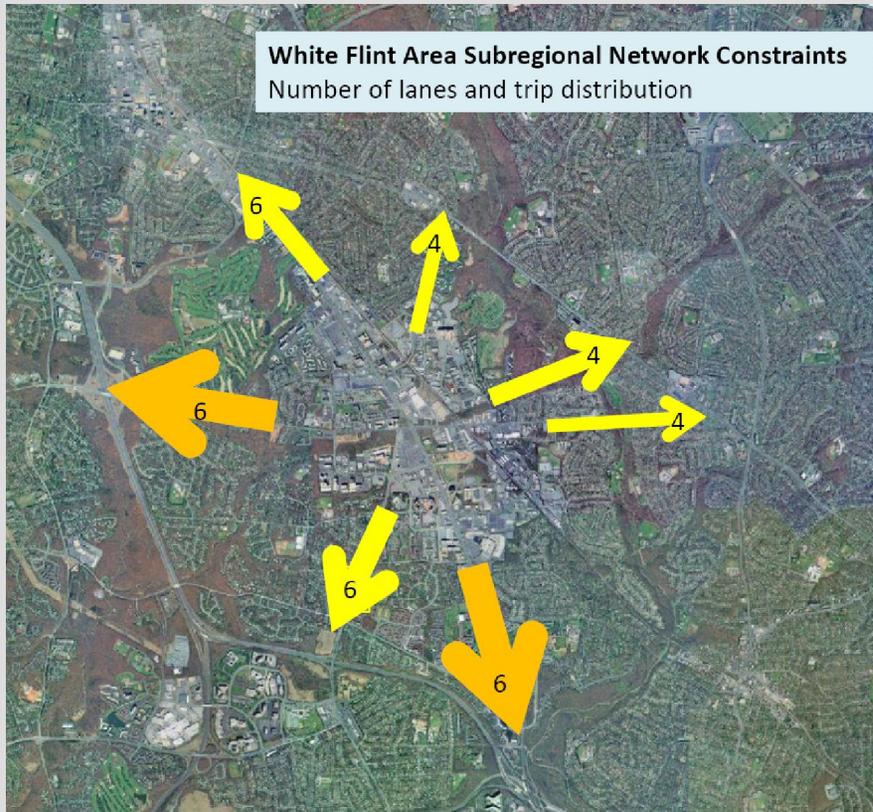
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Strategies

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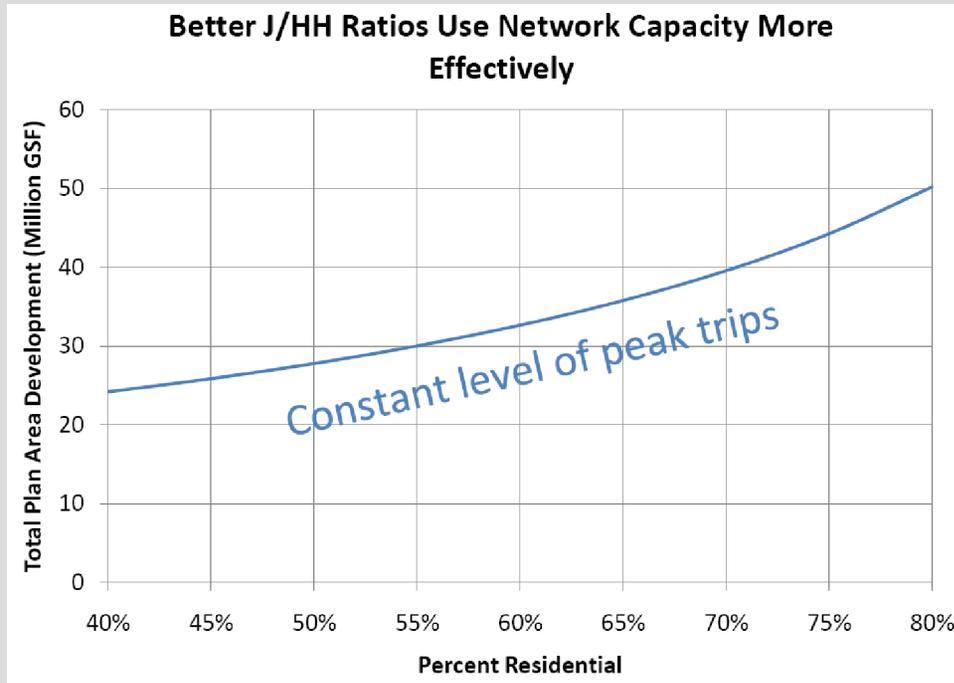
Local network options

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Land use alternatives

Land Use / Transportation Balance

Mobility



Strategies

Travel demand management

Acceptance of more congestion

Local network options

Regional connections

Land use alternatives

Land Use / Transportation Balance

Level of Development

Amount of Development				
	Existing	Pipeline (Approved/ Under Construction)	August 2008 Recommendation	Totals
Dwelling Units	2,259 dus	2,220 dus	9, 800 dus *	14,279 dus
Residential Square Feet	2.7M	2.6 M	11.7 M*	17 M
Non- Residential Square Feet	5.5M	1.79 M	5.69 M	12.9 M
*Average dwelling unit size is 1, 200 sq.ft * Does not include MPDU bonus densities				

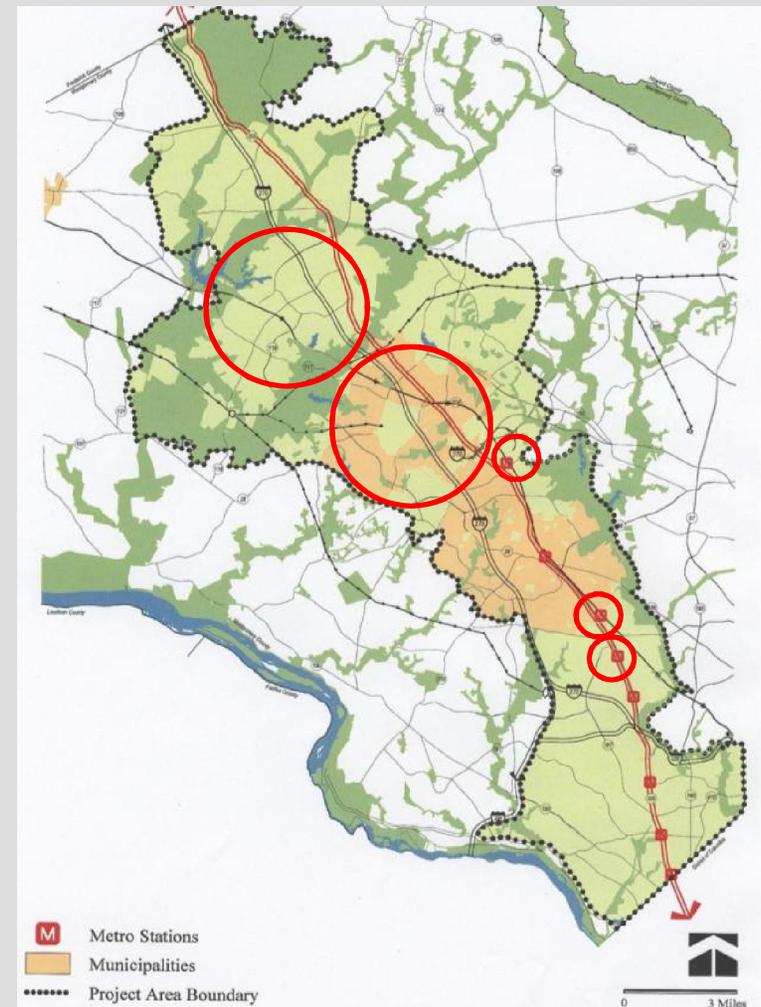
Level of Development

Housing and Agricultural Benefits	
Workforce Housing Units	750
Moderate Priced Dwelling Unit (MPDU)	1,060
Building Lot Termination (BLT)	TBD

Public Benefits

Level of Development

White Flint	Existing	1992 Plan Likely Built-Out	Proposed August Recommendation
Jobs	18,050	32,200	41,400
Housing	2,140	6,700	14,200
JH Balance	8.43	4.8	2.87



Balance of jobs and housing

White Flint Districts



- Mid-Pike Plaza
- Maple Avenue
- Metro West
- Metro East
- NRC
- White Flint Crossing
- White Flint Mall
- Nebel Corridor
- Nicholson Court

Development Framework

July 22, 2008 Presentation

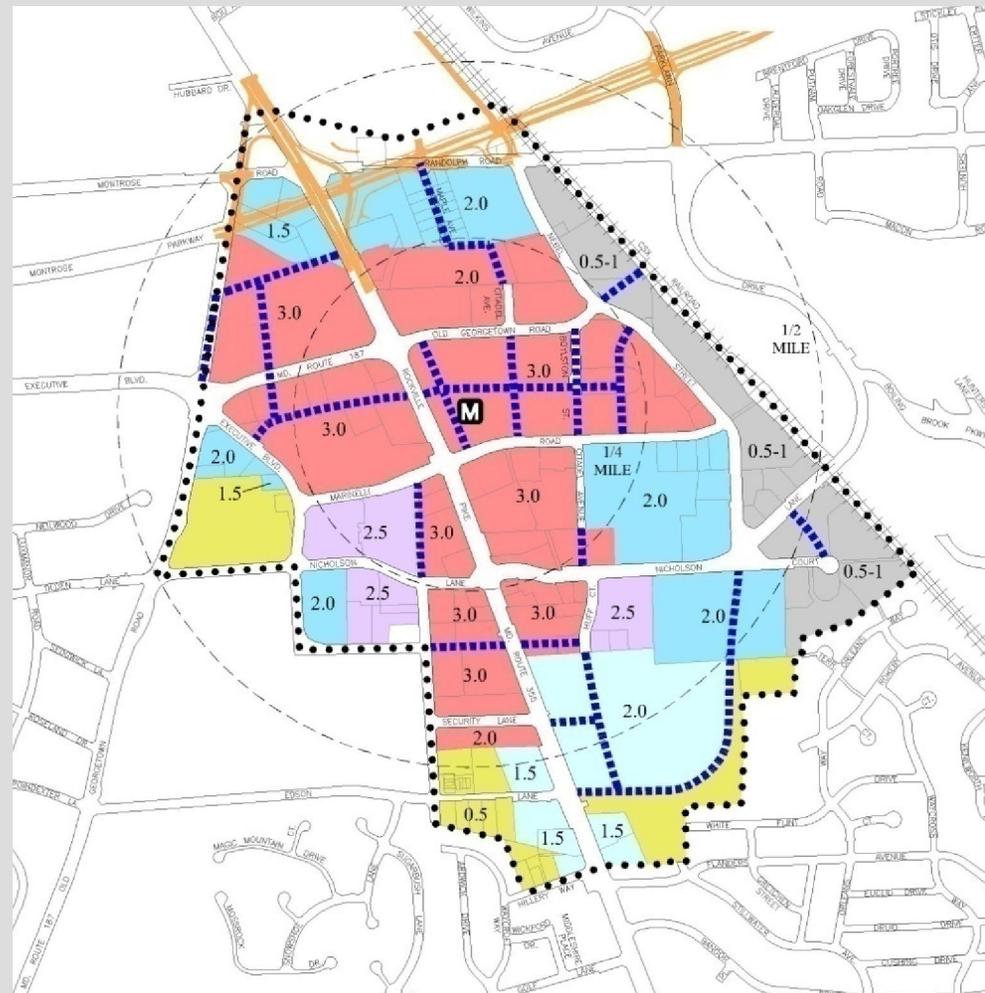
Proposed public road network

Commercial business streets
Pedestrians
Cyclists

FAR based on intensity principles

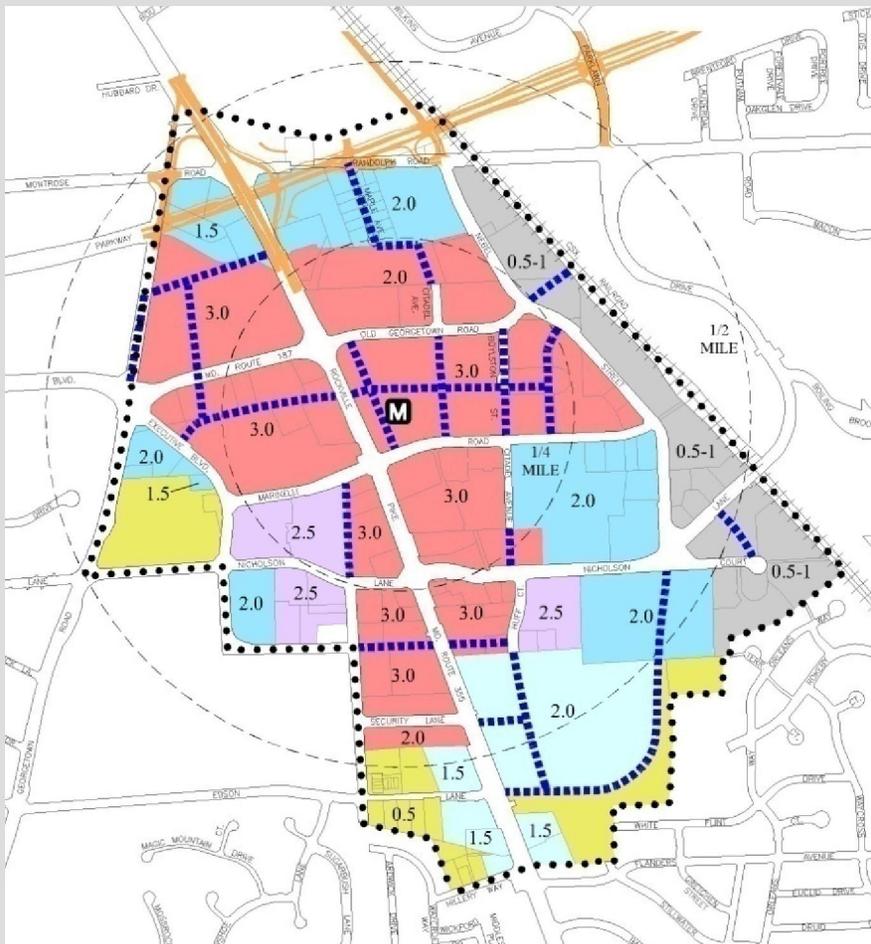
Transition to existing residential

Retain industrial uses at edges

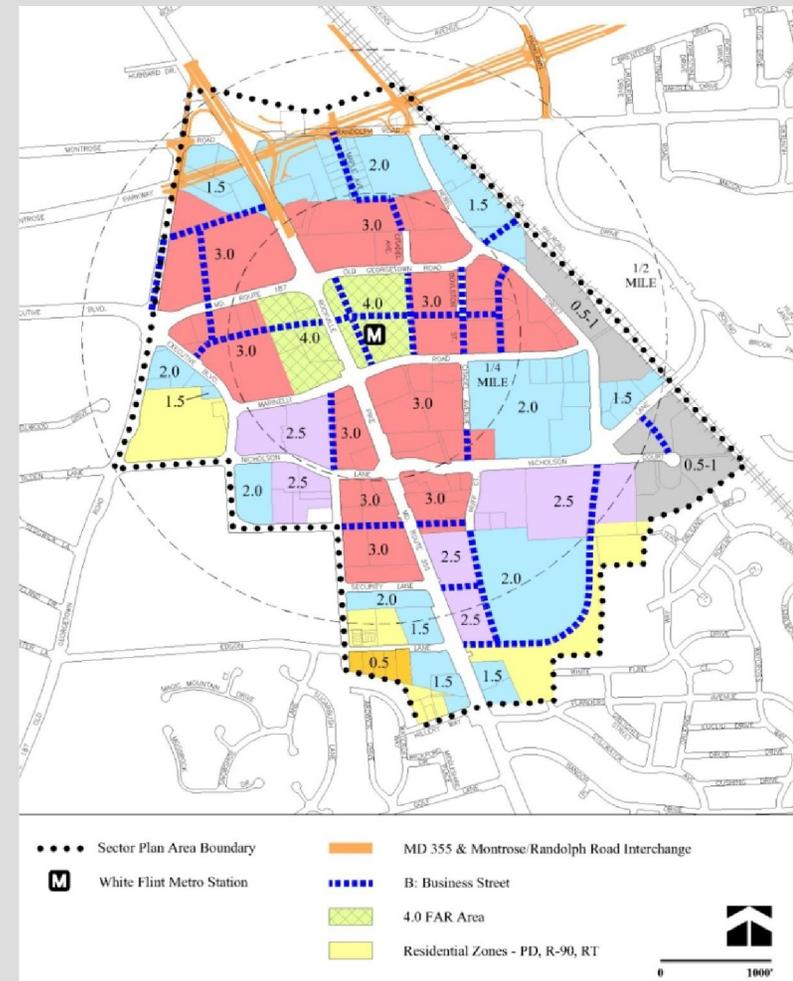


Density at the core and along MD 355

Development Framework



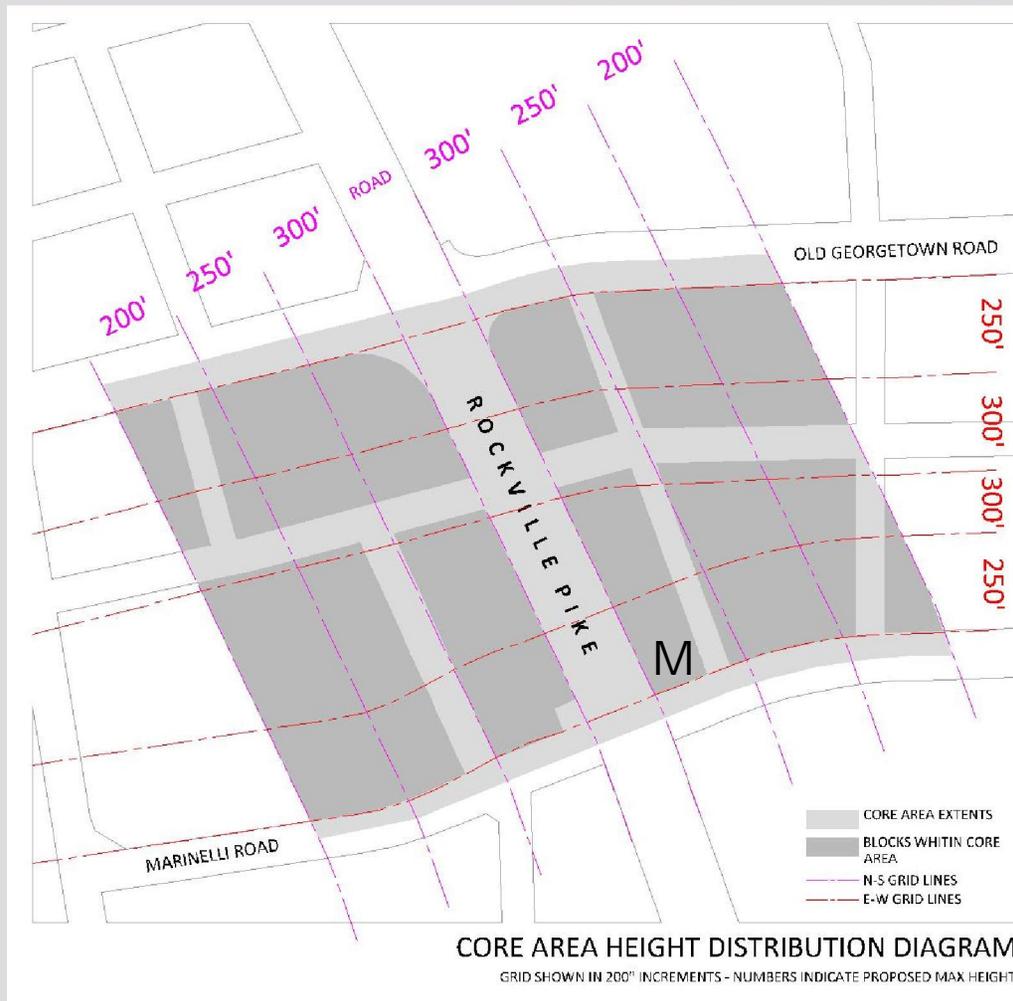
July, 2008



August 2008

Density at the core and along MD 355

Development Framework

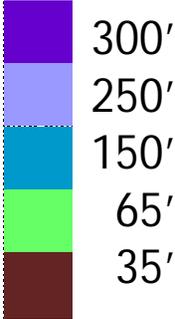
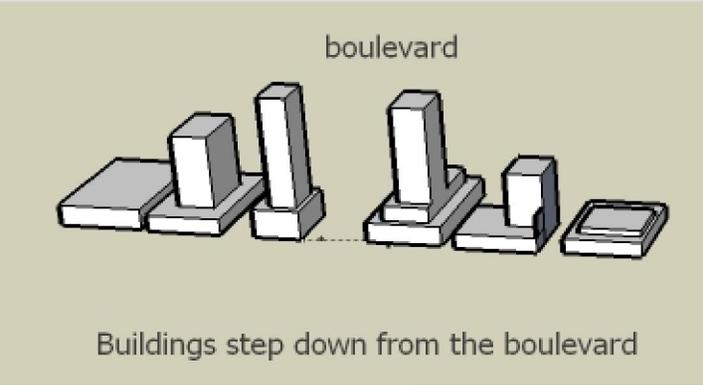
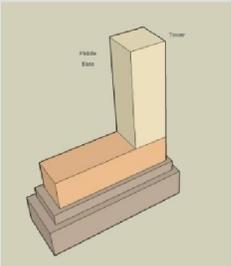
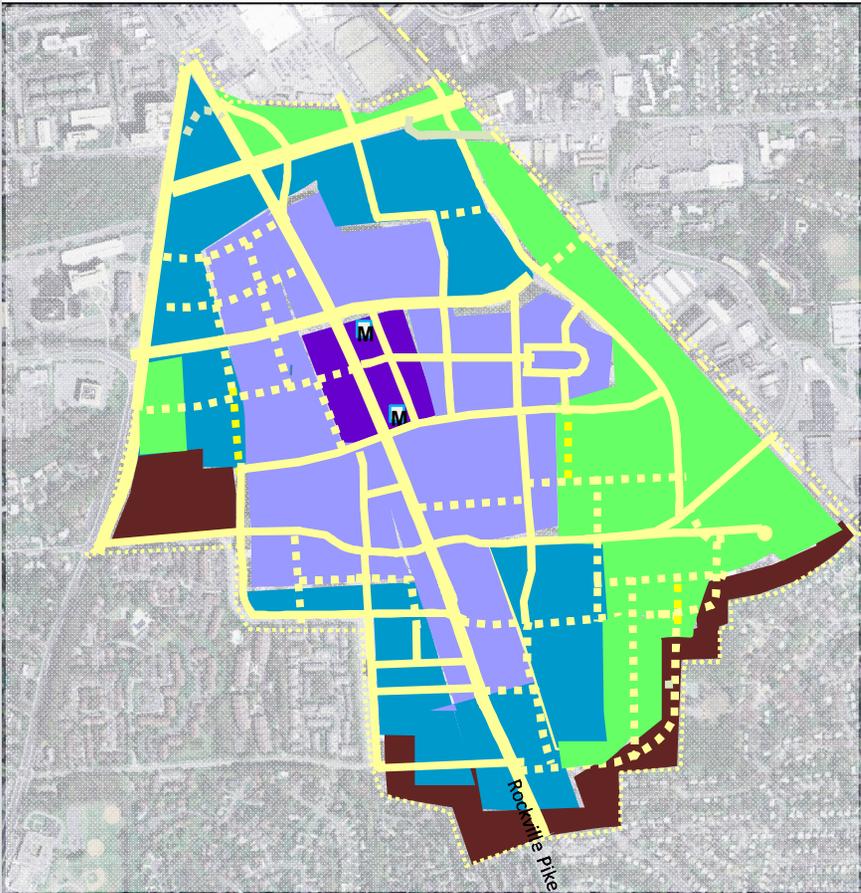


4 FAR at Metro Station-East and West

Height associated with density and street network

Density at the Metro block

Design Guidelines



Heights

Design Guidelines

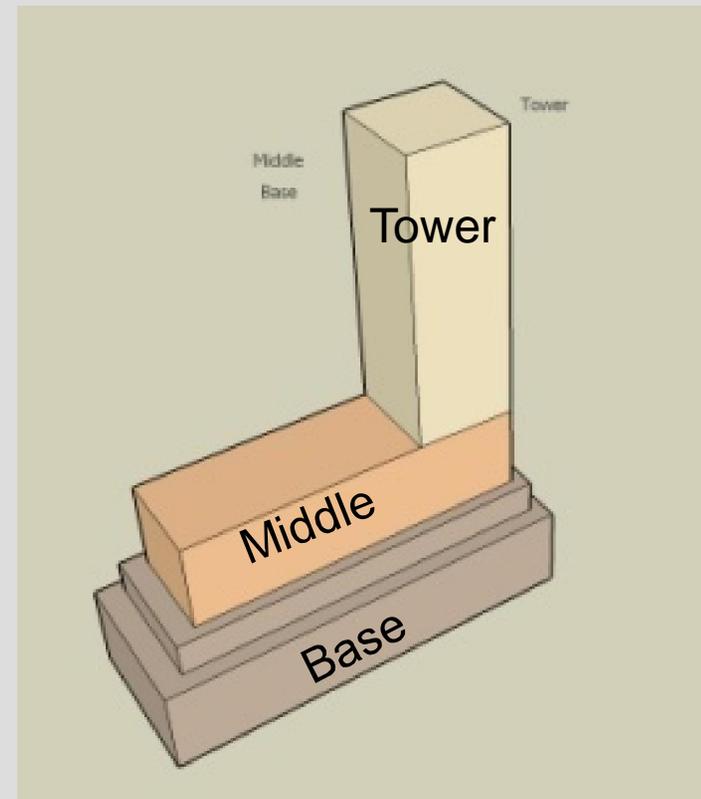
Parts of a Building:

Typical Height per
Story:

Retail: 14-20 feet

Office: 12 feet

Residential: 9-10 feet



Design Guidelines

National Naval Medical Center Tower	264 feet
U.S. Capitol	289 feet
The Old Post Office Building	314 feet
The Washington Monument	555 feet

Comparison of Heights

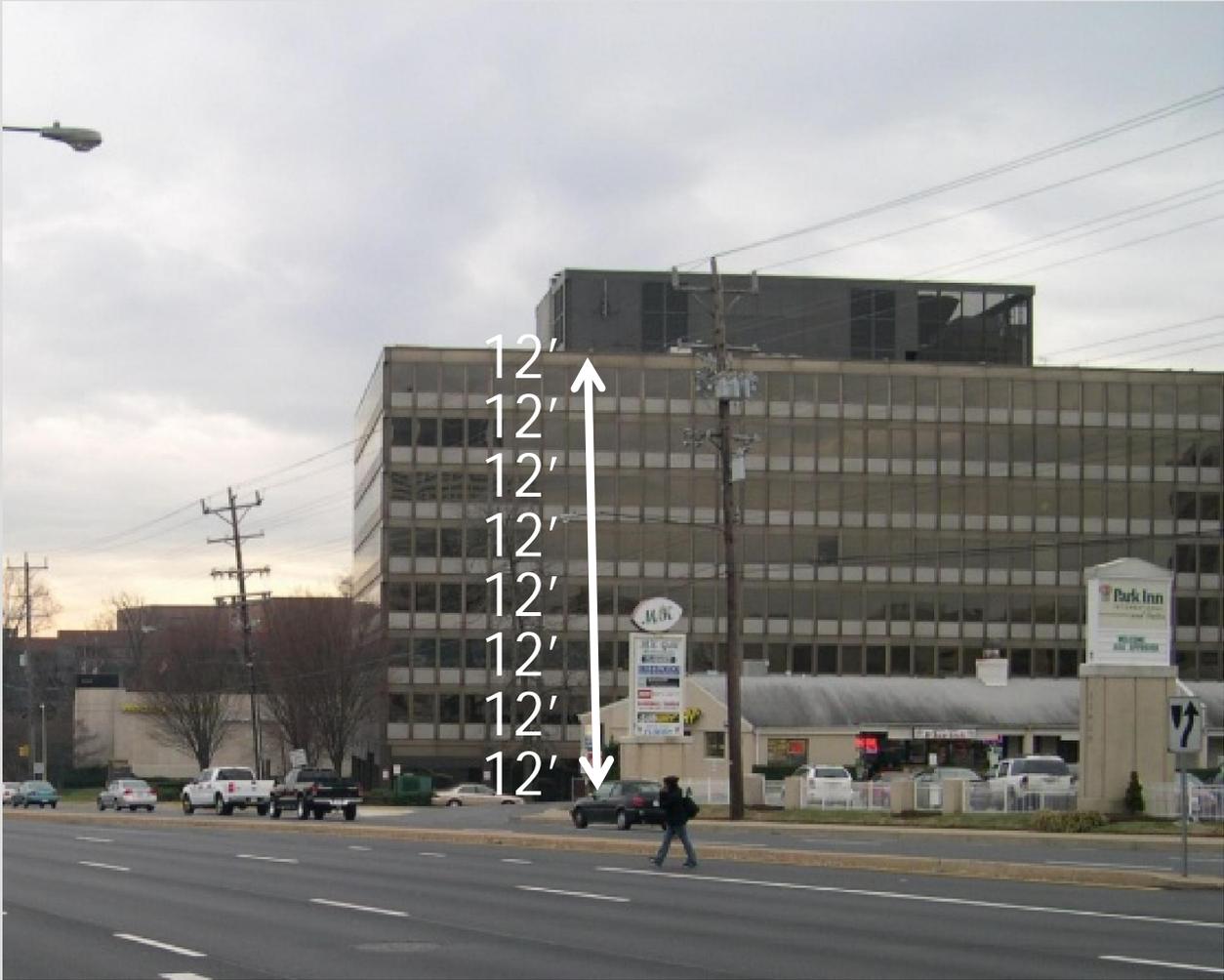
Nuclear Regulatory Commission 240 Feet



Height Examples

Rockwall Office Building

97 Feet



Height Examples

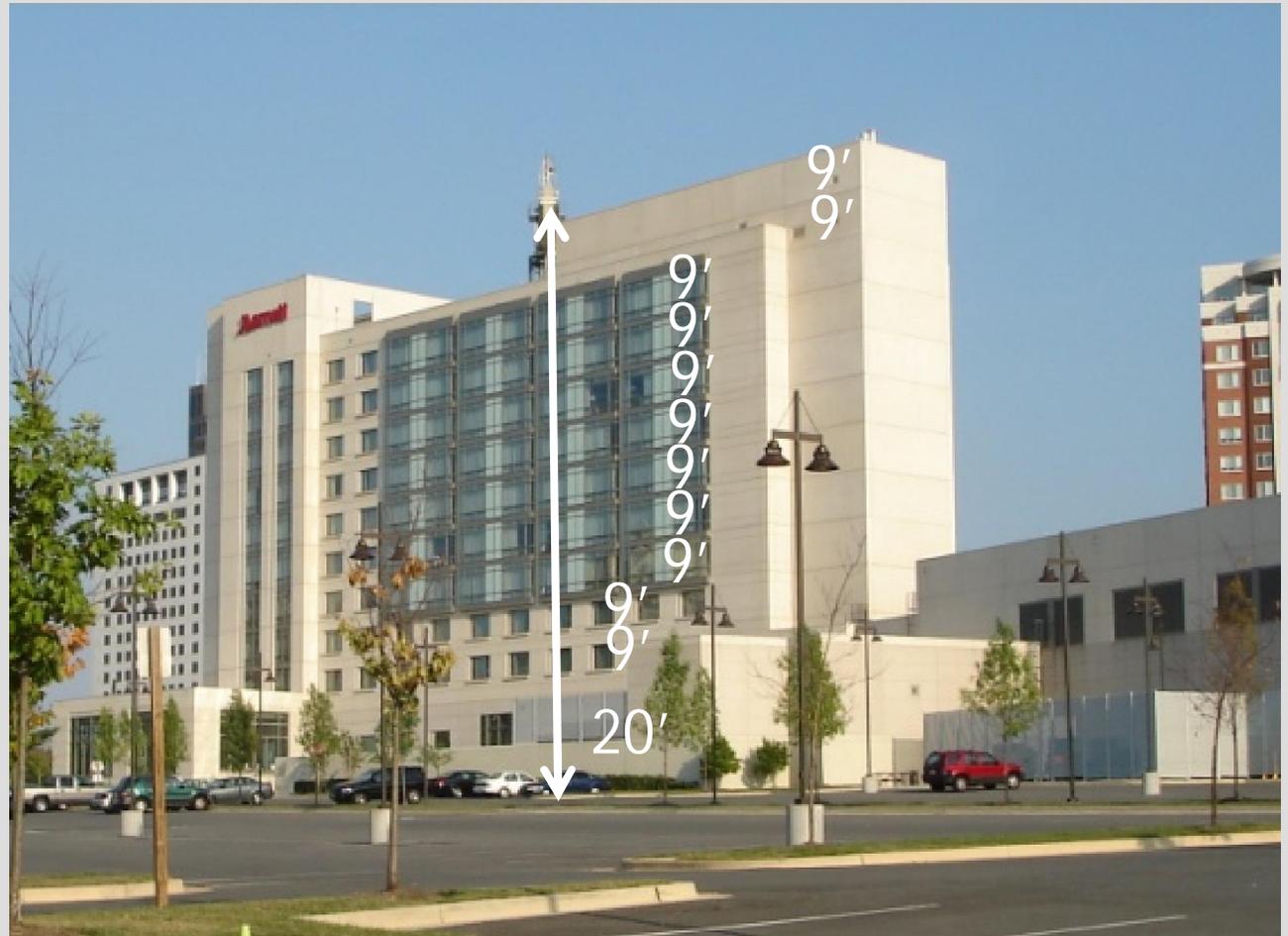
The Grand 228 Feet



Height Examples

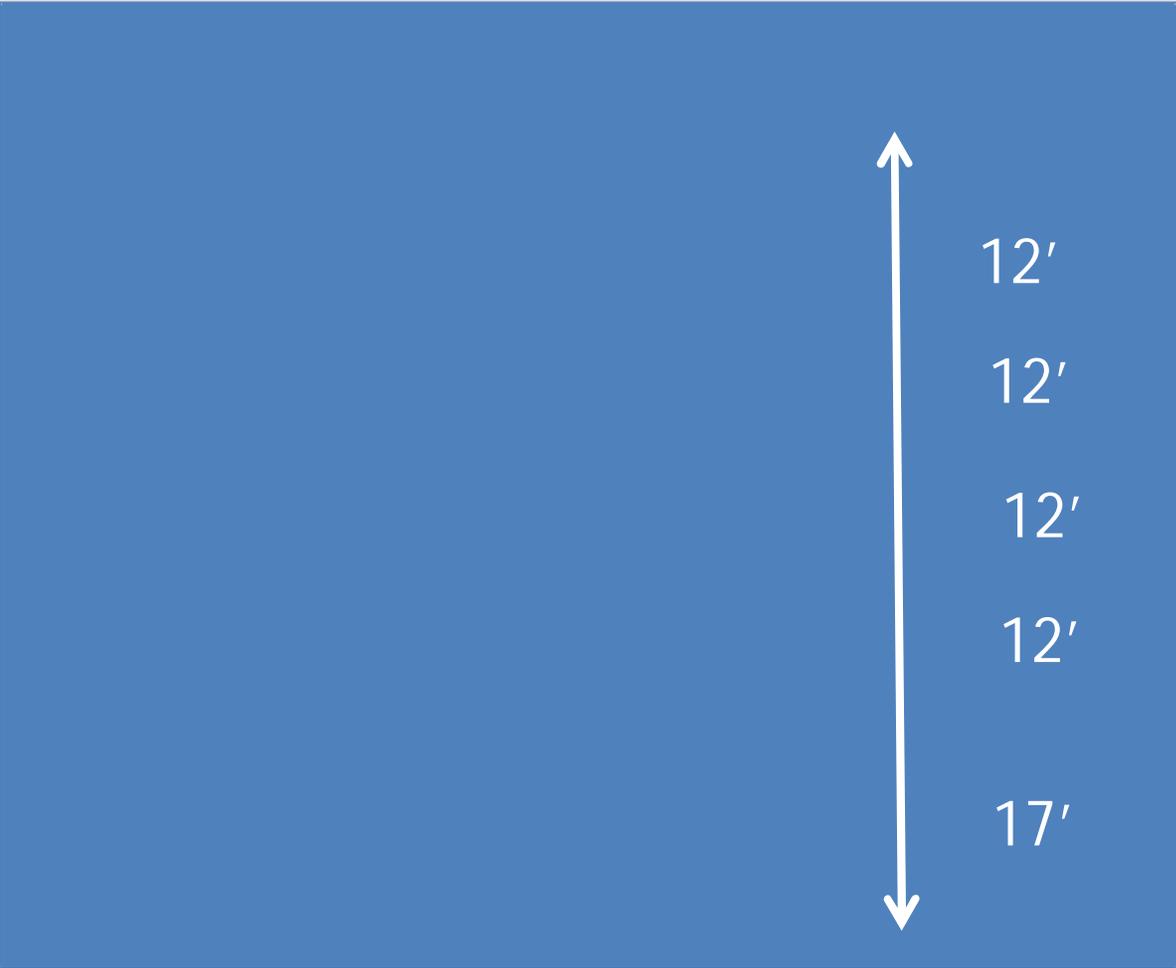
Bethesda North Conference Center and Hotel

120–130 Feet



Height Examples

Bethesda Row
65 Feet



Height Examples

Silver Spring-Cameron Hills

27- 35 Feet

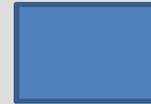


Height Examples

Design Guidelines

If the area of the whole property = 80,000 Sq.Ft.
Then

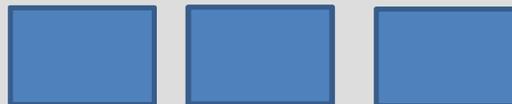
FAR 1 = 1 X 80,000 SF = 80,000 Sq.Ft.



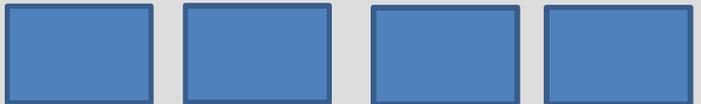
FAR 2 = 2 X 80,000 SF = 160,000 Sq.Ft.



FAR 3 = 3 X 80,000 SF = 240,000 Sq.Ft.



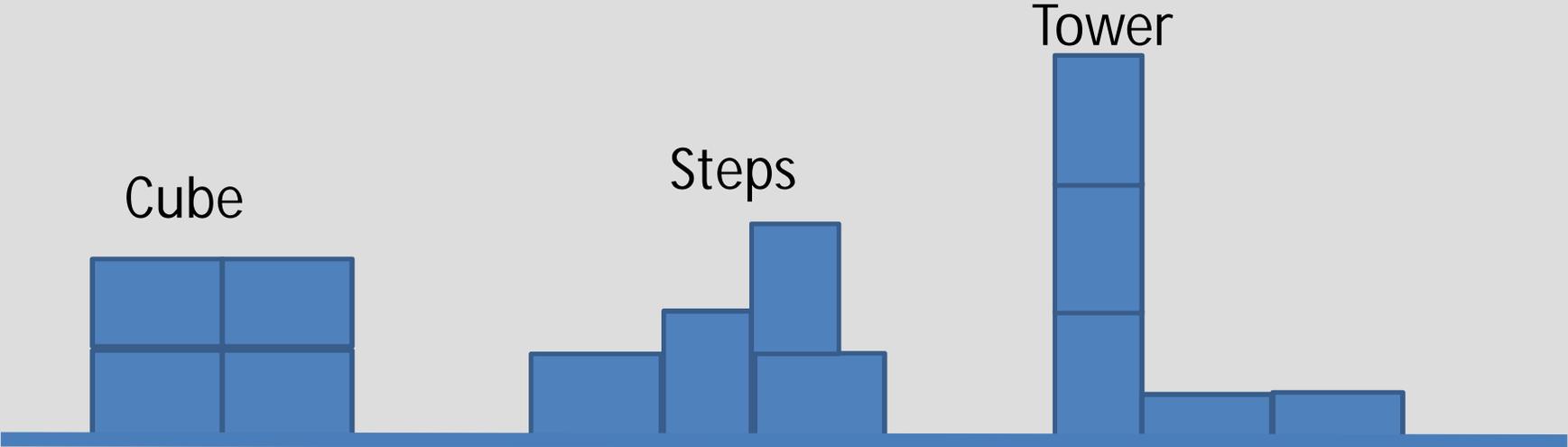
FAR 4 = 4 X 80,000 SF = 320,000 Sq.Ft.



Floor Area Ratio

Design Guidelines

You can arrange the FAR many ways

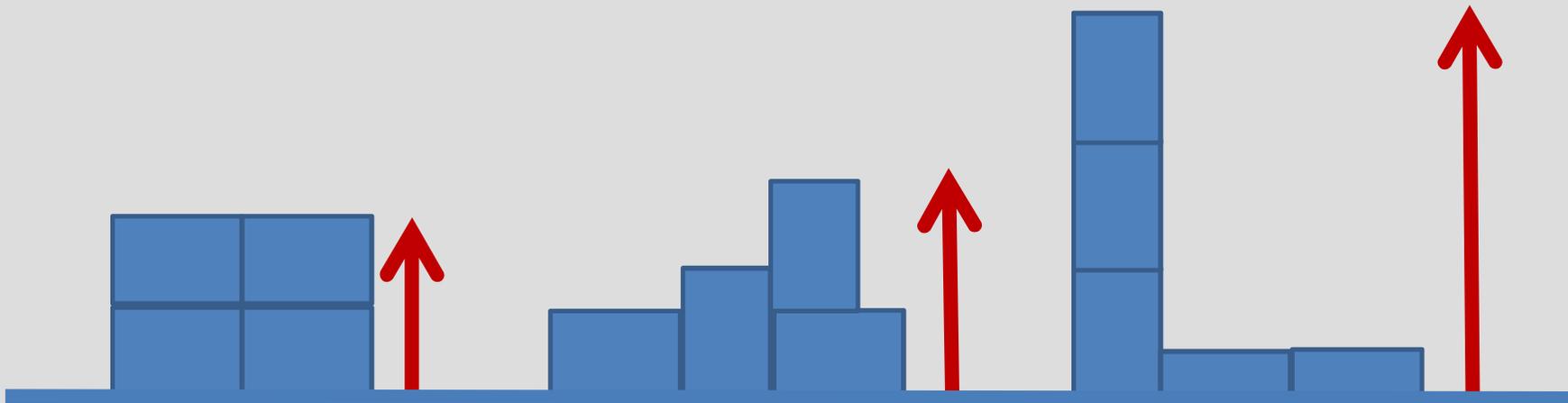


FAR 4 = 

Floor Area Ratio

Design Guidelines

Buildings can be different heights and still have the same FAR

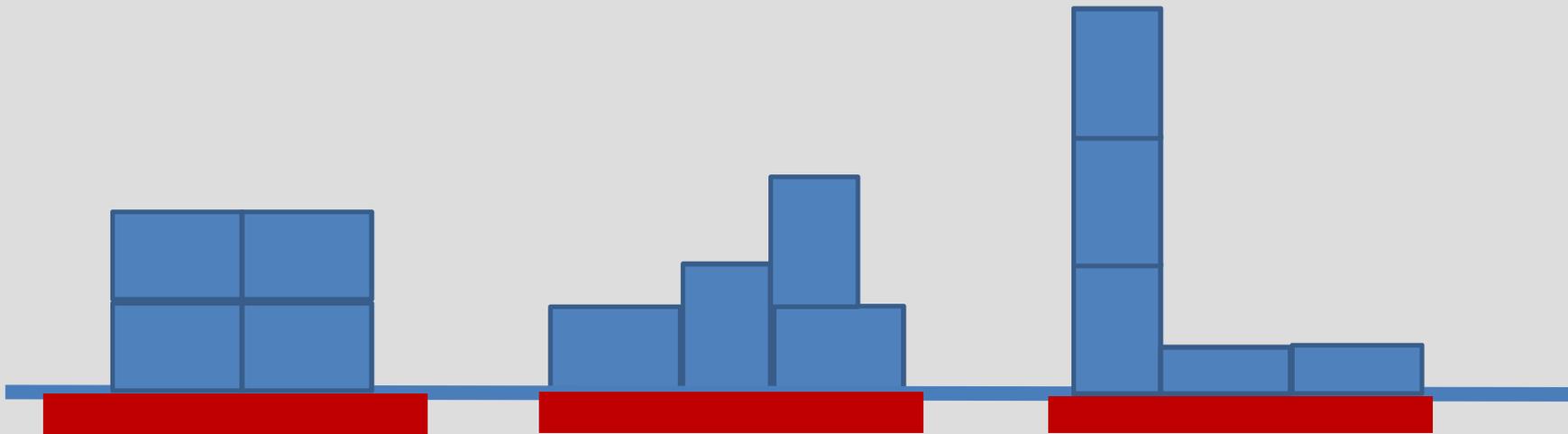


Floor Area Ratio

Design Guidelines

Parking is not included in the FAR

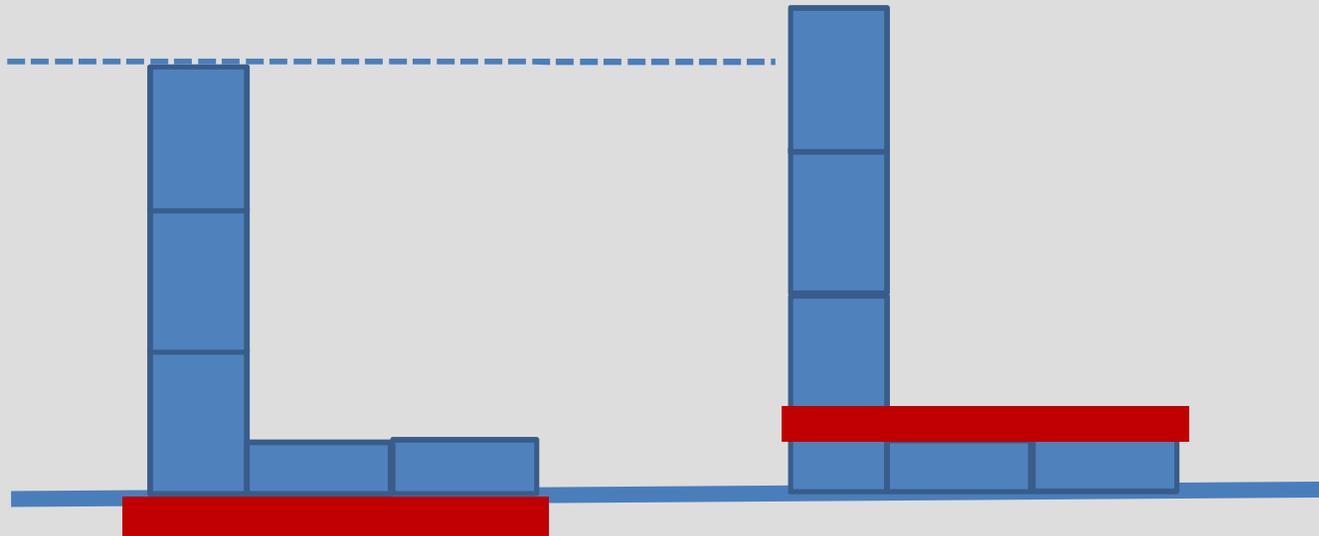
If it is underground: then it will not change the height of the building.



Floor Area Ratio/Height

Design Guidelines

If it is above ground: Then it will change the height



Floor Area Ratio/Height

Public Use Space

Urban

Public Enjoyment

Access for Everyone

Paved or Planted

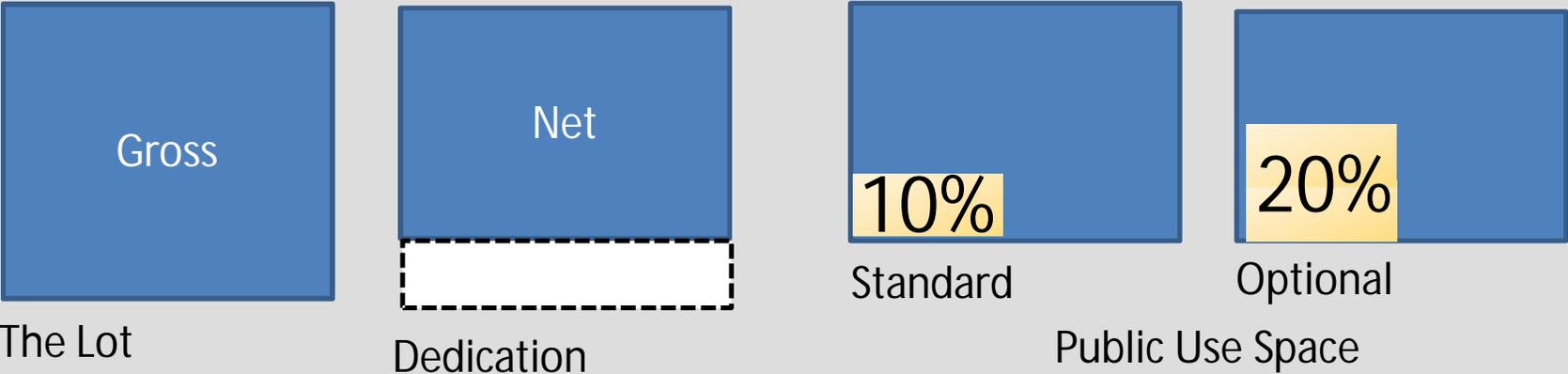
Private Development



Design Guidelines

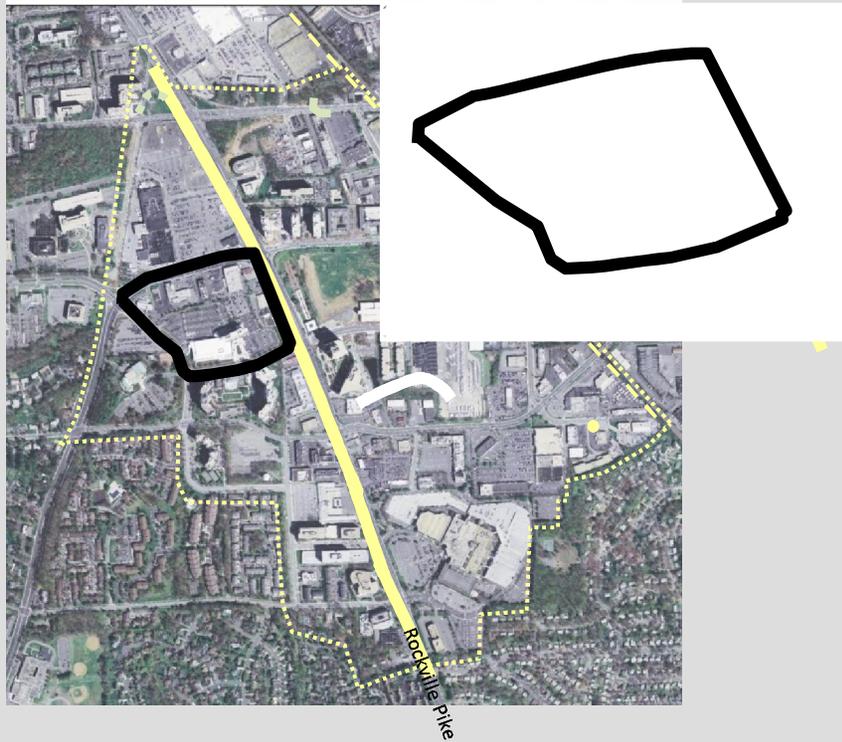
Every private development must provide "Public Use Space"

Calculation for public use space is on the net lot area

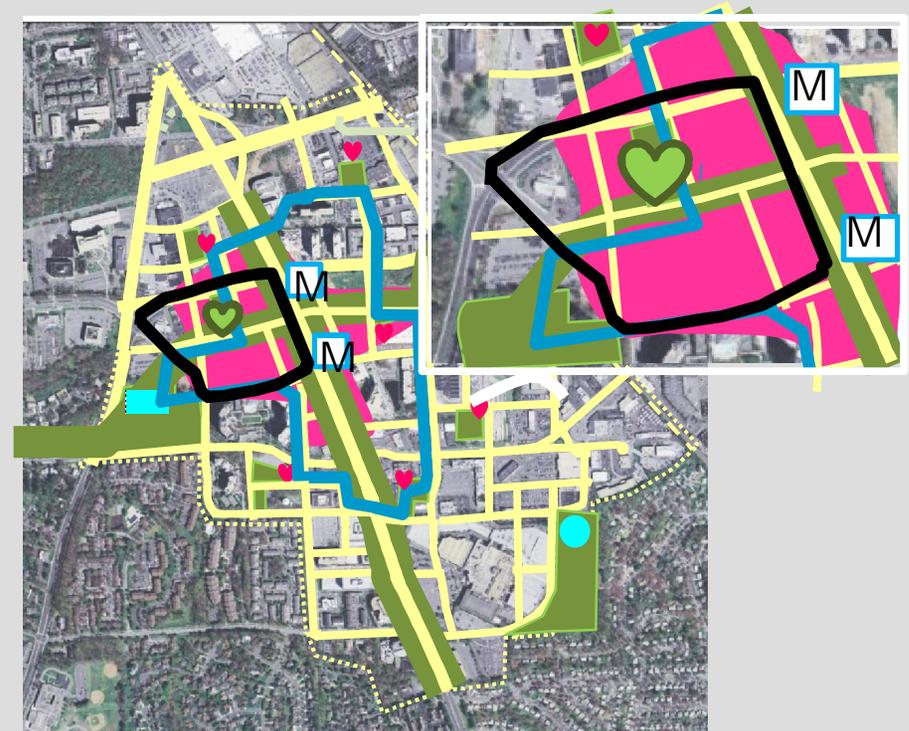


Public Use Space

Conference Center Area



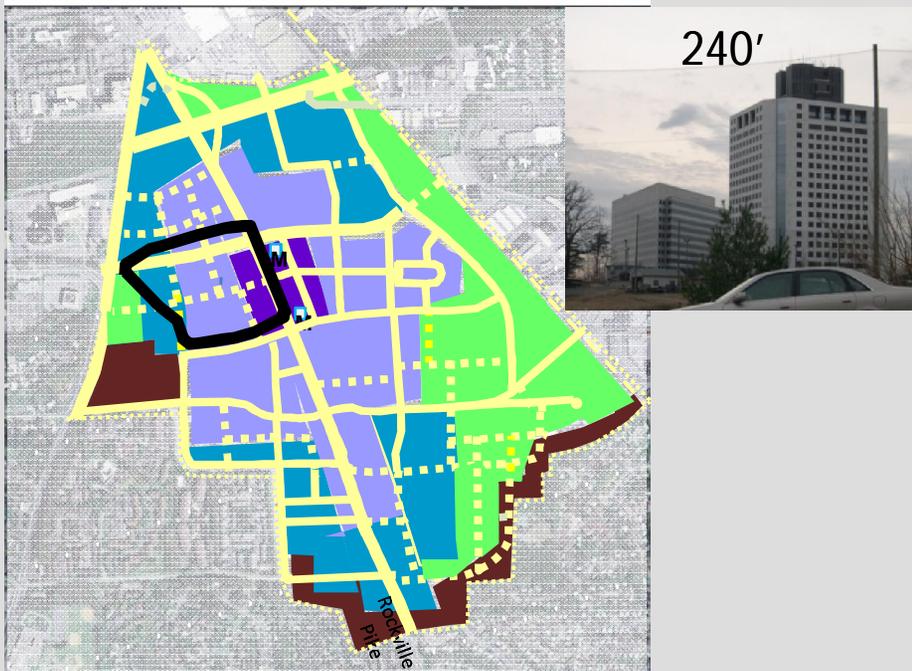
Today



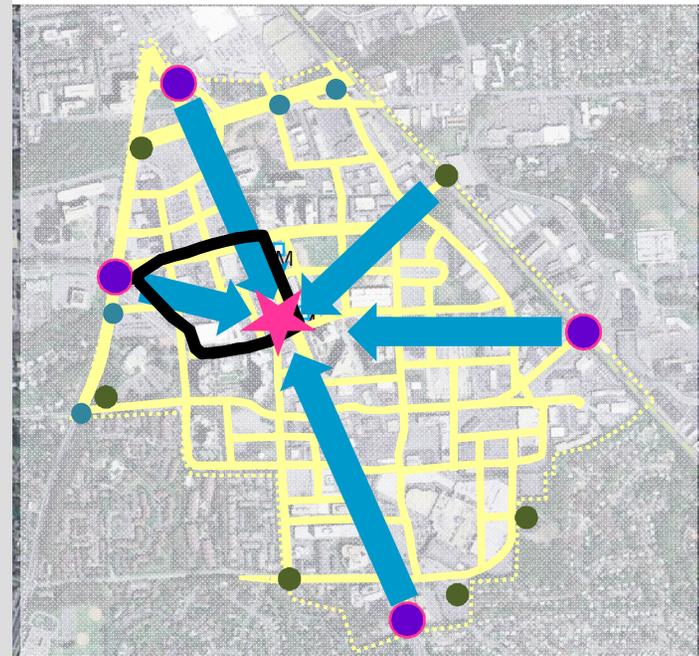
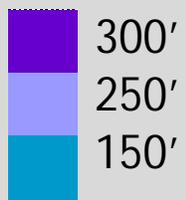
Concept

Example

Conference Center Area



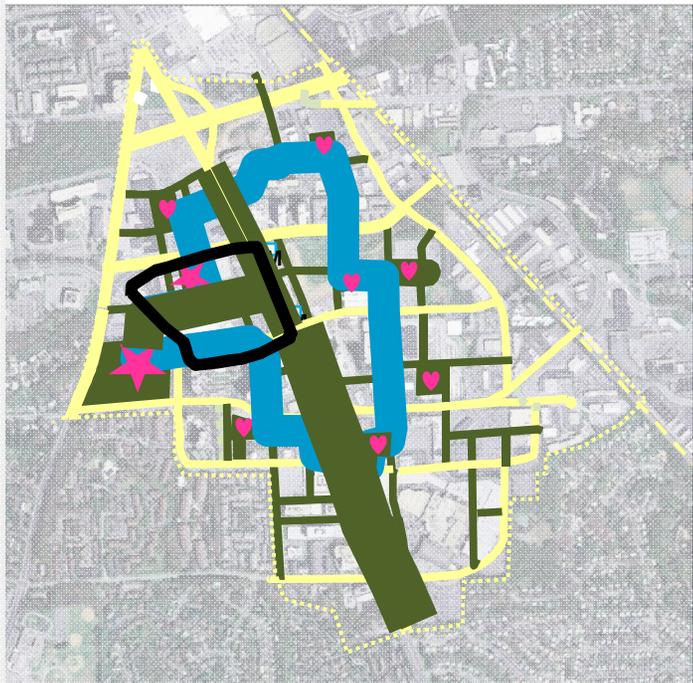
Height



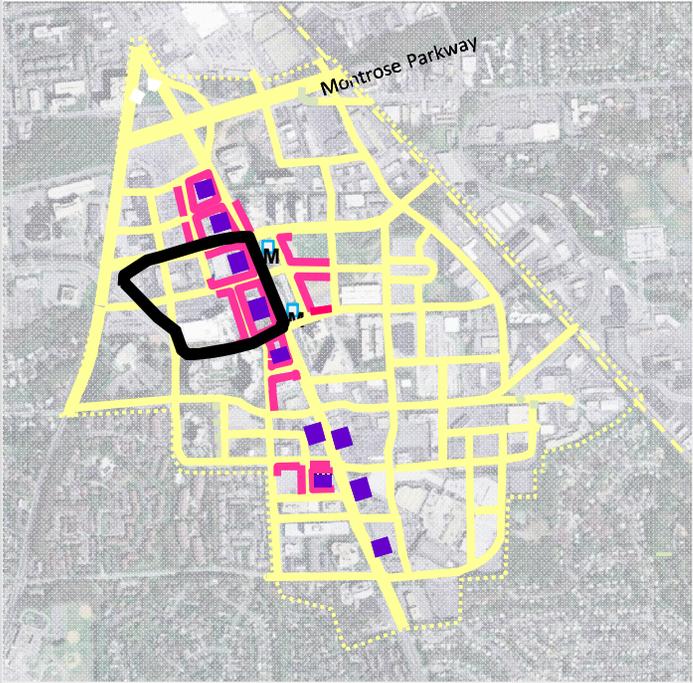
Gateways and Landmarks



Conference Center Area



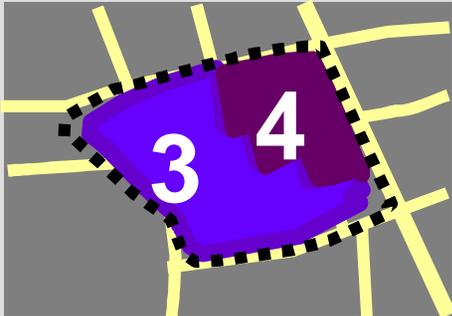
Green



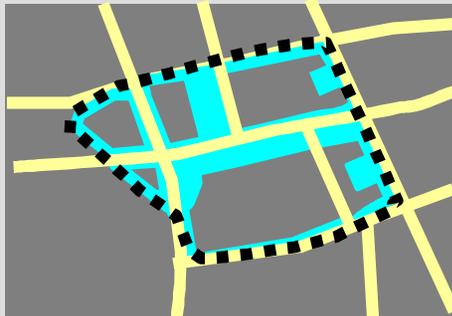
Retail and Eddies



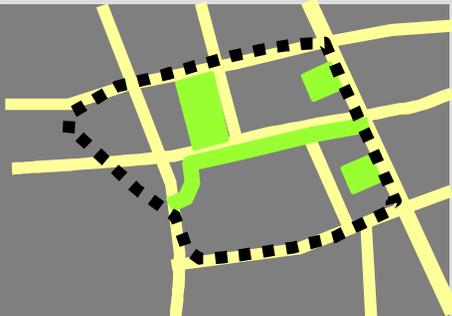
Conference Center Area



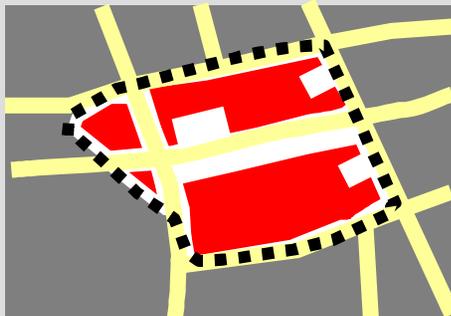
Intensity



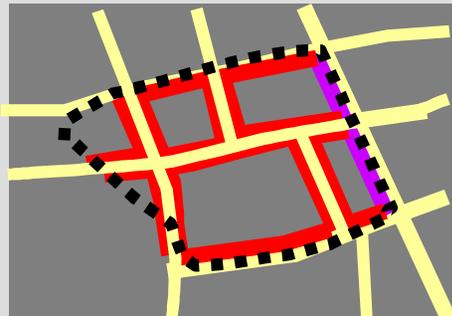
Perviousness



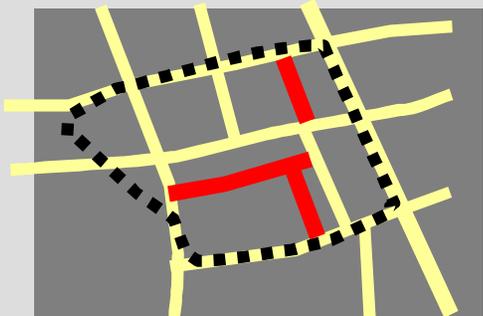
Open Space



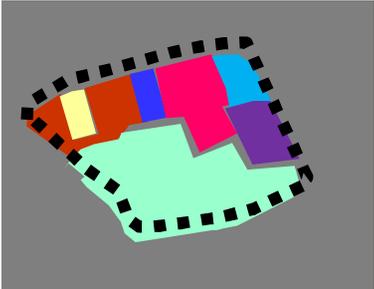
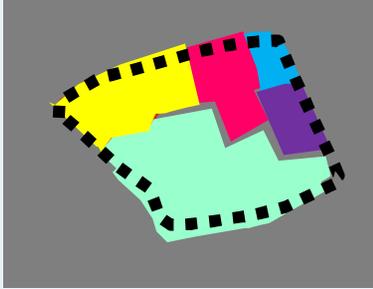
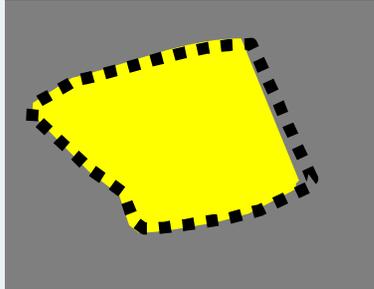
Underground Parking Envelope



Street Parking



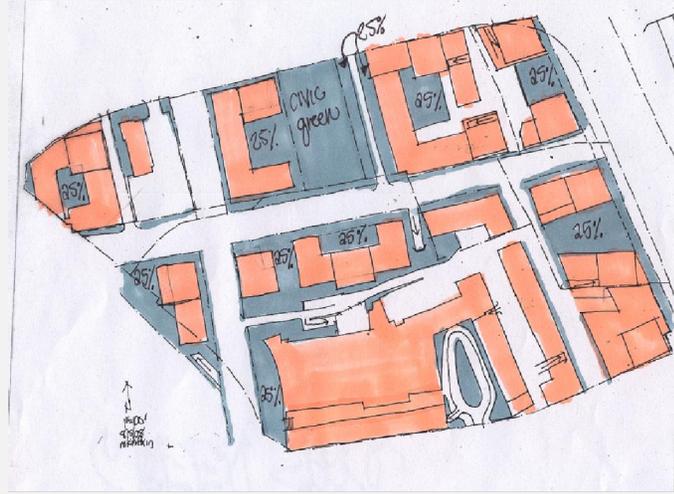
Service Access

Assembly	None	Some	All
			
Feasibility	High	Moderate	Low
Civic Green Cost	1 acre Purchased	0.8 acres Dedicated	1 acre Dedicated
Civic Green Siting	OK	Better	Better + Options
Sidewalk continuity	OK	Better	Best
Perviousness	OK	Better	Best

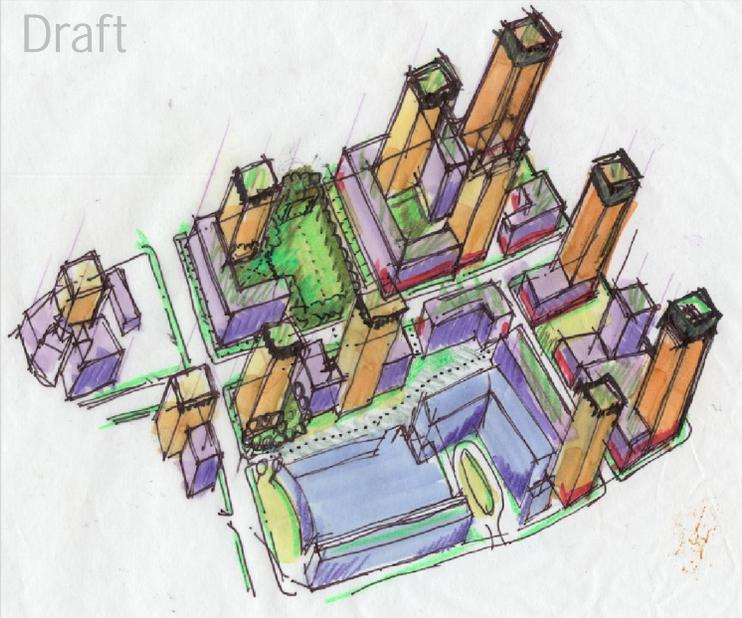
Conference Center Area

Compare

No Assembly Scenario



Draft



Summary

Civic Green & Eddies

Street Oriented Retail

Promenade

Pedestrian Priority Street

Landmark @ Boulevard

Great Grid

Connected

Sustainability

Design to avoid, reduce and sequester carbon emissions

Green Buildings should emphasize:

Bicycle storage
and
shower facilities



Green roofs,
green walls, and
water
conservation

Efficient energy
systems and
use of renewable
energy sources



Recycle materials
from existing
building
deconstruction

Carbon Emissions

Sustainability

30% Tree Canopy Coverage

Use native vegetation to establish community character and sense of place.



Use pervious areas to plant trees



Promote biodiversity

Tree Canopy

Sustainability

No net loss of pervious land surface (currently at 23%)

Each space in a connected system has two or more of the following:



Transportation: Attractive and safe walking and biking lanes



Environmental:
Stormwater infiltration



Cultural: Public art or Historic



Recreation: Active or Passive

Pervious surface

Sustainability

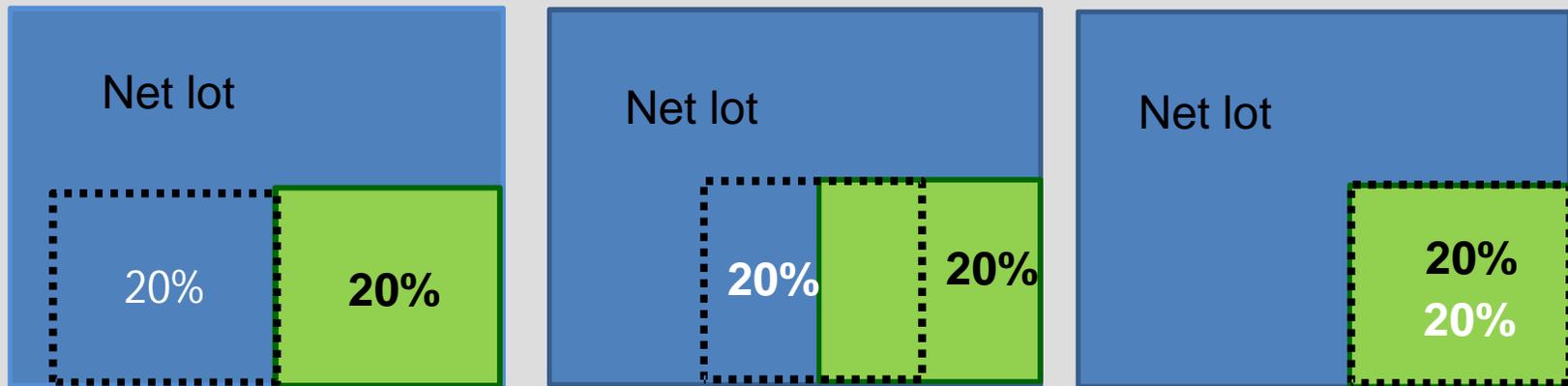
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Calculation for public use space is on the net lot area



Public Use Space

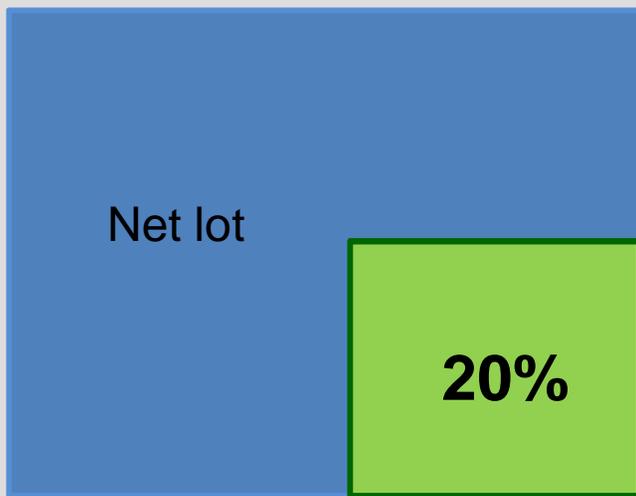
Pervious land cover and Public Use Space



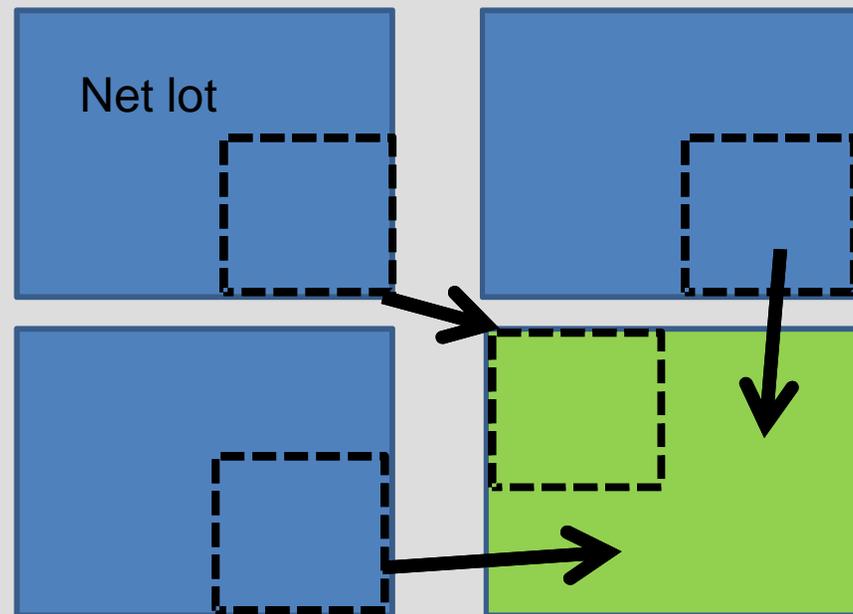
Optional Method

Pervious surface

Transfer Option



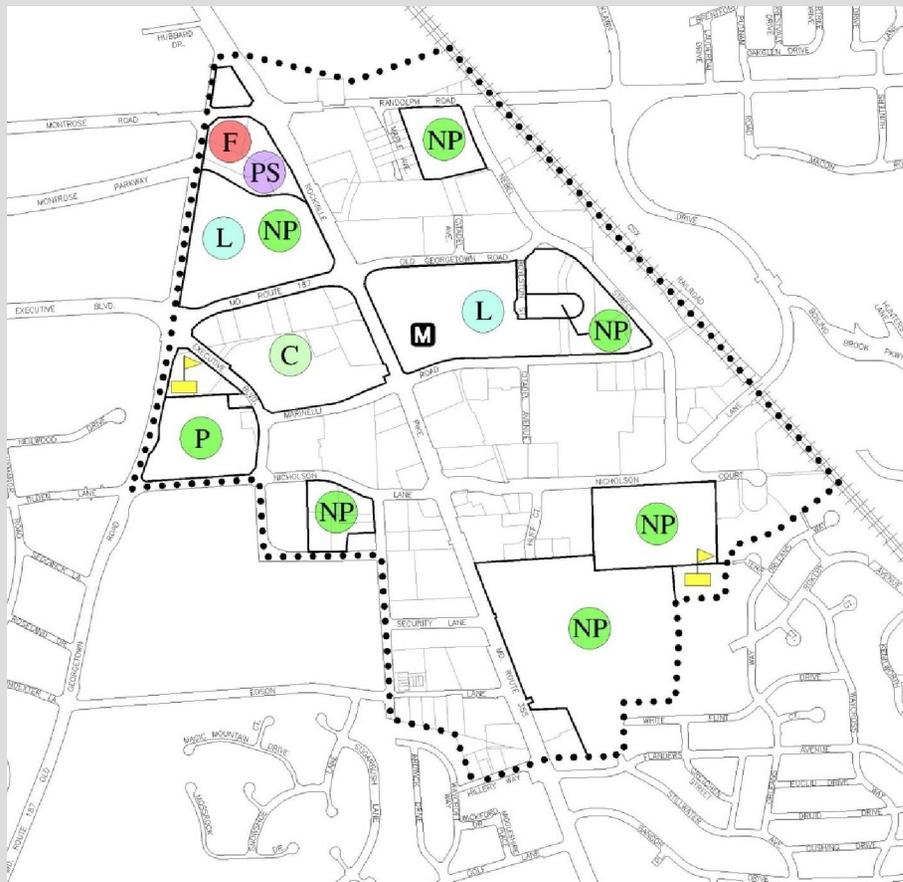
On each lot



Or transferred and combined

Pervious surface

Public Facilities



Urban Parks and Open Spaces

Civic Green

Express/Urban Library

Police Sub-station

Farmer's Market

Elementary School

Fire and Emergency Services

Proposed

Implementation

Transit Mixed Use Zone

A Euclidean zone

Minimum density: .25-FAR. 5 FAR (standard method)

Maximum Density: 4 FAR (optional method)

18,000 sq.ft land area required for optional method

Public use space: 10% (standard); 20% (optional)

Various permitted uses

Approval procedure: site plan; site /project plan

Building Lot Termination (BLT)-requires 12.5% of optional method (purchase/contribution)

Exempts residential development if workforce housing is required

Many issues

Next Step: PHED Committee-September 8, 2008



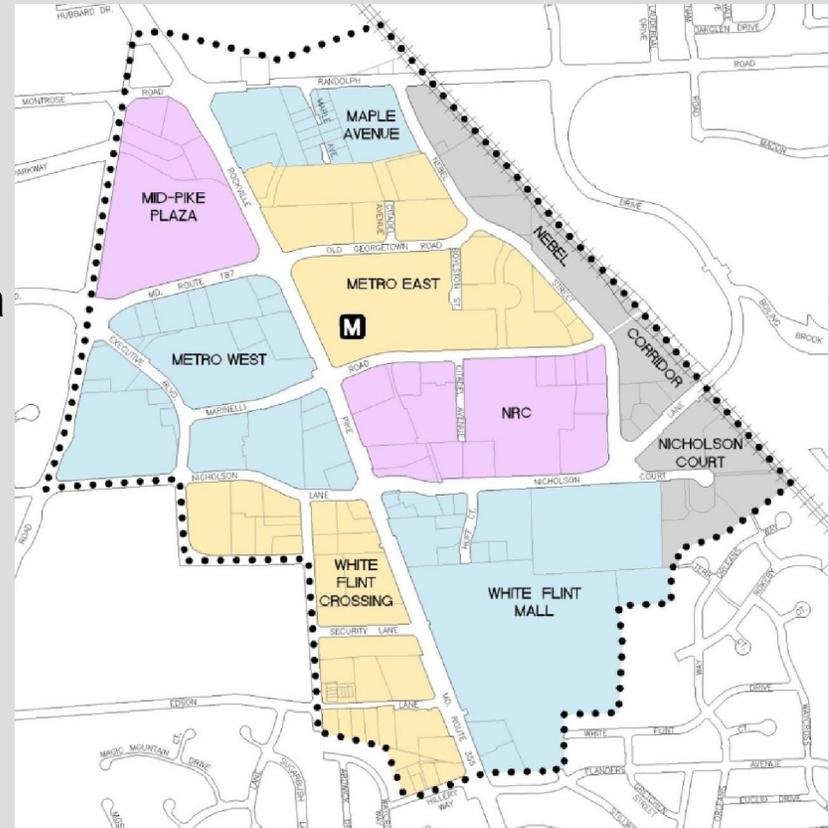
Implementation

Pre-Requisites for Stage 1

Approval of the Sector Plan and
Sectional Map Amendment (SMA)
Expansion of Metro Station Policy Area
Establishment of Bicycle Pedestrian Priority Area

Create a public-private partnership
Urban District
Development District
Business Improvement District
Parking Lot District

Creation of Biennial Monitoring Program
Monitoring by Planning Board
Establishment of an advisory committee



Staging of Development

Implementation

Stage 1

Metro West and Mid-Pike Districts

Level of Development

3,200 residential dwelling units

1.77 million sq.ft of non-residential

Requirements

Fund the realignment of Executive Blvd
and Old Georgetown Road

Fund the east-west Main Street

Establish a bus circulator system

Fund the acquisition/dedication/
building of Civic Green

TMD goal of 30% non-automotive drive share

Public-private partnership to redevelop Wall Park

Locate an express/urban library

Pre-planning for Rockville Boulevard with SHA



Staging of Development

Implementation

Stage 2

Metro East, Maple Avenue
and NRC Districts

Level of Development

2,600 residential dwelling units
1.6 million sq.ft of non-residential

Requirements

Increase non-automotive drive share to 35%
MCPS to evaluate the status of an
elementary school
Fund the second entrance
to the Metro Station



Staging of Development

Implementation

Stage 3

Nebel, Nicholson, White Flint Mall and
White Flint Crossing Districts

Level of Development

4,000 residential dwelling units

2.30 million sq.ft of non-residential

Requirements

Increase non-automotive drive share to 39%

Implement MARC station

Complete all streetscape improvements

Construct an elementary school, if needed

Reconstruction of Rockville Pike



Staging of Development

Next Steps

Schedule

August 28	2008	advisory committee
Sept 11	2008	preliminary recommendations to planning board
Oct	2008	planning board public hearing
Nov	2008	planning board worksessions
Dec	2008	transmit planning board draft to executive and county council
Winter	2009	executive and council review council public hearing phed worksessions council worksessions
Summer	2009	sectional map amendment (comprehensive zoning)

White Flint Advisory Group

August 28, 2008

