

WHITE FLINT SECTOR PLAN SCENARIOS

May 22 & 30, 2007 Advisory Group Meetings



YOUR PRIORITIES

1. **Mixed Use Urban Village**
2. **Sense of Place**
3. **Walking and Biking**
4. **Green**
5. **Transit Options**
Metro Access
New Rockville Pike
Parking
Retail Variety

YOUR PRIORITIES

Mixed Use Urban Village

ALL SCENARIOS

Expanded mixed use

‘Complete’ neighborhoods

live+work+play+shop

Industrial

YOUR PRIORITIES

Sense of Place

ALL SCENARIOS

Town Center at Metro

spans Pike

Gateways

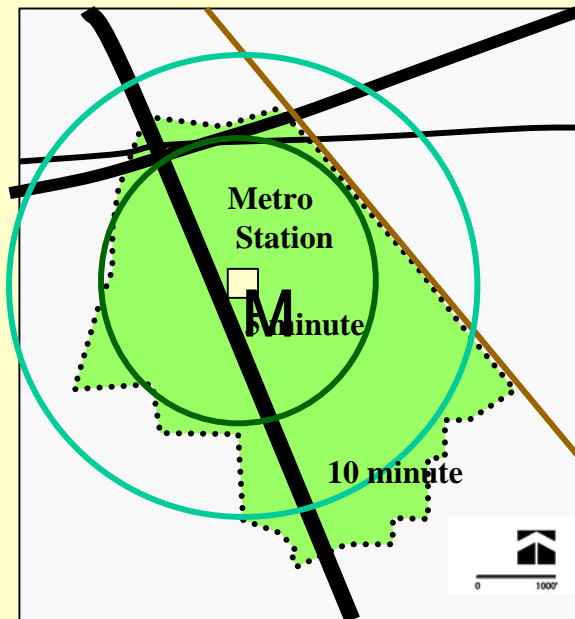
Urban design guidelines

character & focal points

YOUR PRIORITIES

Easy Walking & Biking

Walking Times



ALL SCENARIOS

Fine-grained network

Bikeway system

Urban trails

Pedestrian System



YOUR PRIORITIES

Green

ALL SCENARIOS

Green spaces

Tree-lined streets

Green roofs & buildings

per Countywide policies

YOUR PRIORITIES

Transit Options

Metro Access

ALL SCENARIOS

Loops, shuttles & MARC study

Second station entrance

YOUR PRIORITIES

New Rockville Pike

Parking

Retail Variety

ALL SCENARIOS

Boulevard concept

Shared Parking Strategy

Strategy

White Flint's Niche

The Downtown for North Bethesda

The County's Main Street; A Conference Center Hub

BIG IDEAS

A Sustainable 21st Century Urban Village

The most retail & the most varied skyline with the tallest buildings in the county

Complete Neighborhoods

groceries + recreation + transit + nature + public places + places to live+ places to work

Model Green Urban Village for Region

sustainable with high mobility & major green urban trails

Rockville Pike Boulevard

grand, tree-lined, transit-friendly, functional, safe, crossable

Sharper Tools for Achieving Great Design

mixed-use zones, new urban design guidelines, improved review process

RETAIL STUDY

Types of Shopping Centers

- Corner Store – 7Eleven
- Convenience Shops - owner occupied
- Neighborhood Center - grocery store anchor
- Community Center/Power Center- jr. anchors
- Regional Center- fashion mall department store anchors
- Lifestyle Center – quality of shopping experience no anchor

RETAIL STUDY

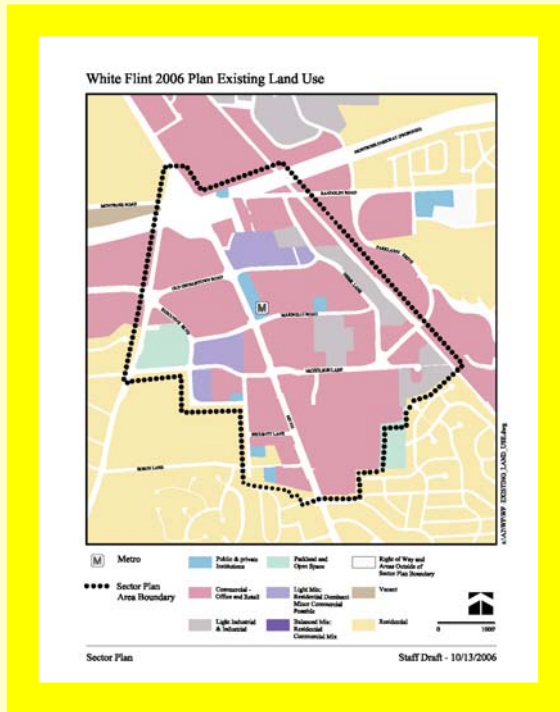
- Demand for
 - Local
 - Big box
 - Moderate mainstream (Kohl's, Penney's).
- By 2011, Trade Area can add:
 - 6 'neighborhood centers' with grocery stores or...
 - 100 corner stores or...
 - 2 community centers

RETAIL STUDY

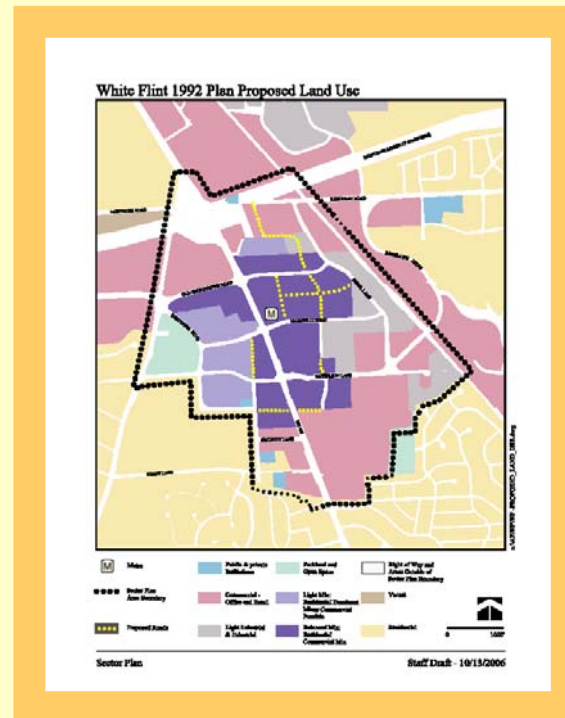
- Montrose Parkway increase trade area & demand
- Conversion of one regional mall is likely
- One big 'Life Style Center' spanning the Pike is difficult but achievable.

LAND USE

Existing



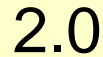
1992 Plan



- Commercial
- Mixed Use
- Industrial

1

2.5



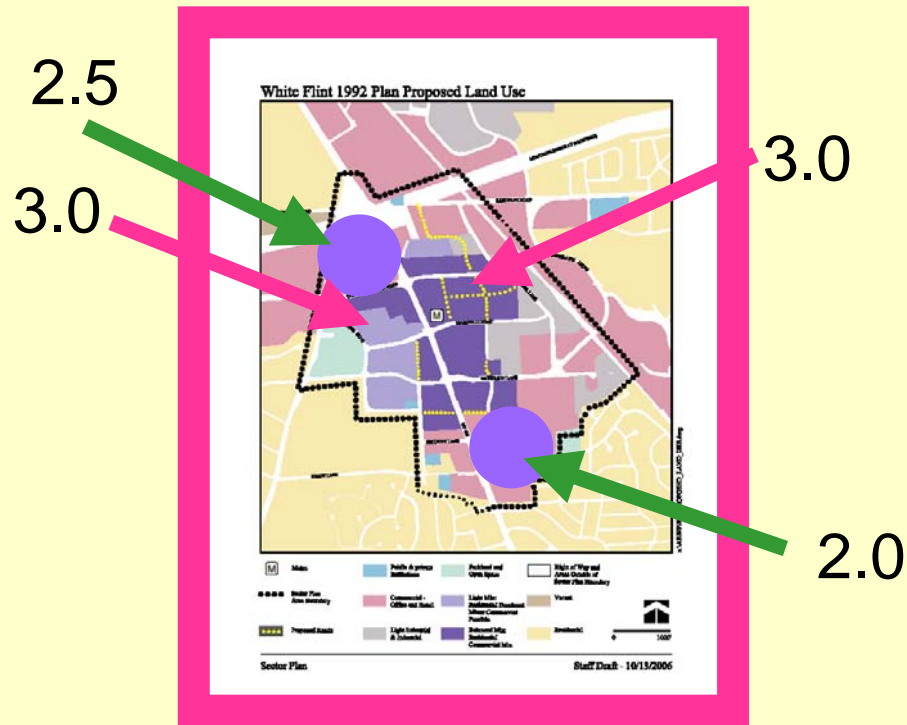
FAR is Floor Area Ratio after all bonuses.

Industrial

LAND USE SCENARIOS

2

Moderate Change



Mid Pike Plaza: 2.5 FAR

White Flint Mall: 2.0 FAR

Metro Blocks : 3.0 FAR

WMATA Bus Lot: 2.0 FAR

In scenario 2A, mixed use means 50% residential, while in 2B it means 80%.

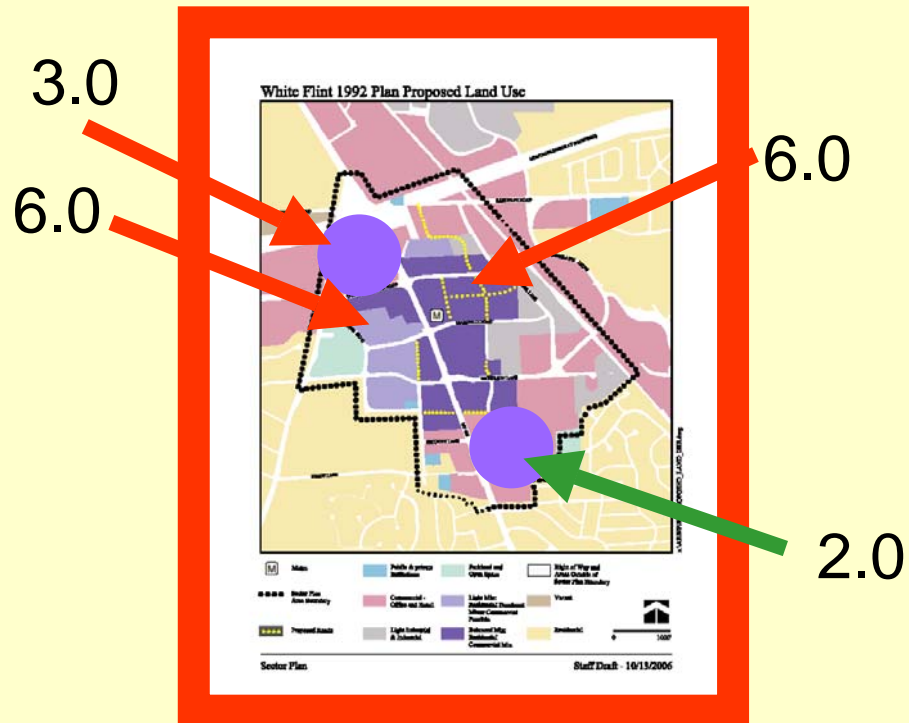
FAR is Floor Area Ratio after all bonuses.



LAND USE SCENARIOS

3

Great Change



Mid Pike Plaza: 3.0 FAR

White Flint Mall: 2.0 FAR

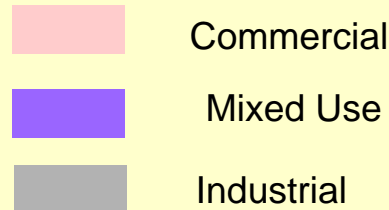
Metro Blocks : 6.0 FAR

WMATA Bus Lot: 2.0 FAR

PLUS More

FAR is Floor Area Ratio after all bonuses.

PLUS O

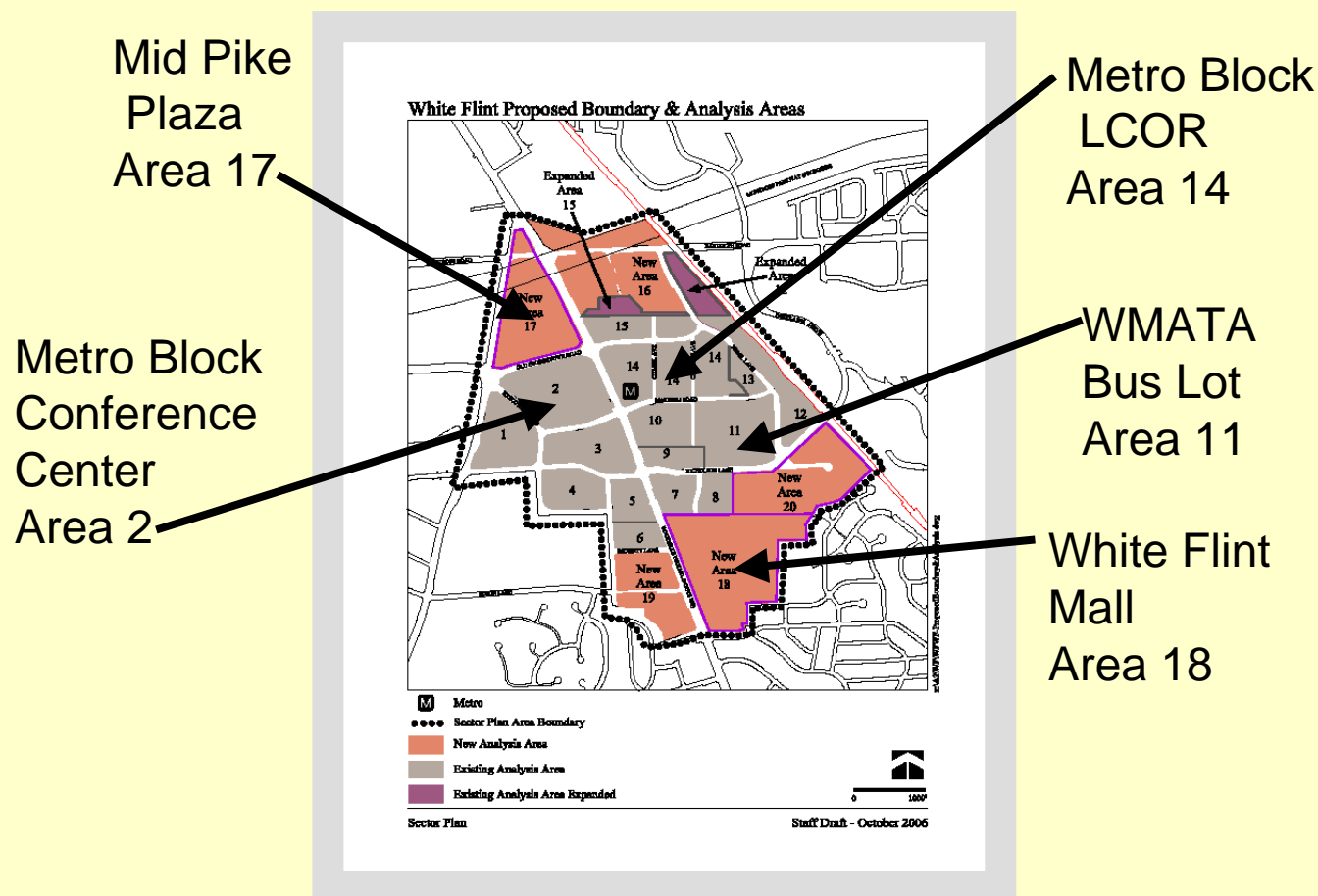


Summary of Development in Each Scenario

	Existing	1992 Plan No Change	1 Minimal Change	2A Moderate Change 50% Res.	2B Moderate Change 80% Res.	3 Great Change (see next slide)
DU's dwelling units rounded to 100	2,100	6,400	10,900	13,600	17,300	20,500
Million SF 'Office Retail Industrial Other' rounded to 1.0M	5.5	11.5	13.8	13.9	9.7	20.1
Metro Block Conference Center FAR - Area 2	0.39	1.60	1.60	3.00	3.00	6.00
WMATA Bus Lot FAR- Area 11	0.10	0.87	0.87	2.00	2.00	2.00
Metro Block LCOR FAR-Area 14	0.00	2.24	2.24	3.00	3.00	6.00
Mid Pike Plaza FAR-Area 17	0.26	0.81	2.5	2.5	2.5	3.00
White Flint Mall FAR-Area 18	0.50	0.79	2.00	2.00	2.00	2.00

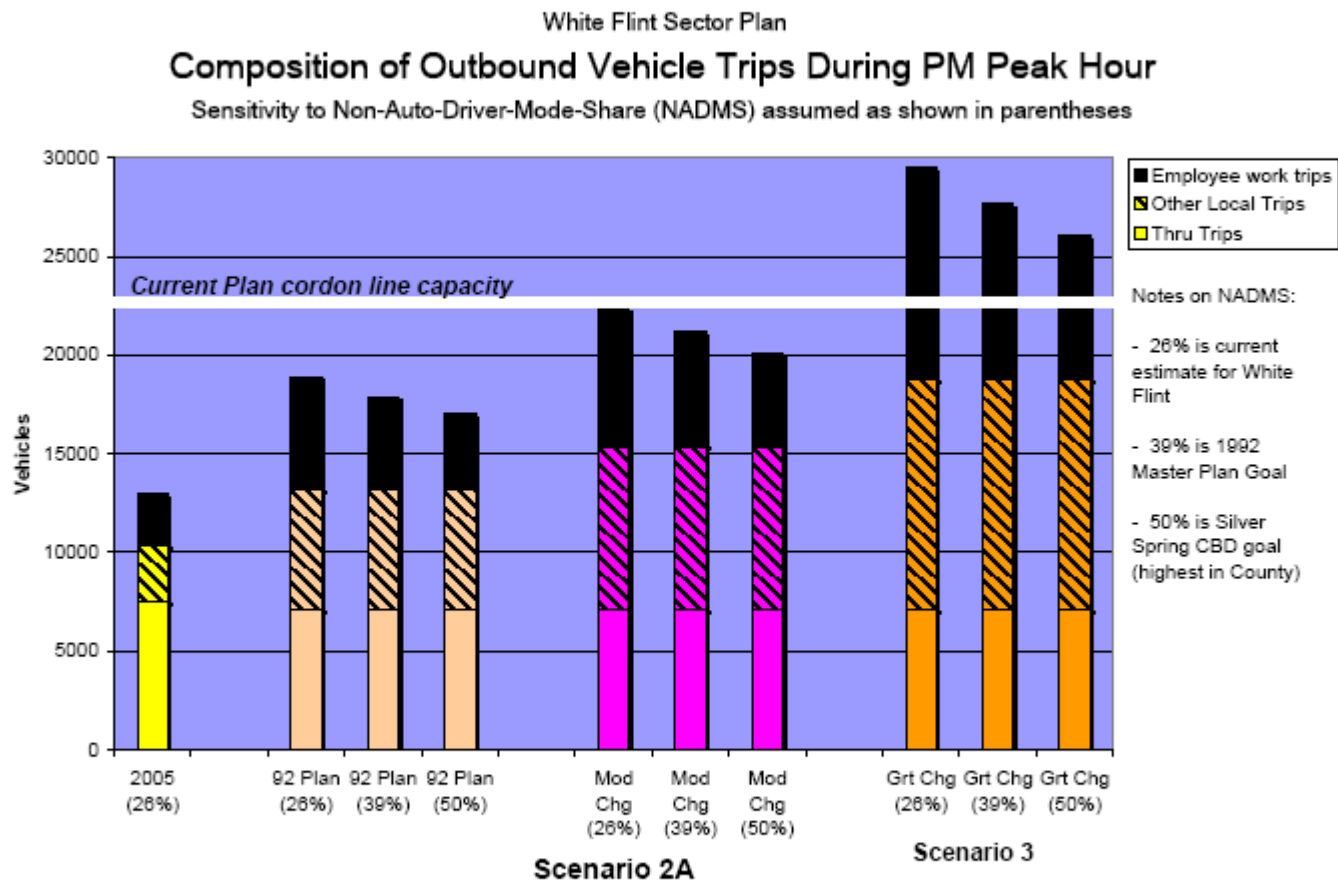
LAND USE SCENARIOS

Analysis Areas



MOBILITY ANALYSIS OF SCENARIOS

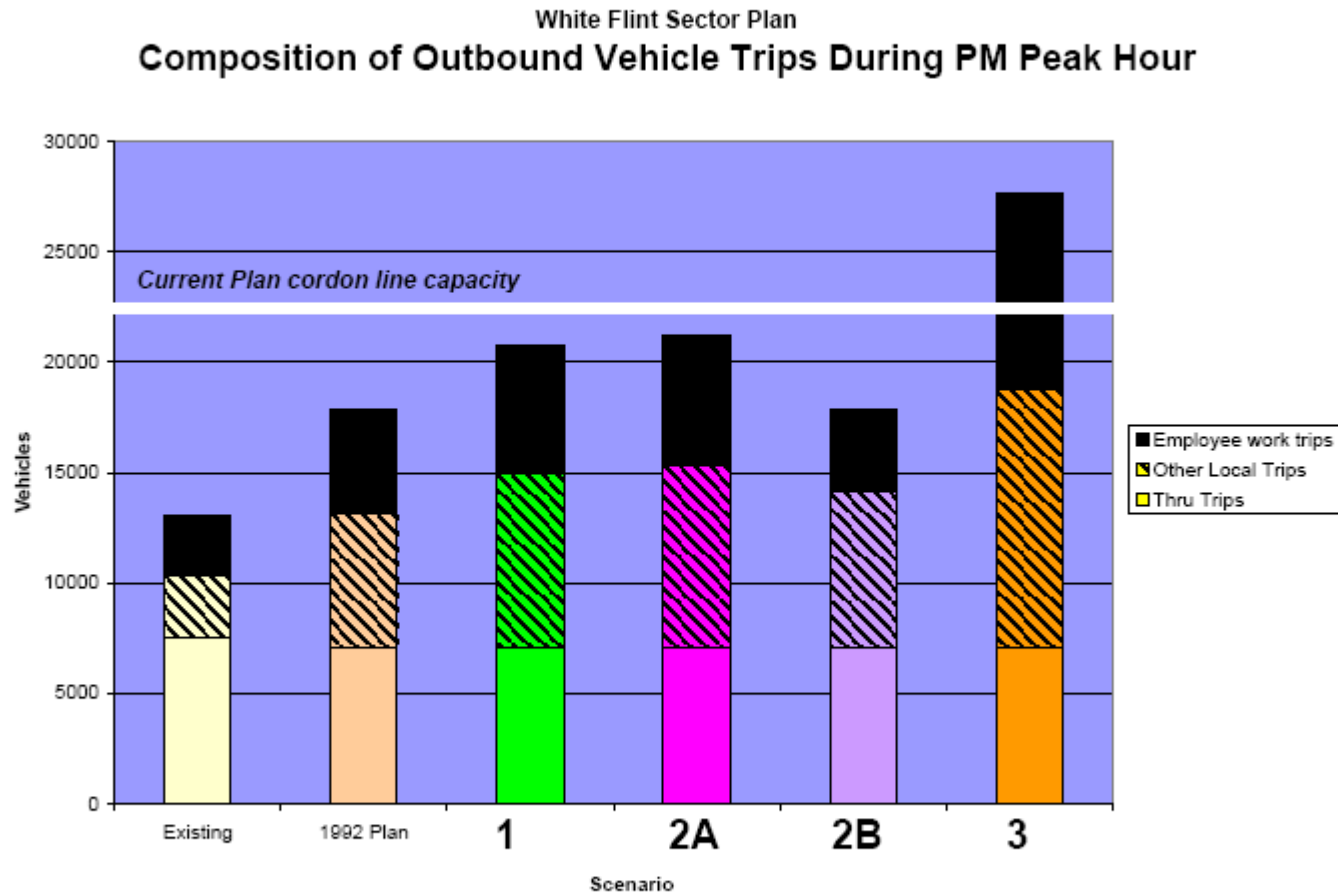
White Flint Forward: Plan the ^{Green}Future



Active scenarios as of 4/16/07

Printed 5/22/2007

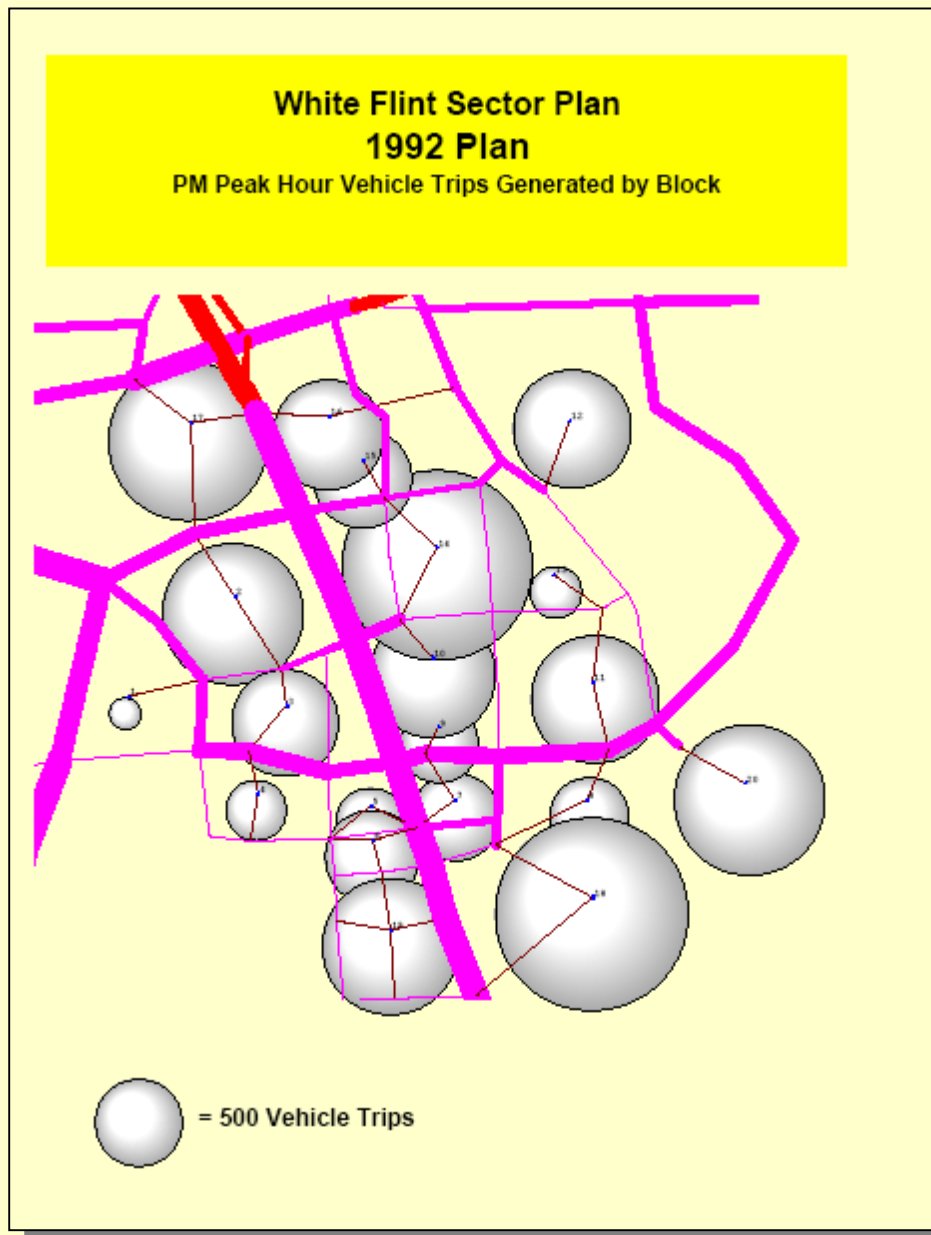
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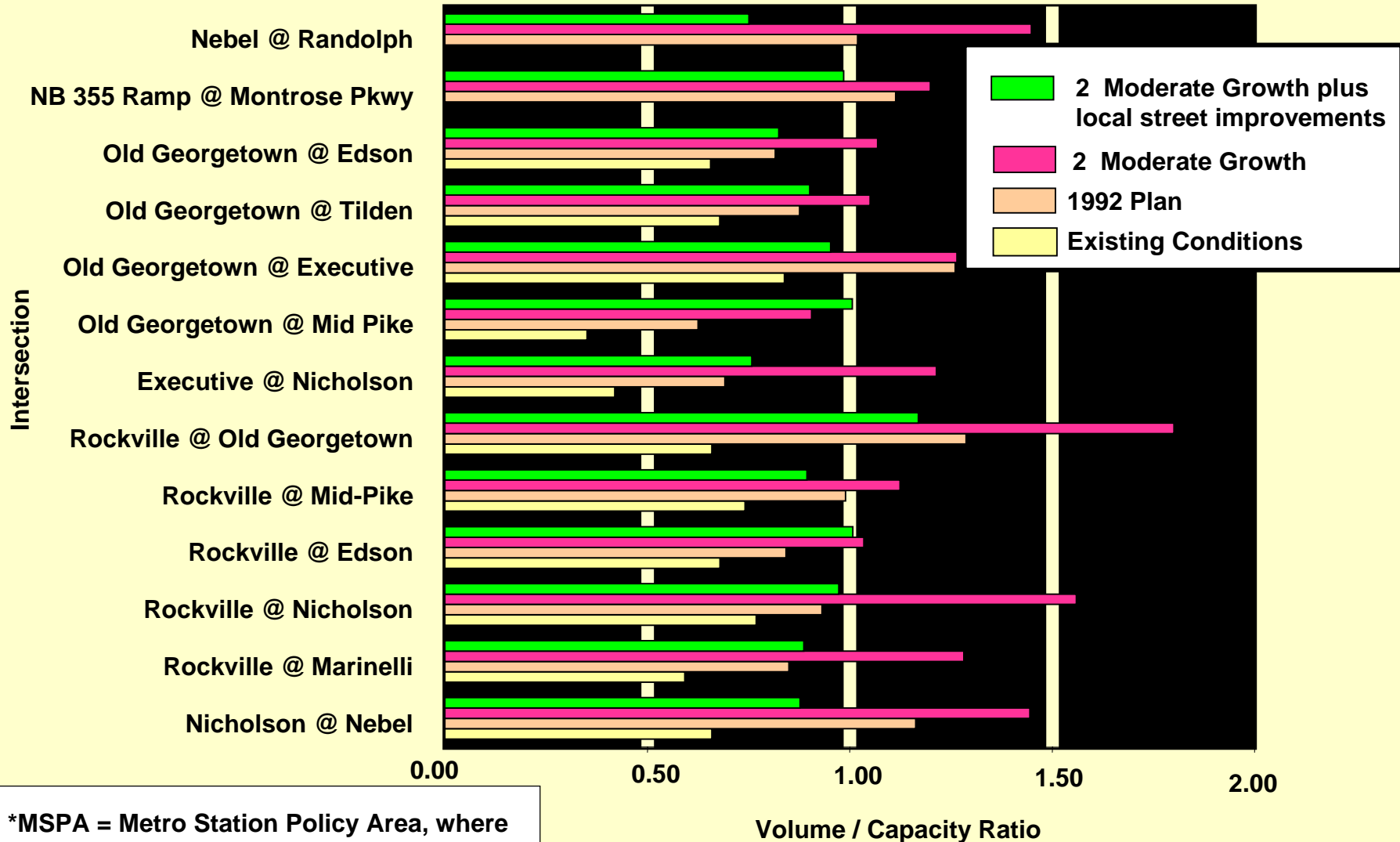
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White Flint Forward: Plan the ^{Green} Future



White Flint Critical Lane Volumes (CLVs)

Locations with Congestion Above MSPA* Standards for Moderate Growth Scenario



*MSPA = Metro Station Policy Area, where intersection capacity is defined as 1800 CLV

White Flint Sector Plan Potential Transportation Strategies

Demand Management

	Strategy	Opportunities	Constraints	Potential
Demand Management	Reduce SOV mode share	Flexible, low capital cost	Operational costs, monitoring	High
	Increase parking charges	Reduce traffic, provide revenue	PLD establishment, garage locations	Moderate

White Flint Sector Plan Potential Transportation Strategies

Transit Services

	Strategy	Opportunities	Constraints	Potential
Transit Services	Metrorail Station North Entrance	Adds capacity, reduces walk access times	Capital cost	High
	Improved transit services, including MD 355 and local circulator services	Low capital cost	Operating cost	High
	New MARC station	Capture long-distance riders	Coordination with CSX, Garrett Park	Moderate
	Re-orient North Bethesda Transitway	Direct connection to Rock Spring Park activity center	Capital cost, particularly relative to current planned transitway	Low
	Add light rail to MD 355	High capacity service for moderate length trips	Right-of-way needs, capital cost/funding, competition with Metrorail	Low

White Flint Sector Plan Potential Transportation Strategies

Local Street Network

	Strategy	Opportunities	Constraints	Potential
Local street network	Add local "midblock" streets	Provide alternate routes, reduce walking distances	Capital cost, definition of final alignment and implementation responsibilities	High
	Left turn prohibitions	Reduce congestion	Circuitous trips (cars and buses), public acceptance	Moderate
	Add turn lanes	Reduce congestion	Increased pedestrian crossing distances, capital cost	High (for selected locations)
	Grade separated interchanges	Reduce congestion	Capital cost, attractiveness, public acceptance	Moderate (for selected locations)
	One-way street pairs	Reduce congestion, improve pedestrian crossing	Circuitous trips (cars and buses), public acceptance	Moderate
	Roundabouts	Urban design	Capacity, right-of-way	Moderate
	Reversible lanes	Address peak period congestion	Attractiveness, pedestrian crossing lengths, public acceptance	Low
	New CSX track crossing	Provide alternate routes, Reduce walking distances	Capital cost, right-of-way	Low

White Flint Sector Plan Potential Transportation Strategies

Policies

	Strategy	Opportunities	Constraints	Potential
Policies	Accept higher congestion levels	Consistent with urbanizing area, no capital cost	Operating costs, public acceptance as part of quality of life	Moderate
	Increase residential land use proportion	Addresses housing shortages, lower trip generation rates, 24-hour activity center	Economic feasibility	Moderate
	Staging Plan	Provide services at time of development	None	High

SCHOOL NEEDS ANALYSIS

- Need one elementary school
- Pressure on middle and high schools
- Timing of influx of students matters

ENVIRONMENTAL COMPONENTS

Countywide Measures

- Zoning
- Road Code

Sector Plan: Permeability target

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