

MID-PIKE PLAZA

Land Use Work Session Presentation to Montgomery County Planning Board

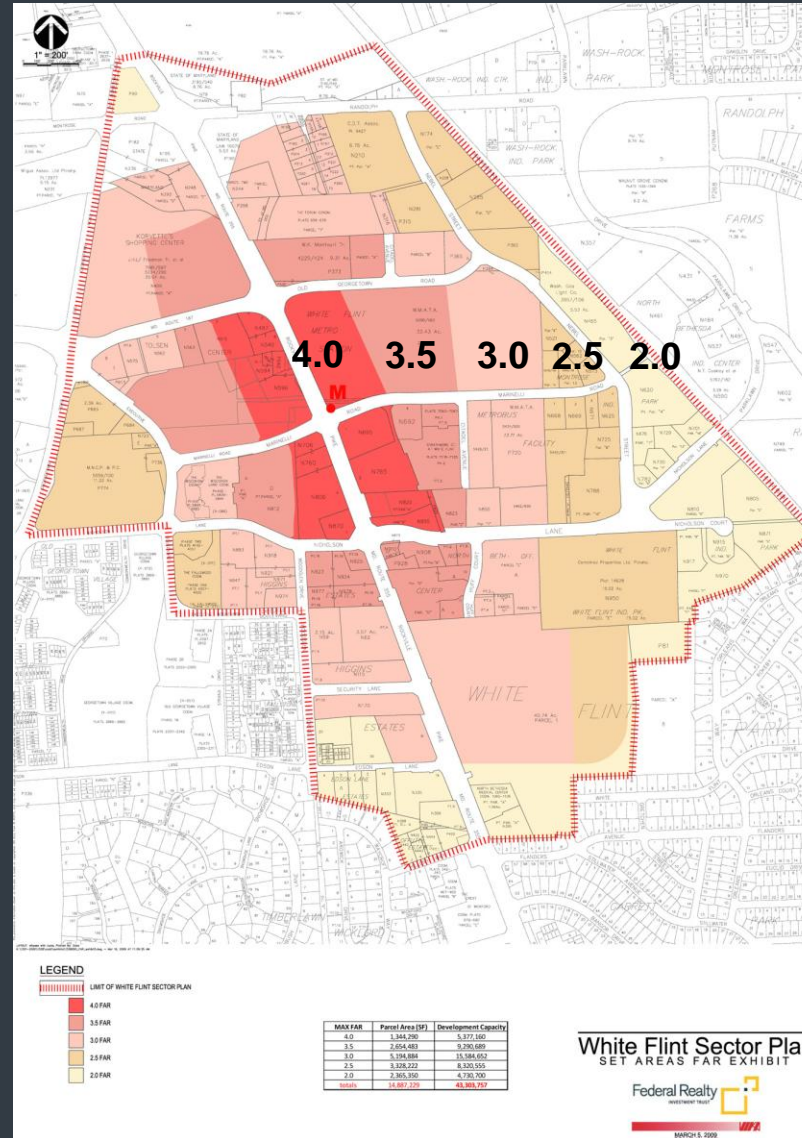
March 30, 2009



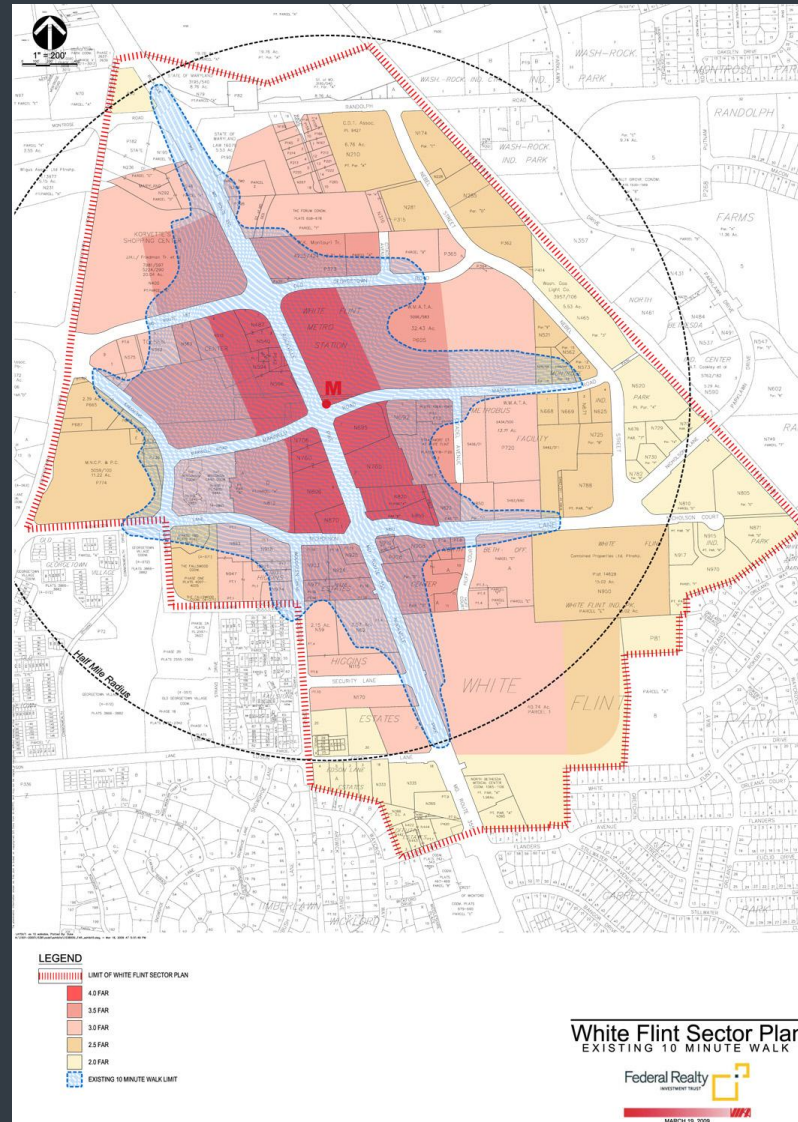
FOUNDATIONS OF OPPORTUNITY



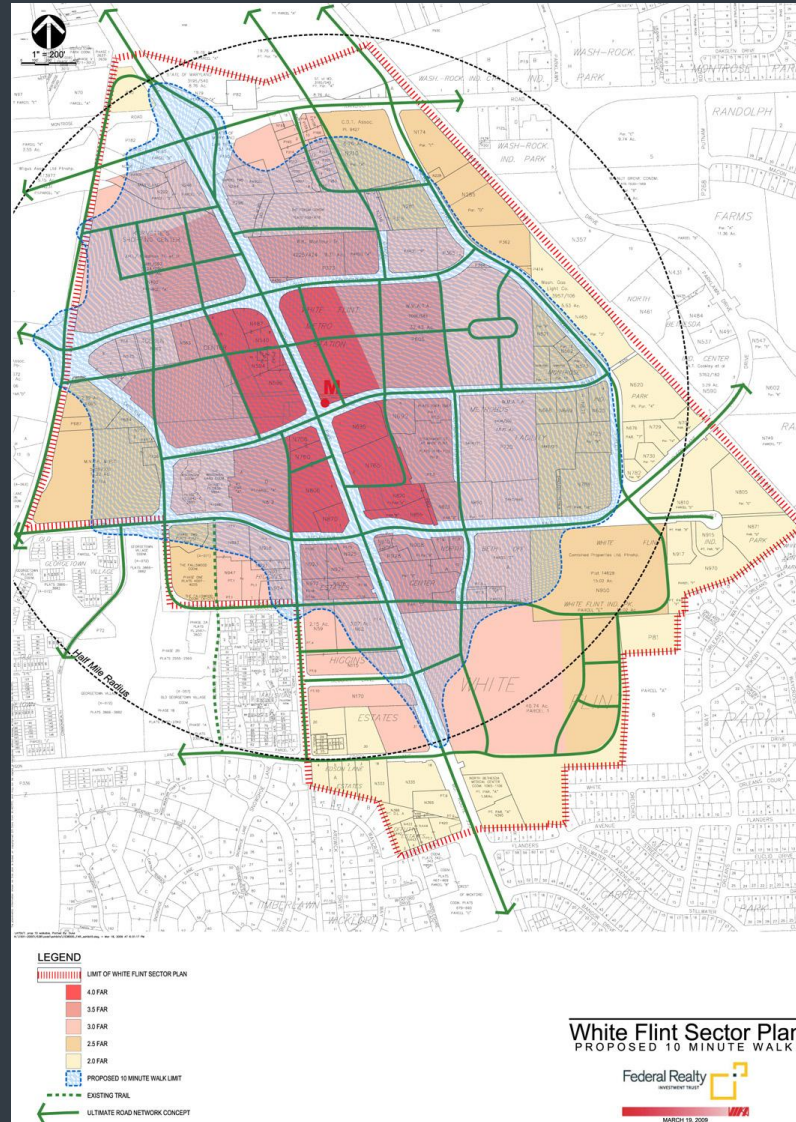
Elliptical Distribution of Density



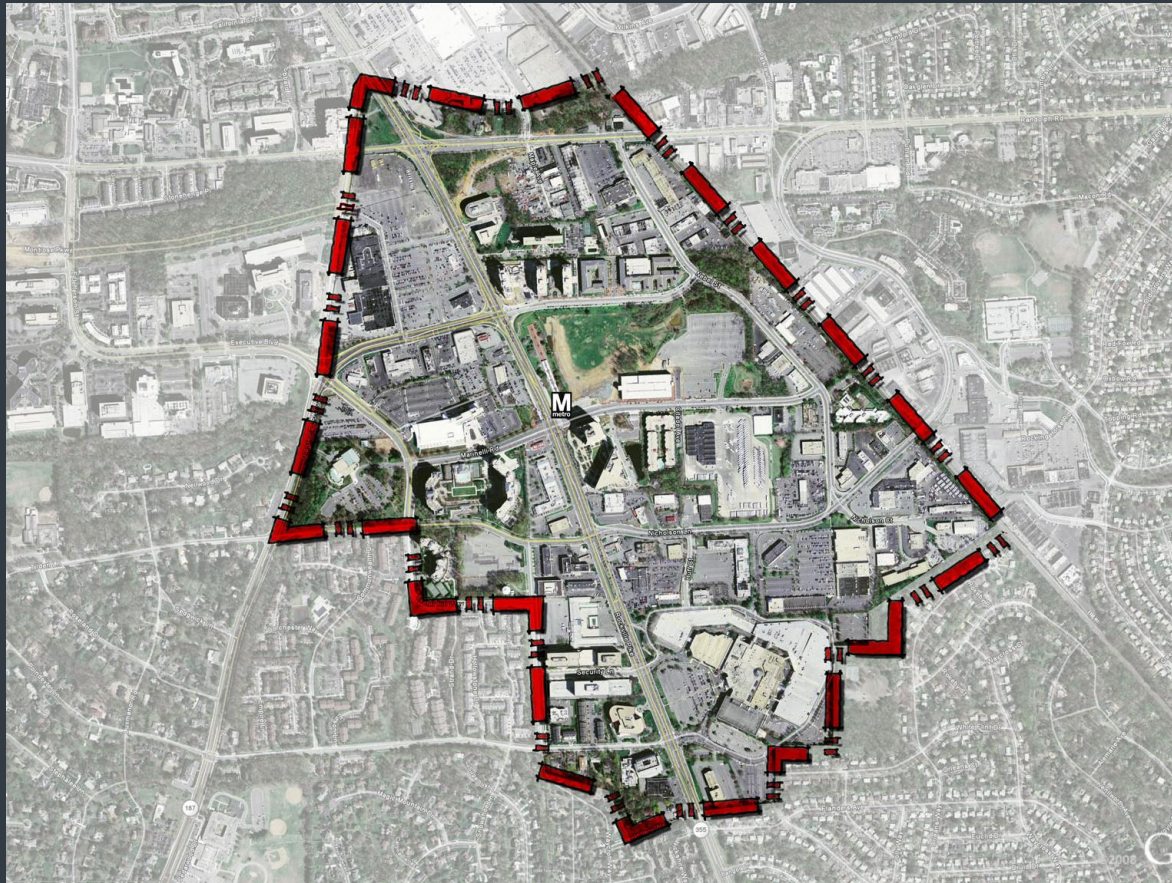
10 Minute Walk From Metro Today



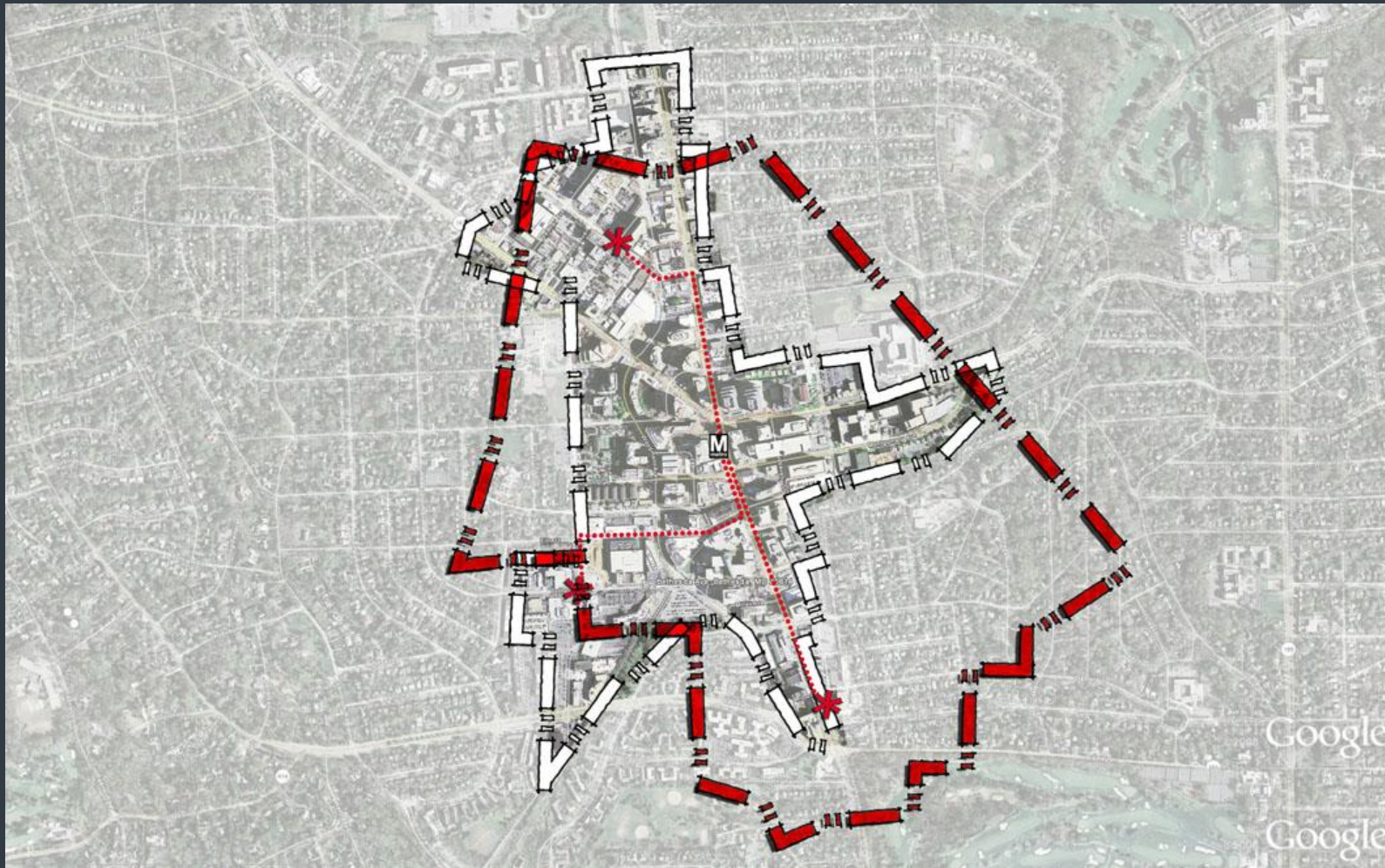
10 Minute Walk From Metro With Proposed New Network



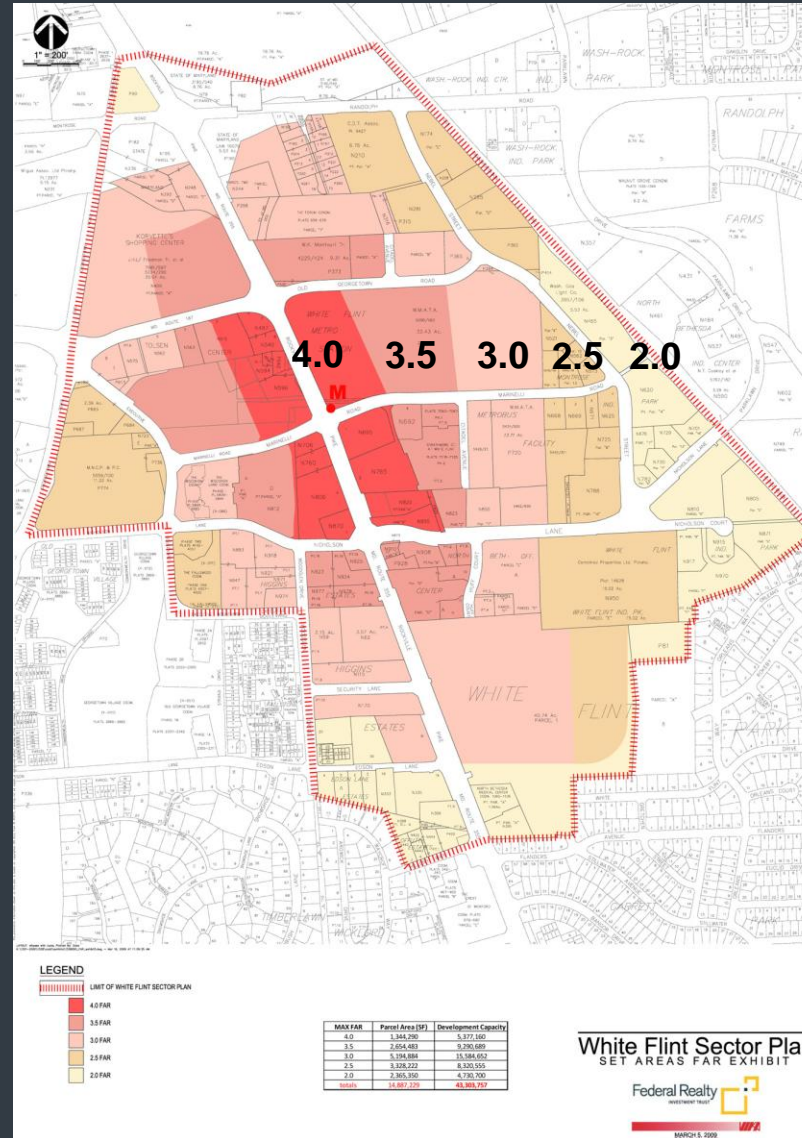
10 Minute Walk From Metro



10 Minute Walk From Metro



Elliptical Distribution of Density



Existing Conditions: Mid-Pike



View From Metro at a 3.32 FAR

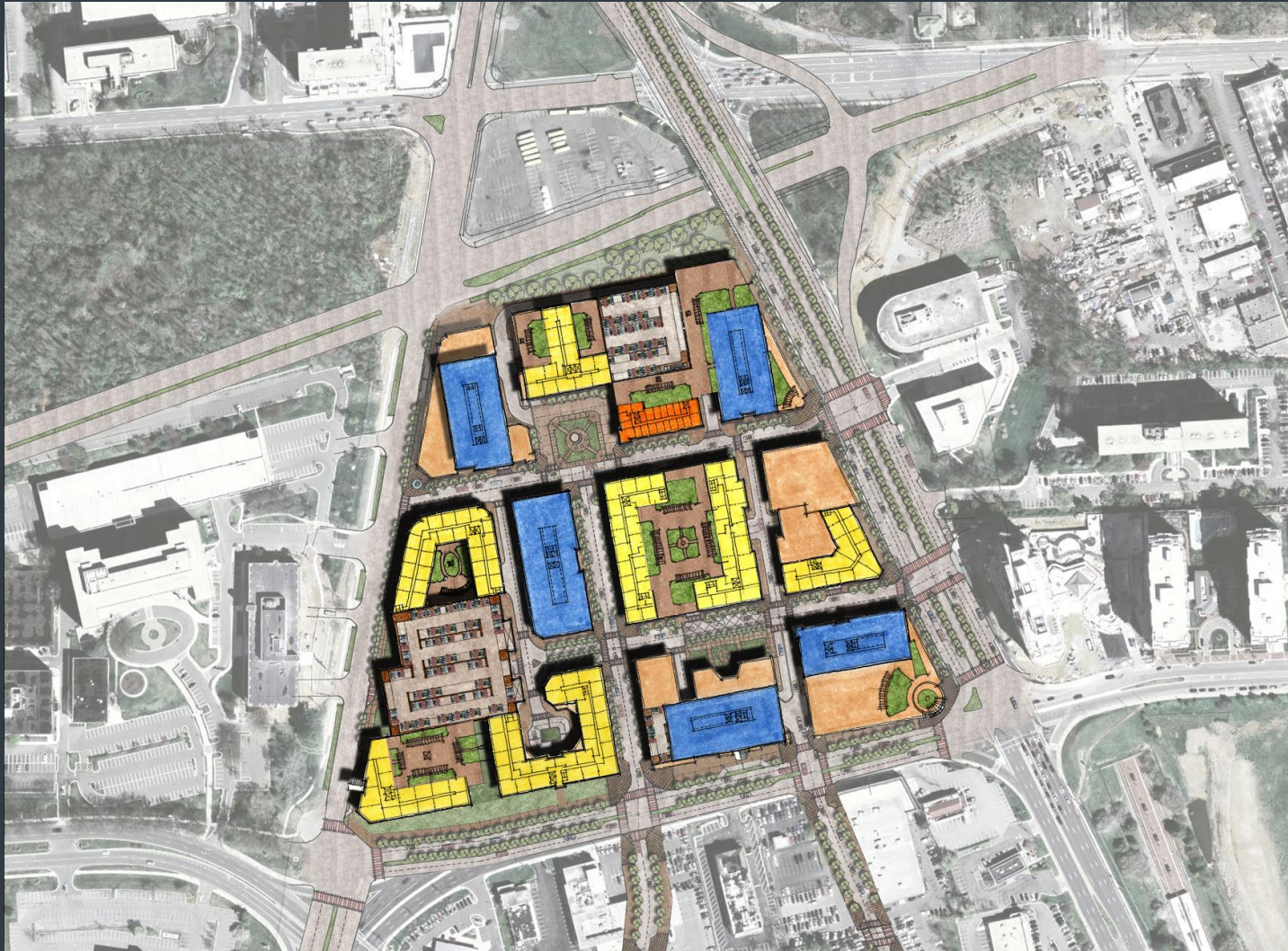


Mid-Pike FAR Comparisons

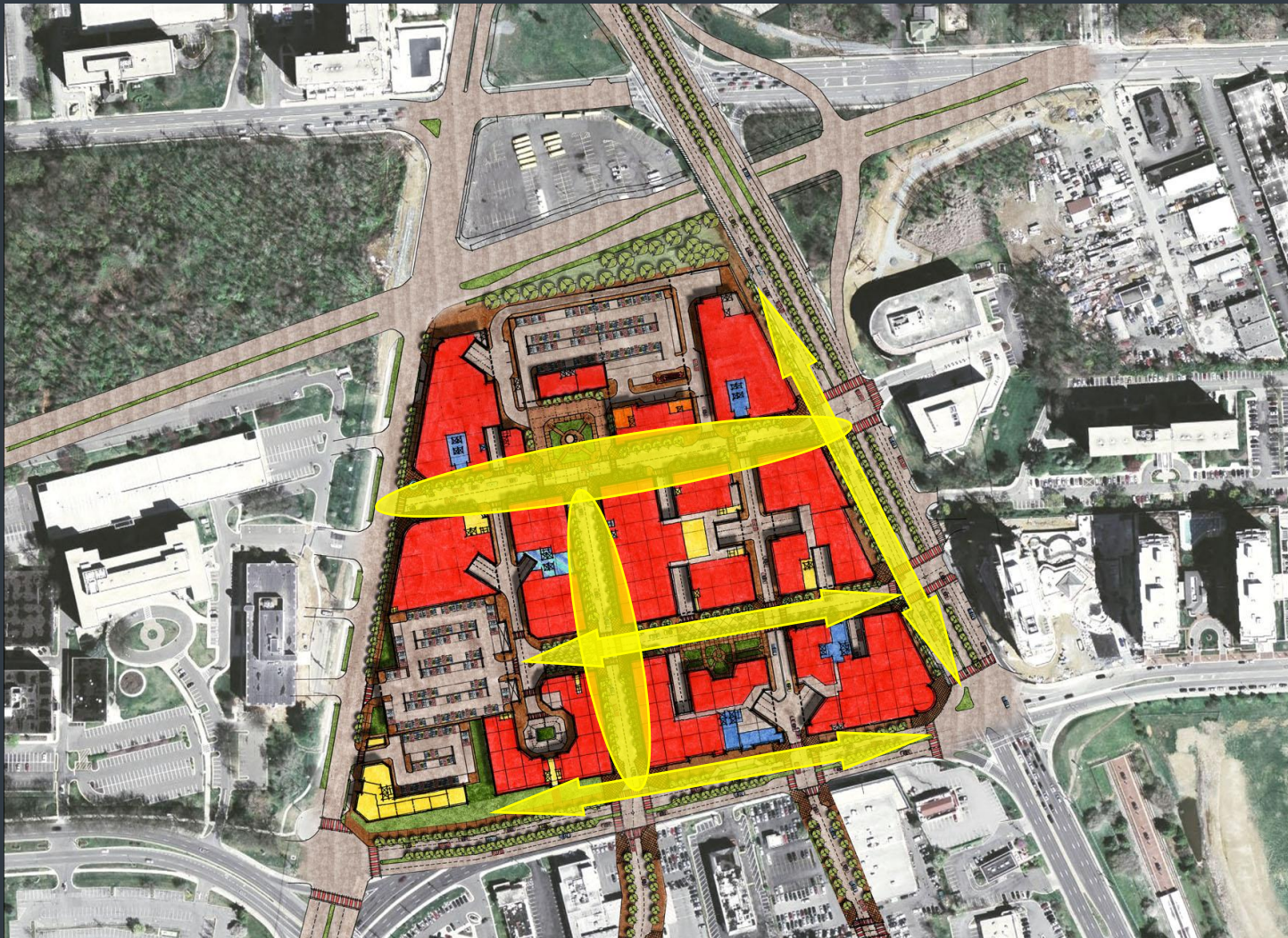
	Existing Square Footage	Maximum Under Current C-2 Zone	Staff Draft Recommended FAR	FRIT Desired FAR
Commercial	310,000 SF 100%	1.3 Million SF 100%	960,000 SF 40%	1.54 Million SF 53%
Residential	0 SF	0 SF	1.44 Million SF 60%	1.35 Million SF 47%
TOTAL SF	310,000 SF	1.3 Million SF	2.4 Million SF	2.89 Million SF
FAR		1.5	2.75	3.32

Mixed Use Plan

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First Floor Plan: Retail Focused



Pedestrian Friendly Streets

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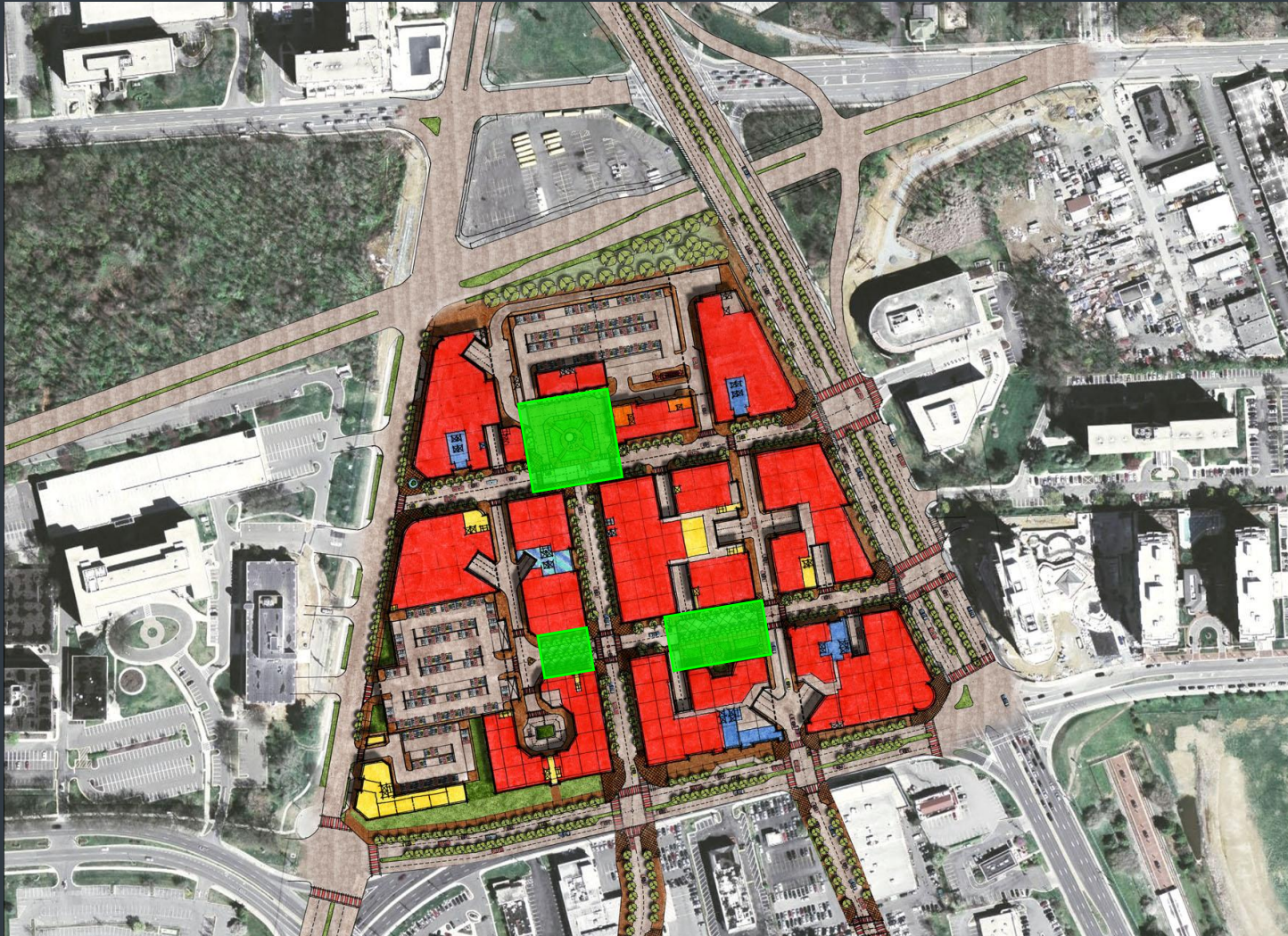
Sense of Place: Active Pedestrian Friendly Streetscapes



Sense of Place: Active Pedestrian Friendly Streetscapes



First Floor Plan: Public Use Space



Sense of Community, Vibrancy



Sense of Place: The Outdoor Living Room



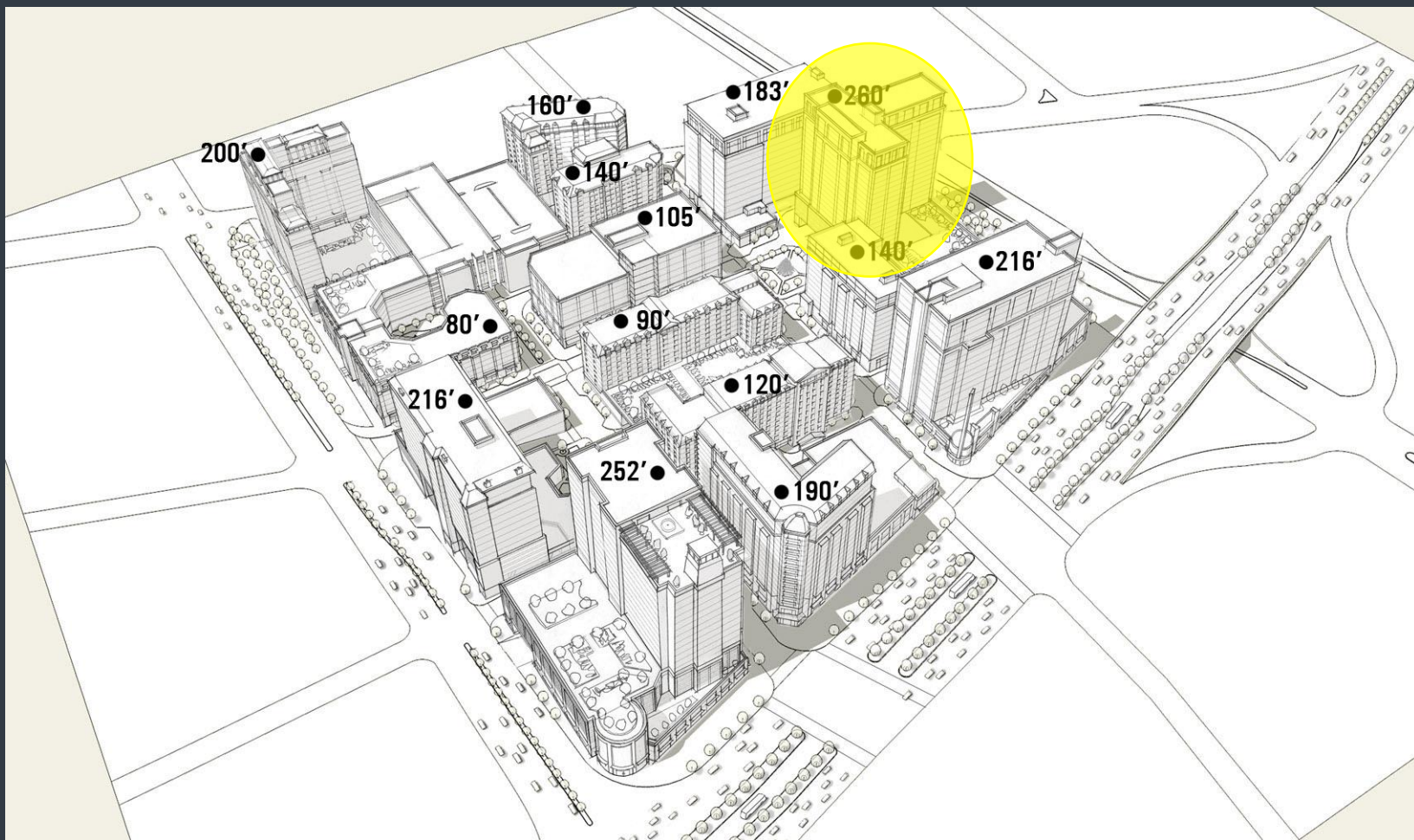
Sense of Place: Design & Programming



Mid-Pike Massing Diagram



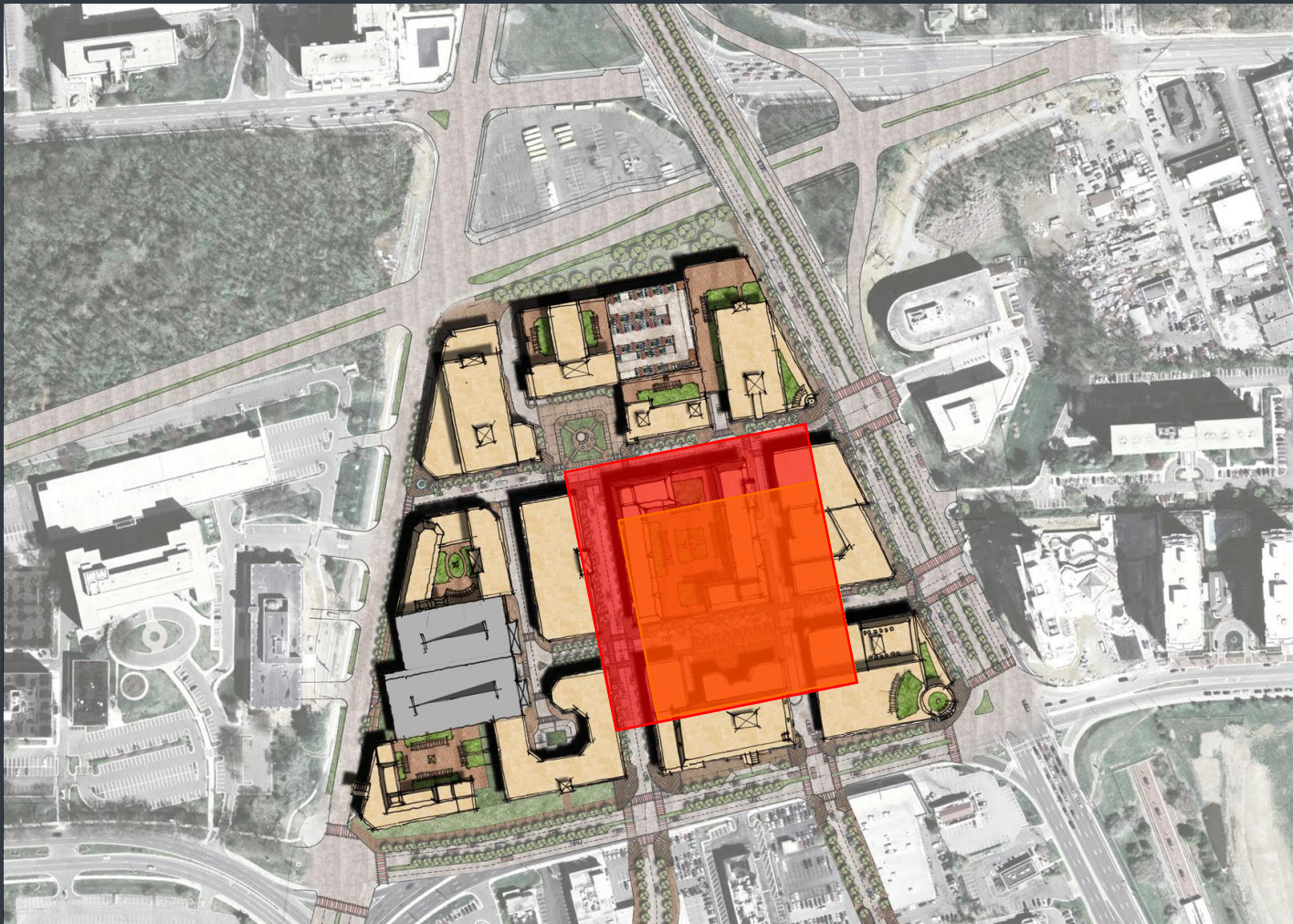
Mid-Pike Heights



Checklist for New Development



Implementation of Sustainability Guidelines



Mid-Pike Existing Conditions



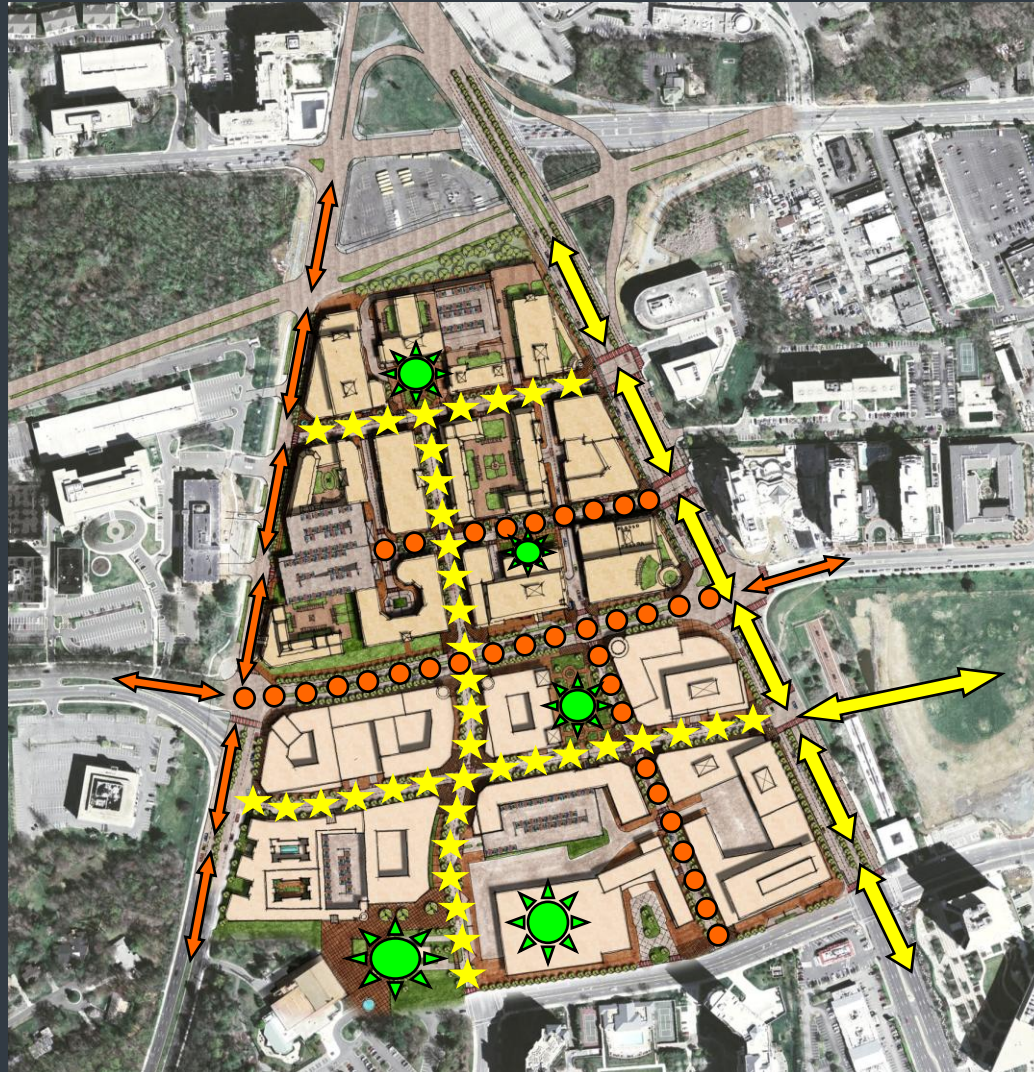
Phase 1: Maintains Existing Retail Center



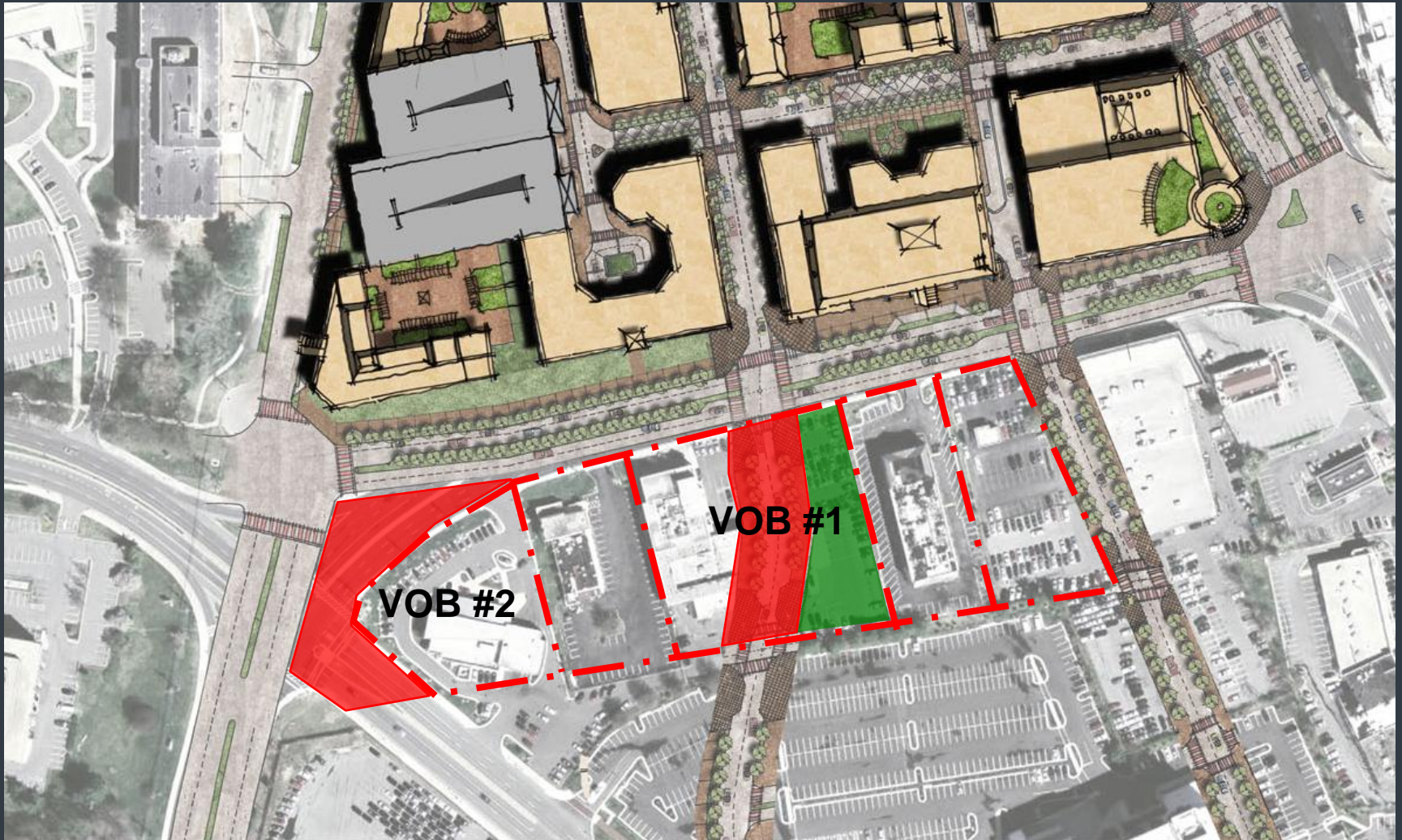
Phase 2: Main Streets Completed



Old Georgetown Road Creates the Combined Neighborhood



Importance of Street Grid





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FOUNDATIONS OF OPPORTUNITY

- Rockville Pike Preliminary Design
- Mid-Pike Program – Full Build Out
- Staff FAR Chart
- Ellipse FAR Chart
- Mid-Pike Walkability
- Existing Conditions
- Federal Realty Projects
- Mid-Pike Parking Plans
- Mid-Pike Open Space Plan

Outstanding Sector Plan Issues

- Zone
- Design Guidelines
- Rockville Pike Design
- PAMR/LATR vs. Cordon Line Approach
- Testing of Adequate Public Facilities
- Phasing, Staging, and Financing of Infrastructure
- Staging FAR Cap
 - Affordable Housing Implications
 - Modify Cap due to 60%/40% split
 - Increase if Modal Split outperforms expectations

Rockville Pike Vision: Montreal, Canada



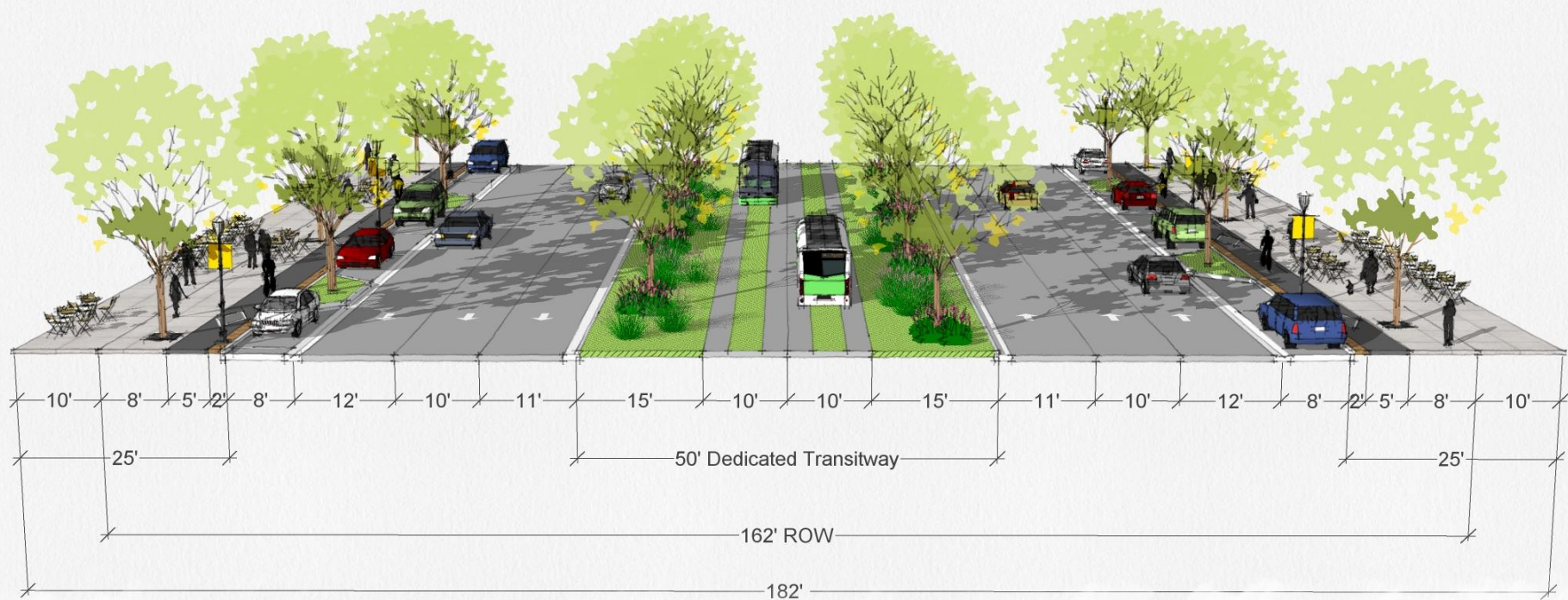
Rockville Pike Vision: Barcelona, Spain



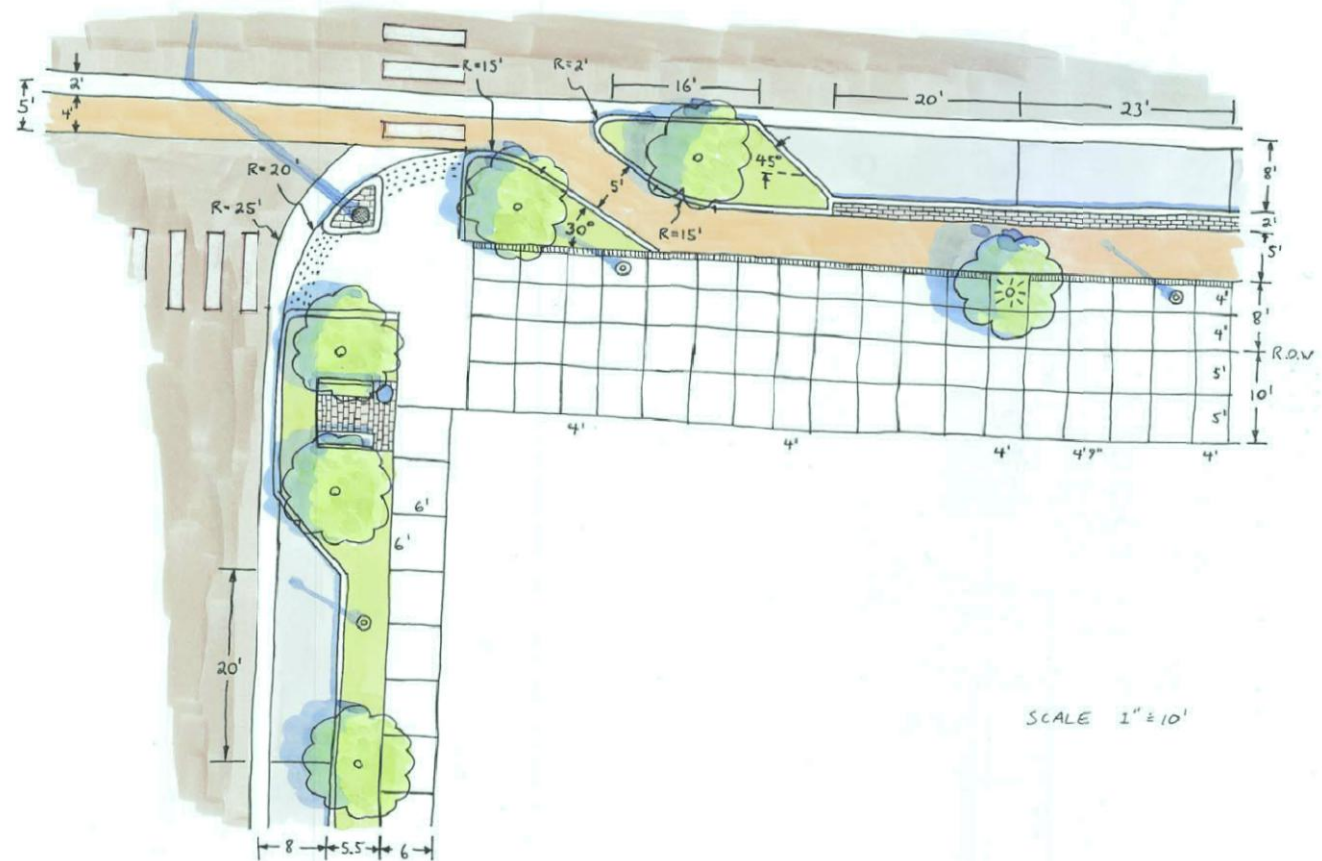
Rockville Pike Vision: Chicago, Illinois



The Vision for Rockville Pike: A Grand 21st Century Boulevard

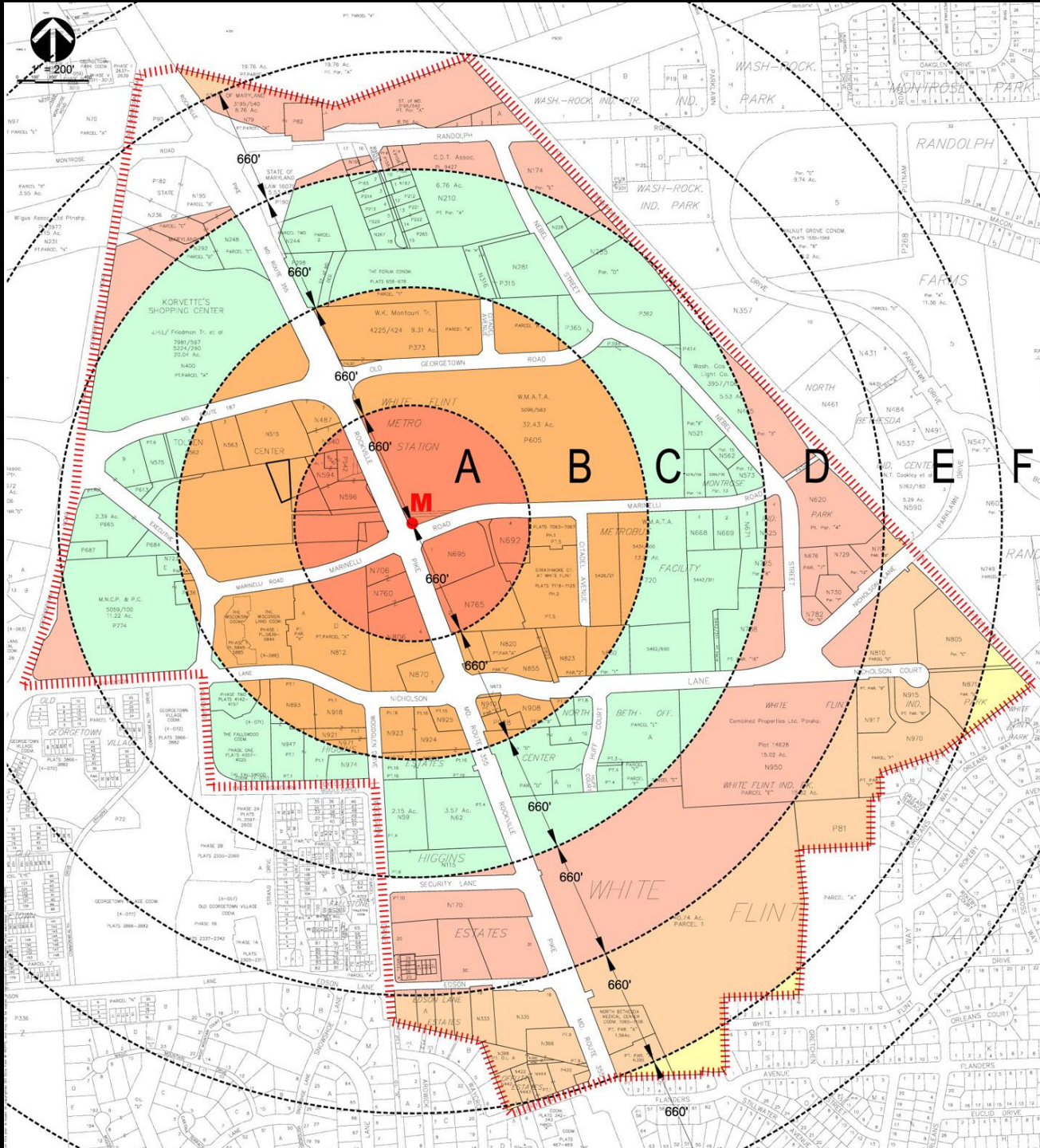


The Vision for Rockville Pike: A Grand 21st Century Boulevard



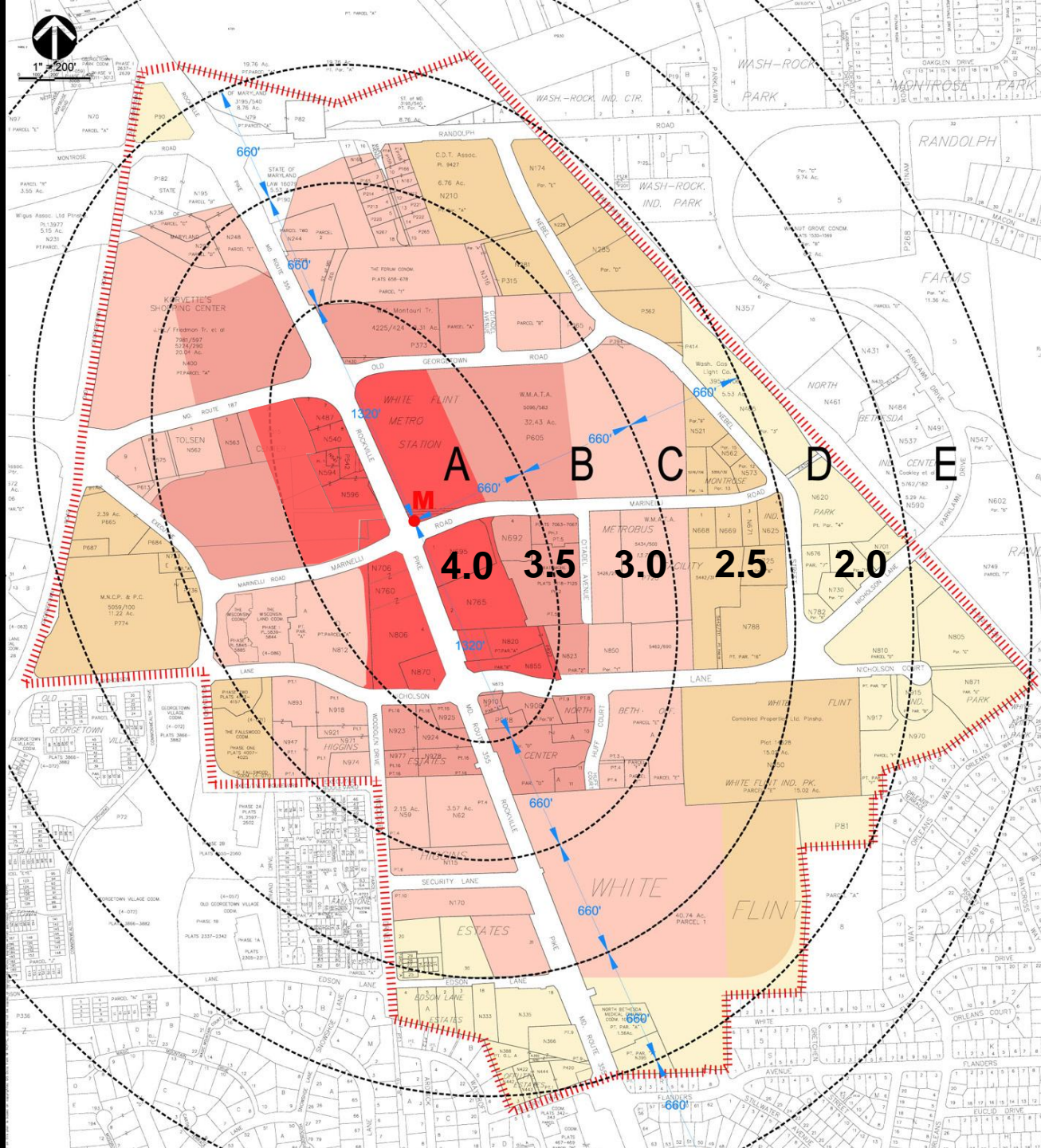
Mid-Pike Program







1" = 200'



Active Engaging Park Space



Active Street Retail



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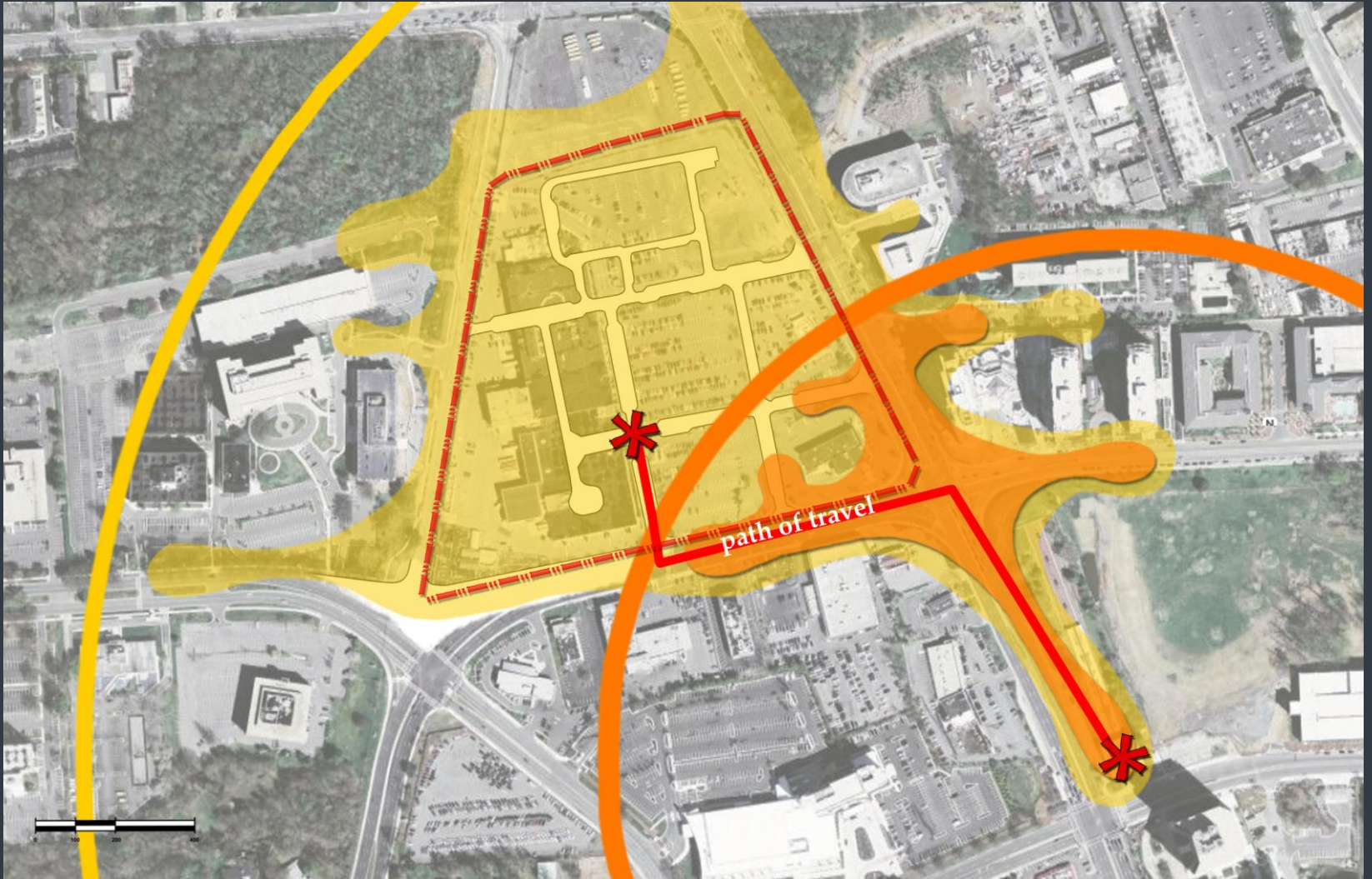
Sense of Place: 24 Hour Activity



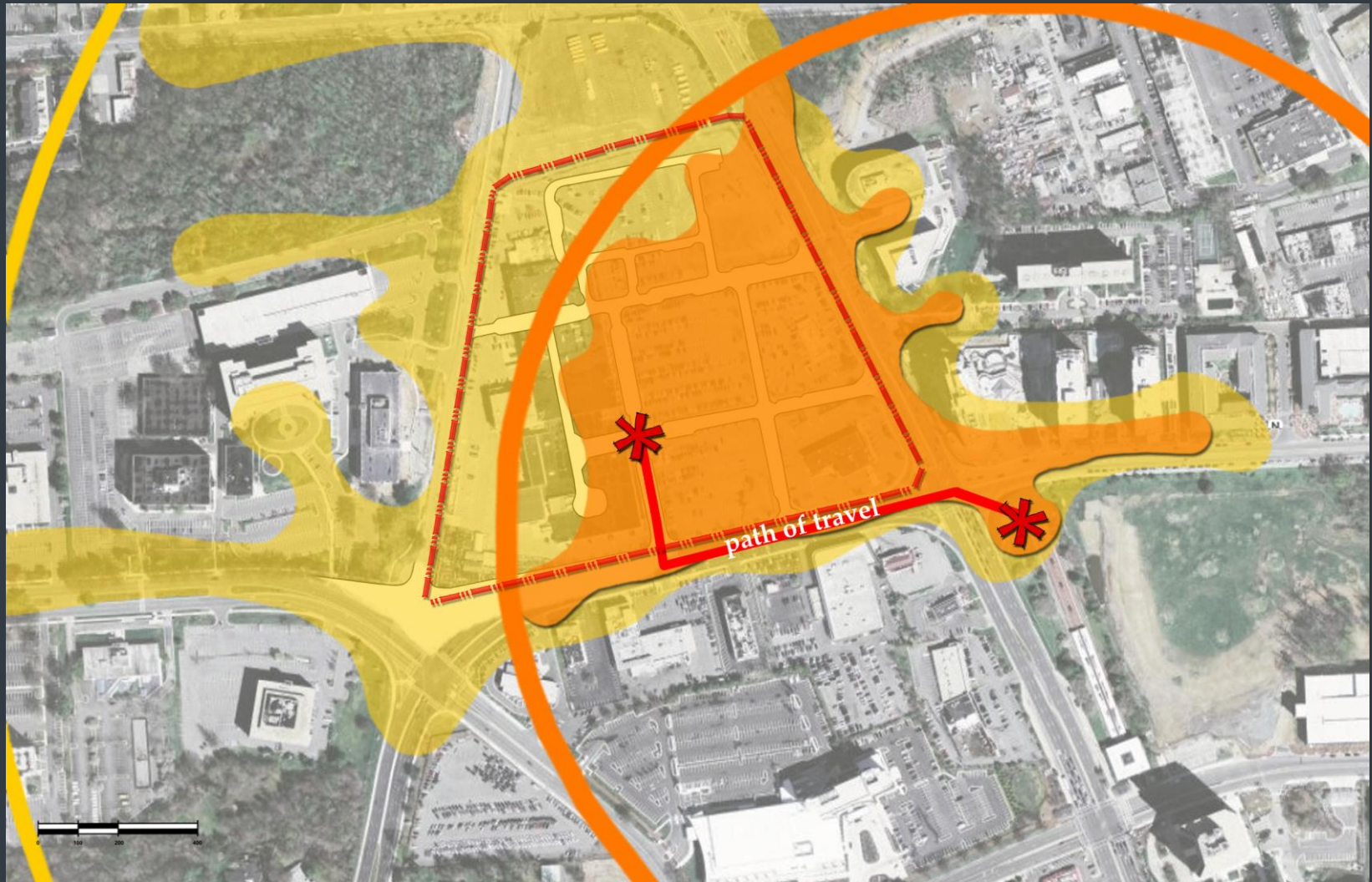
Sense of Place: Design & Programming



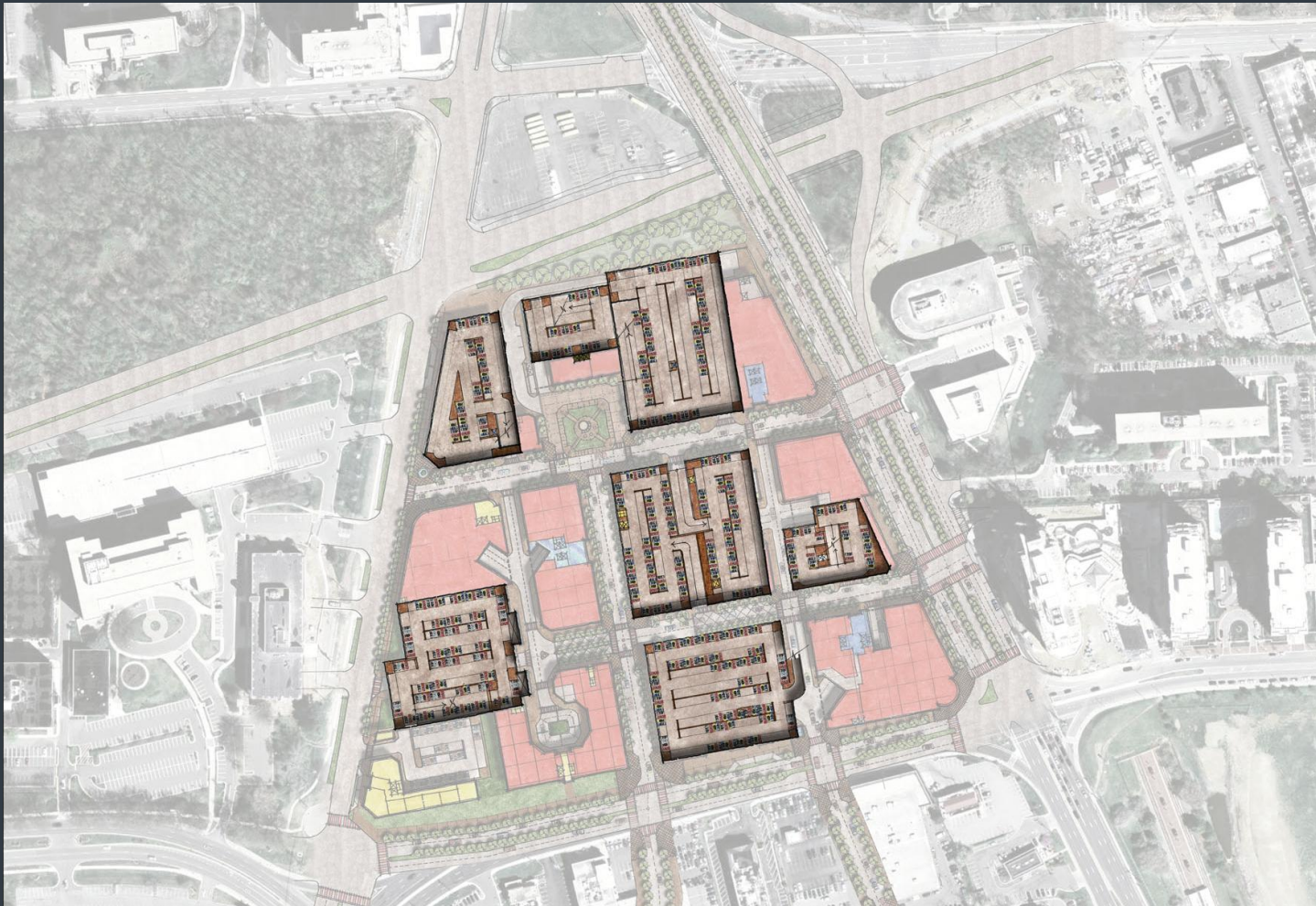
Five & Ten Minute Walk From Existing Metro to Mid-Pike



Five & Ten Minute Walk From Future North Metro Entry



Below Grade Parking



Above Grade Parking



20% Public Use Space

