

# White Flint Sector Plan

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Advisory Board – Sub-committee Report Out: 10/02/08

Suzanne Hudson

Evan Goldman

# Joint Citizen Land Owner Advisory Board Sub-Committee

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## Sub-Committee of White Flint Advisory Board Sector Plan Members:

- **Paula Bienenfeld:** Luxmanor Civic Association: President
- **Chris Weber:** FRIT
- **Evan Goldman:** FRIT (Formerly with Holladay Corp)
- **Natalie Goldberg:** Garrett Park Estates – White Flint Park Cit. Assoc.
- **Perry Berman:** Representing Fitzgerald Auto
- **Suzanne Hudson:** Garrett Park Estates – White Flint Park Cit. Assoc.
- **Greg Trimmer:** JBG
- **Ken Hurdle:** Luxmanor Citizens Association
- Fully Endorse the White Flint Sector Plan Report Filed by Barnaby Zall
- After 2 Years of Work ONLY 2 Weeks to Form Collective Response



# Advisory Board GOAL for White Flint Sector Plan (WFSP)

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- Advisory Board Goal Has Been Consistent Through the Years
  - Desire to create a “SENSE OF PLACE”
  - We want to see a “THERE” in White Flint
- Exact Definition Evolves Over Time
  - Something which defines the community and generates a common understanding of what is to be found “THERE”
  - “Urban Life” with an emphasis on LIFE
  - “Urban Village”
  - Finally: “Destination”
- From September 23, 2008 Meeting:
  - “An Innovative, Spectacular, Inviting, Green, Transit-Oriented Urban Destination.”
  - Debate continues about the term urban and how urban!



# The VISION!

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- **Green**, Walk-able, Fun and Friendly Place to Live, Work and Play
  - A pedestrian-oriented community of mixed use development
  - Taller buildings and higher densities near Metro tapering to lower densities at the borders with surrounding neighborhoods
  - More housing in sector
  - Encourage different income and lifestyle levels of housing in the sector
  - More local streets that invite and protect pedestrians with sidewalks, trees, street level retail, and facilities for bicycles
  - Efficient, frequent and diverse modes of transit
  - The Pike becoming a tree-lined boulevard to calm, yet move, traffic
  - New buildings constructed to green standards
  - New open spaces and parks connecting people
  - Extensive opportunities for arts, culture, dining, entertainment, & recreation
  - A variety of non-residential uses, including varied retail & auto showroom



# 10 Key Concerns With Staff Draft of Sector Plan

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1. Rockville Pike
2. Transit
3. Traffic
4. Schools
5. Parks
6. Neighborhood Compatibility
7. Density
8. District & Phasing
9. Design Guidelines
10. Sustainability and the Environment



# #1: Rockville Pike: Existing Conditions in White Flint



















# #1: Rockville Pike

- #1 Priority: CHANGE ROCKVILLE PIKE INTO A BOULEVARD!





# #1: Rockville Pike

- Vital CENTER of the New White Flint Sector Plan Area

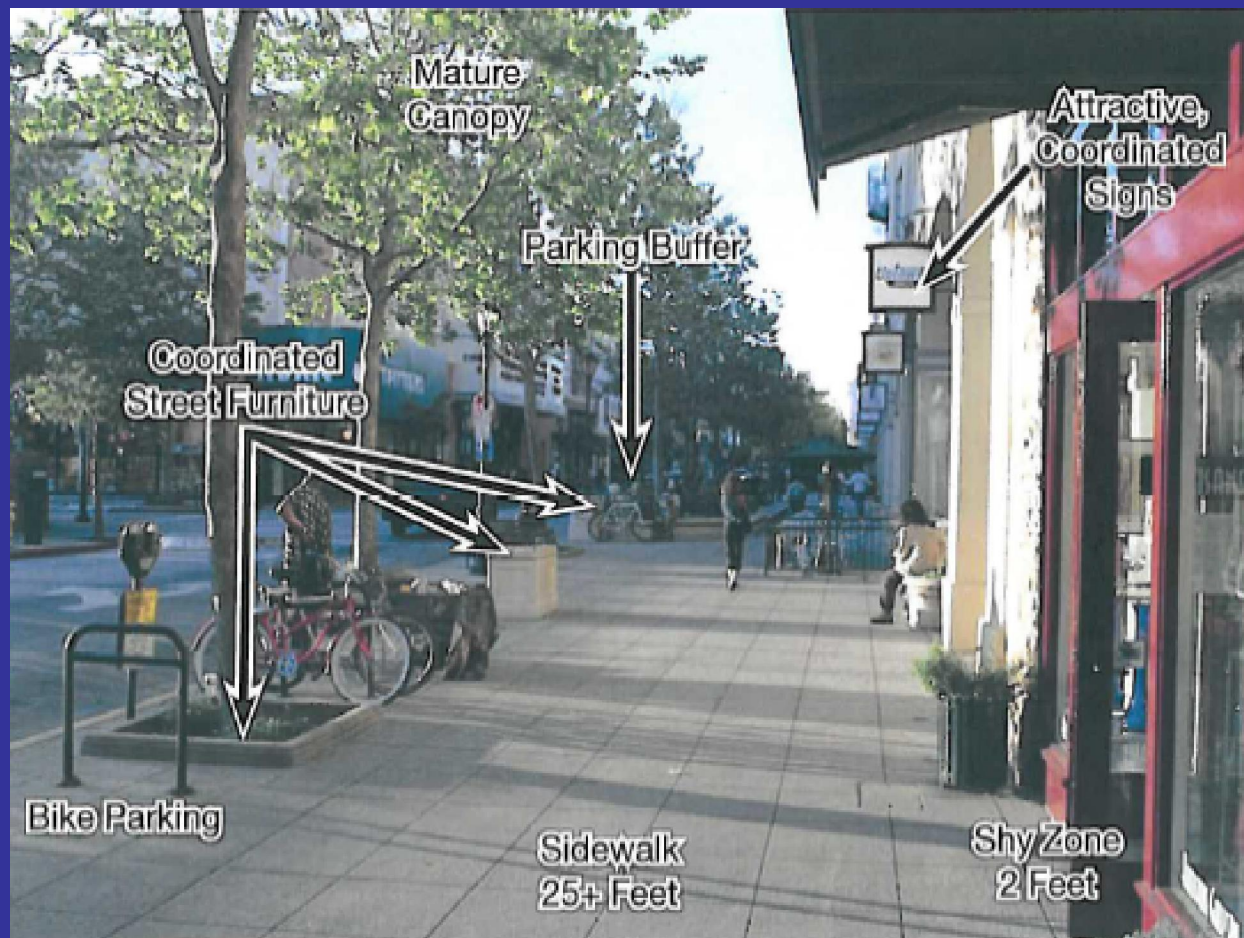


- Add Network
- Untangle the Confluences
- Build to the Street
- Contextual Design



# #1: Rockville Pike

- “Great streets are celebrated places that accommodate pedestrians, transit, and cars. The pedestrian environment includes wide sidewalks with opportunities for street furniture such as bike racks, benches and tree plantings. These elements encourage shops and cafes to pen on to the street, creating a place that is walkable, vibrant and full of activity.





## #1: Rockville Pike

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- Need to See Proposed Designs: Sections and Plans
- Can Not Support Something We Have Not Seen
- Rockville Pike Construction Phasing
  - Some members prefer completion in first phase
  - Some members prefer completion by second phase
  - Unanimous agreement that IT NOT BE COMPLETED LAST!
- Sub-committee with Citizens, Staff, SHA, DOT, Land Owners



## #2: Transit

- Do Not Want to Share a Off-Peak Parking Lane with a Bus Lane
- Need Separate and Exclusive Bus Lane and On-Street Parking
- Support Bus Circulator for North-South and East-West Demand
- Bus Circulator to Provide Access to Core for Residents of Contiguous Neighborhoods





## #2: Transit

- Rockville Pike Must be Designed to Incorporate BRT or Light Rail in Near Future
- Explore East-West BRT
- Grosvenor Metro Turnaround Terminated Immediately!
- Support Staff Conclusion for a Second Metro Entry, Bicycle & Pedestrian Emphasis, and a MARC Station in Sector Area.



## #3: Traffic

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- Advisory Group has not been given the traffic model so there is no reasonable way for us to support the conclusions that staff has drawn.
- Details of this model must be shared.
- Advisory Group will support certain levels of density necessary for development but only in conjunction with the infrastructure necessary to protect against congestion.
- Note: Increasing congestion and modifying traffic analysis standards is an area where there is disagreement within the Advisory Board.

## #4: Schools

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- There is NO support for either site recommended by staff for an elementary school location.
- Various advisory board members recommend looking at the following:
  - Within the sector plan area at the WMATA bus garage
  - Within the Walter Johnson Cluster at all other public school properties
  - Rockinghorse Elementary School.



## #5: Parks

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- Support Staff's Recommendations for Numerous Parks Spread Throughout the Sector Plan Area
- Support Staff's Recommendation for a Greenway Connecting the Various Parks
- Support Concept of a Central Public Green
- The Community Should Play an Integral Role in the Design and Programming of Wall Park
  - Sub Committee should be formed specifically for this purpose

## #6: Neighborhood Compatibility

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- Create a Neighborhood Compatibility Section in the Sector Plan
- Section Should Address Following Issues:
  - Traffic buffers and deflection of cut through traffic
  - Convenient and safe pedestrian, bicycle access to metro and throughout district
  - Convenient circulator bus access from the edge of residential neighborhoods to the Metro and throughout the Sector Plan area.
  - Height of buildings within a certain distance of residential neighborhoods.

## #6: Neighborhood Compatibility





## #7: Density

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- Generally support staffs recommendation to place the highest density around the Metro Station.
- Need to see a trade-off model
  - Link between the cost of public benefits and the density needed to fund these various infrastructure improvements and extractions.
  - Once we understand of the level of density that is necessary to achieve the end result that the community wants, we will comment.
- Density calculations should include an estimate for the various bonuses offered including MPDU, WFH, Potential Green Building, etc...

## #8: District & Phasing

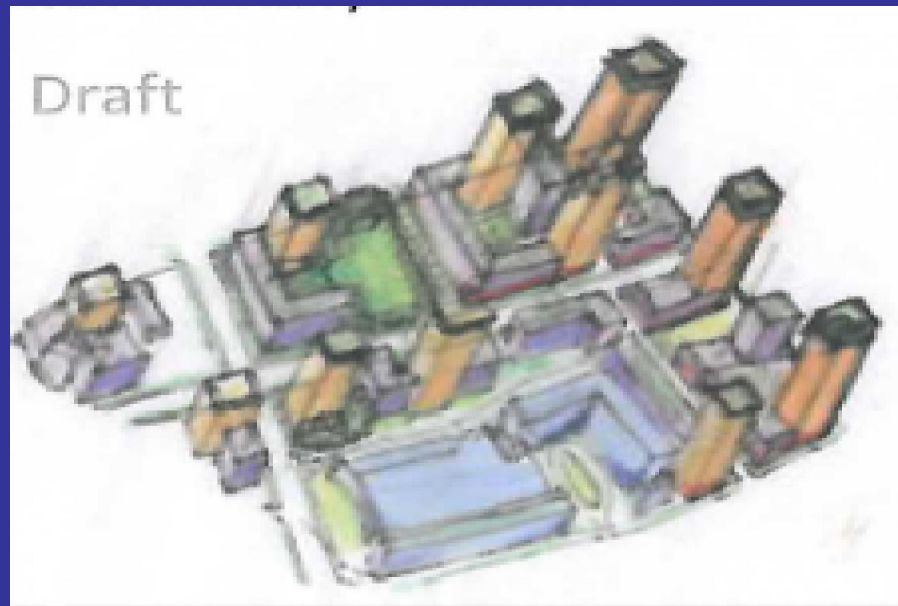
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- Need Economic Analysis Using Realistic Phasing of Development
- Need to Demonstrate How the Proposed Development Funds the Various Necessary District Wide Improvements
- Need to Review Model to Determine Advisory Board Support.
- Support a development district concept.
  - Note: In order to create a district we need 80% of land owners to submit to taxing themselves as part of a taxing district. (Per current Montgomery County legislation)
  - If the district can not be formed, the development community cannot finance the improvements



## #9: Design Guidelines

- Need to see Design Guidelines and Respond to Them Before We Can Support the Sector Plan
- General Concern About Some Ideas we Have Seen to Date
  - 8,000 SF tower floor plates
  - Building materials
  - Required active building fronts
  - 20% permeability









## #10: Sustainability & The Environment

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- Want a Section of Sector Plan to Specifically Deal with Sustainability and the Environment
- Consider Providing Density Bonus to Developers Who Go Beyond the Basic LEED Approval Process and Pursue Silver, Gold or Platinum Level of Certification
- Count Green Roofs Towards Permeability but Not Open Space Unless it is at Ground Level (i.e. covering a below grade garage)



## SUMMARY

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- This is a Joint Effort of Citizens and Land Owners
- We want Plan to go to Public Hearing ASAP, BUT Plan Should Reflect Advisory Board Concerns
  - GOAL: We would like to support the Plan in public testimony rather than oppose it!
- We Have Confidence that the Planning Board Understands the Serious Nature of the Issues we Have Raised and Will Make Every Effort to Address Them
- We Recommend that an Advisory Board Steering Committee be Created to Continue Working with the Planning Board and Staff