

# WHITE FLINT PROPERTIES CONTROLLED BY JBG





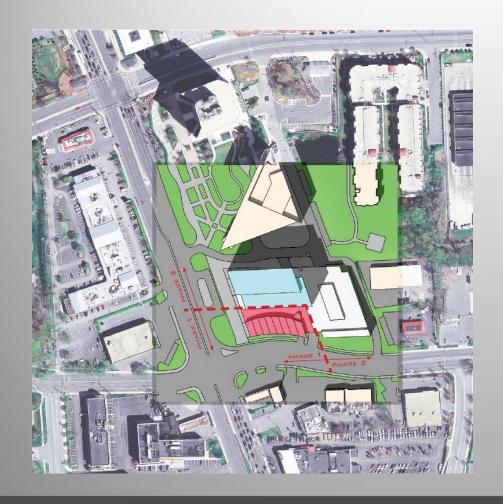
## **EATZI'S**

#### 11503 ROCKVILLE PIKE - EXISTING CONDITIONS



A one-story retail strip center.

### **VISION AND BENEFITS**



The redevelopment of this corner could replace low density, dated retail strip centers with a vibrant mixed-use project at a primary corner in the Sector Plan area.

This may require assemblage.

## WHITE FLINT SECTOR PLAN:

**OBSTACLES TO IMPROVEMENT** 

Retail centers along Rockville Pike are very successful, and subsequently have high land values – density can help incentive assemblage and redevelopment.

Staff's recommendation for a 3.0 FAR base density, and up to 3.5 through transfer is not sufficient to accomplish this goal.

This corner, less than 1/8<sup>th</sup> of a mile from Metro, is appropriate for a base density of 4.0 FAR, which will accomplish this goal.



## WHITE FLINT SECTOR PLAN:

THE POSSIBILITY





#### WHITE FLINT SECTOR PLAN:

**CORRECTIVE MEASURES** 

Recommend density according to "ellipse" proposal submitted by Development Collaborative to incentivize assembly and redevelopment of this critical corner.

